

Avoiding typical problems of AI projects

Tips for approaching AI

1. Put safeguards in place to verify and challenge the recommendations of AI
2. Question the results of AI, but be aware that you might not understand everything
3. Use AI as a sparring partner, who gives you impulses and ideas for developments or changes in your company

Typical reasons for failing AI projects are:

1. Inappropriate selection of algorithms or AI systems
Engage with experts to select the most suitable AI system or AI approach for your requests and projects. You might even combine multiple AIs to get the best result. But IF your AI project does not work, consider checking if the approach taken might contribute to the setback – and learn from it.
2. Fears and false expectations
Fears need to be taken out of the equation before starting an AI project. Otherwise, it will have a negative impact on it. Expectations must be managed and should neither be too optimistic nor too pessimistic.
3. Insufficient or poor-quality data
Almost all companies and organizations struggle with data quality. AI can be very useful to identify meaningful data.
BUT if the data is flawed, AI will be flawed as well. Therefore, whenever an AI does not generate the results expected, **always look at the data or rules provided to the AI first to find out if the training of the AI based on this data is the root cause.**
4. Lack of domain expertise
Training and providing feedback to an AI requires experts in the area the AI is supposed to assist. Without such expertise and feedback, especially in areas the AI cannot differentiate correct from incorrect itself.

Based on your experience, which mistakes does your organization/team/project take care of the most to avoid risking a setback with your AI project?

In case you ran an AI project, and the results were disappointing, which of the mentioned causes might have had an impact?
