5 Whys Analysis – Cornflow Project

# Problem Statement

Sai-Krupa was unable to make timely, data-driven decisions about where to expand or reduce operations.

# Why #1

Why was Sai-Krupa unable to make timely, data-driven decisions?

👉 Because their data was fragmented across multiple Excel files and not updated in real-time.

# Why #2

Why was the data fragmented and outdated?

👉 Because there was no centralized system to collect, validate, and store corn production and pricing data.

# Why #3

Why was there no centralized system?

👉 Because the company never invested in a BI or analytics solution for historical and comparative analysis.

# Why #4

Why did the company avoid investing in analytics earlier?

👉 Because decision-makers relied heavily on gut instincts and manual Excel reports, thinking they were sufficient.

# Why #5

Why did they rely on manual Excel reports instead of modern BI tools?

👉 Because they lacked internal technical expertise and weren’t aware of affordable freelance/consulting options.

# Root Cause (Final Why)

❗ Lack of awareness and internal technical capability led to reliance on outdated tools, which in turn caused fragmented data and delayed decisions.

# Resolution (Through Cornflow Project)

* Hired a freelance expert (Sainath Chikane) to build a custom BI system
* Centralized MySQL database to store validated data
* Power BI dashboards to enable timely, data-driven insights
* Role-based access for different departments
* Documentation & training to build internal confidence