

How can you make analytics projects more successful?

Our 10 success factors for analytics projects

Reliable data. Meaningful reports. Free analyses. Flexible planning. These are the visible results of analytics projects that enable companies to make sound decisions. But these analytics solutions have to be enhanced constantly. This requires money and work, and these have to generate added value. That's why it's important that analytics initiatives, from small changes to large change projects, have to be custom-tailored to the organization, processes, corporate culture, and requirements.

We reduce project risks and achieve optimal project results with these 10 success factors:

1. Validate requirements early

It's indispensable to validate the analytics requirements and their data-changing processes early and extensively. That's not always agile, but it's crucial for quality.

2. Recognize individual expectations

Usually, there are different expectations for the project and the results. These should absolutely be communicated so they can be coordinated.

3. Incorporate users early

The earlier the users are incorporated, the better. The entire orientation, the implementation of requirements, and later operationalization depend (solely) on users' feedback. That's why we involve them early.

4. Management support

During the project, there will be challenges that require decisions beyond the project horizon. That's why management support is crucial for providing clarity, direction, and backing in case participants have divergent expectations.

5. Communication in the project

Requirements change and therefore have to be addressed and tackled. Agile project methods such as SCRUM make it easy to react to even last-minute plan changes.



6. Data quality

The data quality determines the success or failure of the project. This is where the interplay of IT & specialized departments is essential. Frequently, mutual understanding of the different points of view and disciplines is lacking. The quality requirements should be defined and specified primarily by the business. IT should provide support and advise.

7. Improve data expertise

Data has to be easy to access and easy to customize for all participants. The establishment of a data culture and investment in data expertise are indispensable.

8. Agile project methods

Instead of rigid project methods that only permit changes in the requirements with difficulty, agile methods such as SCRUM should be applied. However, this does not grant „free passage“ for any (old) idea.

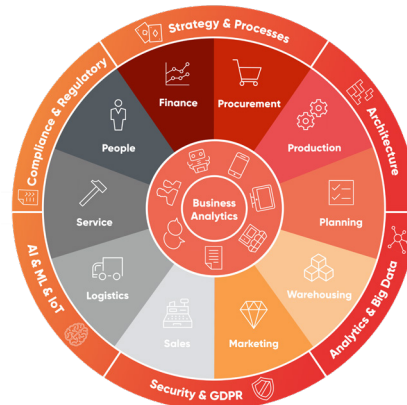
9. Restrict term

“Anything that takes longer than six months is not a project, but a problem!”

Without subdividing into sprints based on realistic time and resource planning, a project becomes a permanent spring that stresses out all the participants.

10. Embrace change

Thanks to internal and external influences on the company, it's not just analytics projects that are subject to constant change. All participants have to be aware of and informed about this.



Conclusion

Improvements begin with the awareness that there will be these and other challenges. In our experience, honest communication, a clear view of the big picture, and keeping an eye on the common goal are exceedingly important.

Sincerely yours,

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