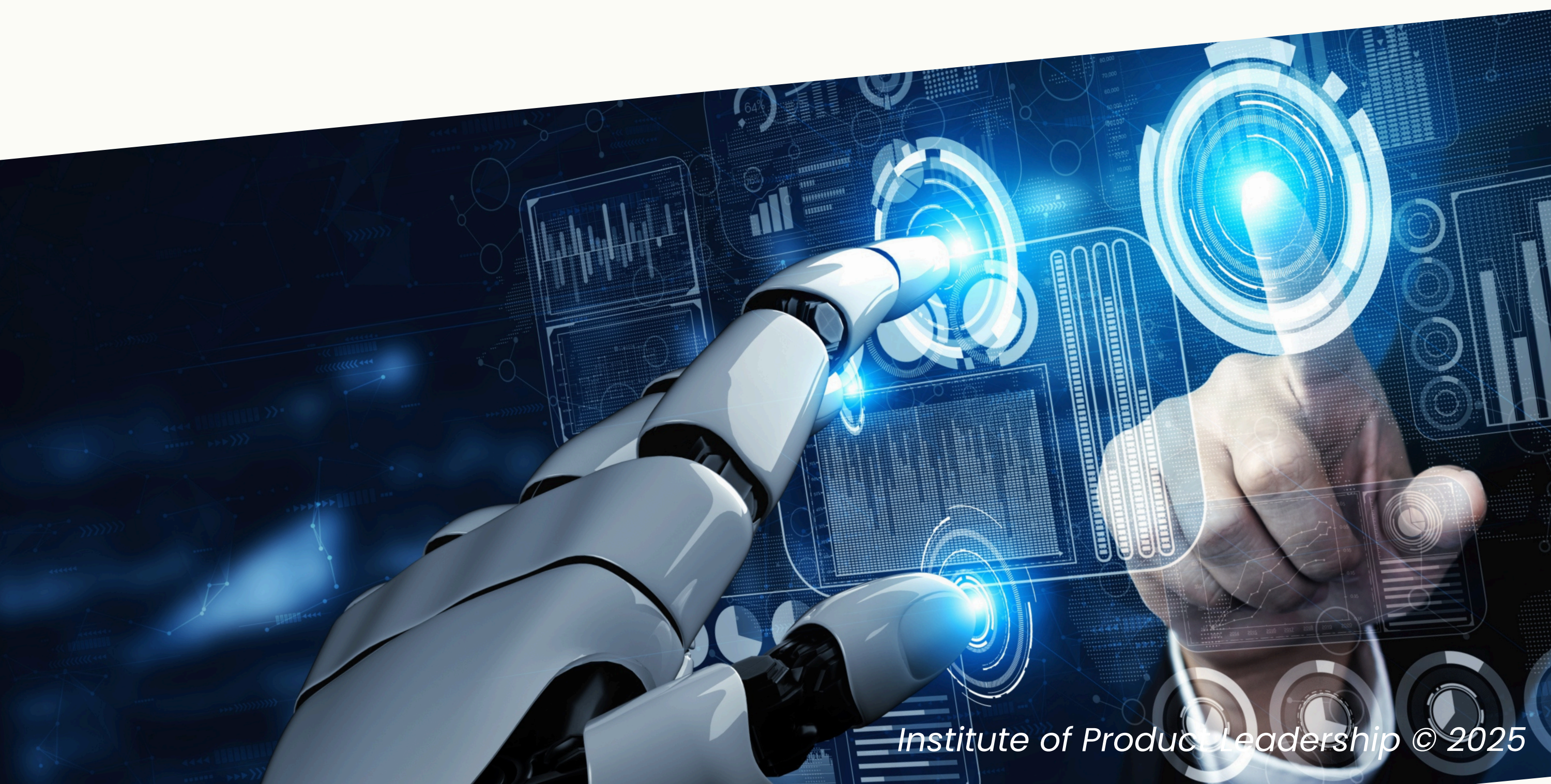


WHY MOST AI PROJECTS FAIL – AND HOW YOU CAN SUCCEED

*Insights for Building AI Products that Deliver
Real Value*

Based on the Insights from SV Varadarajan, Director of
Analytics at Indeed



Why 80% of AI Projects don't succeed?



80% Projects fail to meet goals



87% never reach production

Common Causes



Poor AI/ML integration with product management



Lack of clear business goals



Overemphasis on technology over impact



Poor data quality

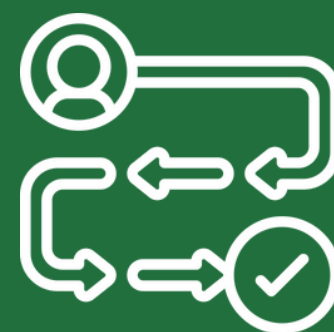
Avoid the pitfalls, build AI solutions that actually get adopted

4 Pillars of AI/ML in Product Management



Feasibility

Technical and business viability



User Experience

Ensuring usability and user retention



Data Science

Insight-driven decisions using large datasets



Product Management

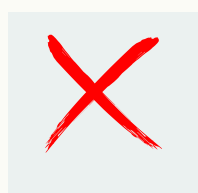
Orchestration, planning, and communication

When all four work in sync, AI/ML becomes a game changer

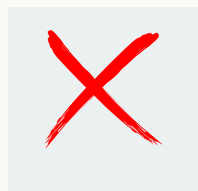
Common Pitfalls and How to avoid them

Where AI Projects Go Wrong and How to Get it Right

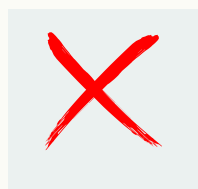
Pitfalls



Focusing on technology over market fit



Ignoring user needs over techy stuff



Underestimating the need for advocacy

Solutions



Prioritize user value over algorithm



Strong cross-functional collaboration



Market testing and real feedback loops

The biggest pitfalls are the ones most ignored



Succeeding with AI/ML Integration

Your AI Success Formula

Key Takeaways

- Start with the business goal, not the tech
- Align AI capabilities with user experience and feasibility
- Encourage continuous learning and iteration
- Treat failure as a feedback mechanism

*AI isn't valuable until someone makes
it understandable*



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