The root cause of the project delay for the new product launch was the inexperience of the project manager in handling projects of this scale and complexity. This led to a lack of comprehensive risk assessment during project planning, resulting in an inadequate project scope.

**Root Cause Analysis**

The project manager was inexperienced in handling projects of this scale and complexity

**Why 5**

**Why 4**

The project manager did not conduct a comprehensive risk assessment during project planning

The initial project scope did not adequately account for the complexity of the product

**Why 3**

The design team encountered unexpected technical challenges

**Why 2**

The product design phase took longer than anticipated

**Why 1**

**Problem Statement: The new product launch project is delayed**

Root cause

analysis 5 whys