

## Stakeholder Analysis

Stakeholder	Role/Position	Interest in Project	Influence Power	Impact of Project	Engagement Strategy
<b>Executive Management CEO, CFO</b>	Project sponsors Decision-makers	<b>High</b> want accurate forecasts for budgeting and strategy	<b>High</b>	Improved profitability Better strategic planning	<ul style="list-style-type: none"> <li>• Regular updates</li> <li>• Executive summaries</li> <li>• Dashboards</li> </ul>
<b>Sales Director / Sales Managers</b>	End users of forecasts	<b>High</b> Rely on forecasts for targets and planning	<b>High</b>	Better sales plan Enhance stock management	Include in requirement gathering, periodic feedback sessions
<b>Data Analysts / Data Scientists Team</b>	Development Analysis	<b>High</b> Responsible for building and maintaining the model	<b>High technical</b>	Skill enhancement, increased workload	Agile collaboration, clear project scope, technical workshops
<b>Finance Department</b>	Budgeting Financial planning	<b>Medium</b> Forecasts inform cash flow and inventory costs	<b>High</b>	Improved budget accuracy	Monthly reports, integrated forecast dashboards
<b>IT Department</b>	Infrastructure System support	<b>Medium</b> Ensure data integration and system stability	<b>High</b>	System reliability and security	Coordination on tools, access management, maintenance schedules

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Marketing Department	Campaign planners	Medium Depend on forecasts to align promotions	Medium	More effective campaign targeting	Collaborative meetings, data-sharing sessions
Vendors / Suppliers	Provide products based on demand forecasts	Medium	Low	Stable orders Reduced variability	Share aggregate forecasts periodically
Customers	Indirect beneficiaries	Low Benefit from product availability and stable pricing	Low	Better service Fewer stock outs	Indirect engagement via improved service metrics

### Stakeholder Matrix

Influence or power	
<b>Keep Satisfied</b> <ol style="list-style-type: none"> <li>IT Department</li> <li>Finance Department</li> </ol>	<b>Manage Closely</b> <ol style="list-style-type: none"> <li>Executives Management</li> <li>Sales Managers</li> <li>Data Science Team</li> </ol>
<b>Monitor</b> <ol style="list-style-type: none"> <li>Customers</li> </ol>	<b>Keep Informed</b> <ol style="list-style-type: none"> <li>Suppliers</li> <li>Vendors</li> </ol>

### Stakeholder Interest in Project