

Stakeholder Analysis

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

<p>Keep Satisfied</p> <ul style="list-style-type: none"> 1. IT Department 2. Finance Department 	<p>Manage Closely</p> <ul style="list-style-type: none"> 1. Executives Management 2. Sales Managers 3. Data Science Team
<p>Monitor</p> <ul style="list-style-type: none"> 1. Customers 	<p>Keep Informed</p> <ul style="list-style-type: none"> 1. Suppliers 2. Vendors

Stakeholder Interest in Project