

Harnessing the Power of Data with Power BI

Identifying Stakeholders

By Arya Bhushan
Data Analyst

Case study



Company

Adventure Works is in the sports goods business. It is a large, multinational manufacturing company that produces and distributes bicycles and accessories to global markets. The company has established itself as a trusted brand. However, with the entry of new competitors, their market share has been threatened.

Scenario

The company has decided to take a new approach to maintain its position in the market. As a result, Renee, the marketing director at Adventure Works, has asked you to conduct a sales data analysis project. Renee is responsible for creating and implementing marketing campaigns.

The goal of the project is to use the insights gained from the analysis of sales data to drive new marketing campaigns and

improve the company's market share. The project aims to identify customer preferences, buying patterns, and trends, which will be used to create targeted marketing campaigns that will appeal to the company's existing customer base, and attract new customers.

To achieve this, you need to identify the key people in the business who can provide valuable insights into the company's current sales and marketing strategies. You must interview company managers with different responsibilities and roles to gain a comprehensive understanding of the company's sales and marketing operations.

Employees

These are the executives available that you can consider for an interview:

- Ricci is the customer service manager. She is responsible for ensuring that customers are satisfied with the company's products and services.
- Igor is the finance manager. He oversees the company's financial operations.
- Jane is the IT manager. She manages the company's information technology department.
- Renee is the marketing director. She develops and executes marketing strategies that advertise and publicize the business's goods and services.
- Sam is the research and development manager. Sam manages the company's research and development department.
- Alex is the security operations manager. She manages the company's operations, including security and maintenance.
- Nia is the legal counsel. She manages the company's legal affairs.
- Kane is the sales manager. He oversees the sales team and ensures that they meet their sales targets.
- Hassan is the human resources manager. He manages the company's staffing and employment resources.

Instructions

Create a new Word document called *The role of the data analyst in identifying stakeholders*. Follow the steps below to complete the exercise.

- Understand the context
- Identify the key Stakeholders
- Prepare interview questions

Solution

Context: Having reviewed the case study, it's clear that Adventure Works aims to leverage data analysis to improve market share through targeted marketing campaigns. Understanding the personas and their roles is crucial for effective stakeholder identification.

Key Stakeholders:

Stakeholder	Role	Influence	Interest	Reasoning
Kane	Sales Manager	High	High	Kane oversees the sales team and their targets. He has direct insight into customer buying patterns and campaign effectiveness.
Renee	Marketing Director	High	High	Renee leads marketing strategy and campaigns. She will directly utilize the data analysis results and needs to understand customer preferences.
Ricci	Customer Service Manager	Medium	High	Ricci interacts directly with customers, providing valuable insights into customer satisfaction and potential

				campaign pain points.
Sam	Research & Development Manager	Medium	Medium	Sam's insights on future product trends and customer needs can inform marketing strategies
Igor	Finance Manager	Low	Medium	While financial data might be included, Igor's primary expertise is not directly relevant to the marketing campaign focus. However, he might be interested in the project's potential impact on revenue

Questions to be asked:

Stakeholder: Kane (Sales Manager)

1. **What types of customer data do you find most valuable for understanding buying patterns and sales trends?**

2. **What are some recent challenges you've faced in meeting sales targets? Do you think data analysis could help address these challenges?**
3. **How can we best measure the success of future marketing campaigns based on sales data and customer feedback?**

Stakeholder: Renee (Marketing Director)

1. **What information do you currently use to develop marketing campaigns? How do you think data analysis can improve this process?**
2. **What specific customer segments are you most interested in targeting with upcoming campaigns?**
3. **What are some key metrics you use to track the effectiveness of marketing campaigns? How can data analysis further enhance your approach?**

Stakeholder: Ricci (Customer Service Manager)

1. **What type of feedback do you receive from customers about existing marketing campaigns?**
2. **What are some common customer concerns or pain points that you think relevant marketing campaigns could address?**
3. **Do you think customer service data could reveal any insights for improving the targeting and effectiveness of marketing campaigns?**

Stakeholder: Sam (Research & Development Manager)

- 1. What are some upcoming trends or innovations in the sports goods industry that you foresee impacting customer preferences?**
- 2. Based on your research and development efforts, do you have any insights into potential new product lines or features that could be targeted in marketing campaigns?**
- 3. Do you see any opportunities to leverage data analysis to improve the efficiency or effectiveness of our research and development processes, which could indirectly benefit marketing efforts?**

Stakeholder: Igor (Finance Manager)

- 1. Are there any specific financial metrics or cost considerations related to marketing campaigns that you think should be factored into the data analysis?**
- 2. Based on past campaigns, can you provide any insights into the return on investment (ROI) for marketing efforts aimed at different customer segments?**
- 3. Do you foresee any potential financial implications or risks associated with the implementation of new marketing campaigns based on the data analysis findings?**