Executive Sponsor (BU/Country Head) - final direction and sign-off

Sales Manager - primary user (Target vs Actual, discount tool)

Finance Controller - owns P&L logic, margin rules, reconciliation

Business Manager - Project Priority Matrix

Data analyst lead - verify, validate the reports

Data Analyst (BI analyst role) - builds and maintains the reporting pack

Data/IT Owner - access, storage, refresh permissions

RACI:

Legend: R = Responsible • A = Accountable • C = Consulted • I = Informed

Activity / Deliverable	Sponsor	Sales	Finance	Analyst	Data/IT
Confirm scope & requirements	A	C	C	R	I
Define KPI rules (Sales + Finance)	I	C	A	R	I
Build reports & decision tools (Excel pack)	I	C	C	R	I
Validate & reconcile numbers	I	C	A	R	C
Final sign-off & release	A	C	C	R	I
Refresh/runbook & access control	I	I	C	R	A