

Stakeholder Analysis

Stakeholder Name	Role / Position	Contact Information	Type <small>(Internal, External,</small>	Area(s) of Interest / What's Important to the Stakeholder	Level of Influence <small>(High, Med, Low)</small>	Impact <small>(High, Med, Low)</small>	Engagement Strategy
Project Team	Data Scientists / Developers	Internal communication (GitHub, meetings)	Internal	Achieving a successful project with high accuracy and reliable performance	High	High	Use GitHub for collaboration, share code updates, track progress
Project Supervisor / Mentor	Technical Supervisor	Direct messages and meetings	Internal	Ensuring technical quality, providing feedback and guidance	High	High	Regular meetings, feedback sessions, milestone reviews
DEPI / Ministry	Program Management / Evaluation Body	Ministry's LMS / Email	External	Evaluation, documentation quality, and project approval	Medium	Medium	Submit formal reports, follow official guidelines, regular updates
Retail Company (Hypothetical Client)	Business Manager / Sales Analyst	Company representative or dataset provider	External	Accurate sales and demand forecasting results to improve business decisions	Medium	High	Share reports, collect feedback, discuss forecast insights
End Customers	Product Consumers	Indirect (through the company)	External (Indirect)	Benefit from product availability and improved service	Low	Low	No direct communication; monitor through company outcomes

Summary & Key Insights

Summary

This stakeholder analysis identifies the key individuals and organizations involved in or affected by the *Sales Forecasting and Demand Prediction Project*.

- Internal stakeholders, including the **project team** and **supervisor**, are directly responsible for developing, testing, and managing the forecasting model.
- External stakeholders such as **DEPI**, the **retail company**, and **end customers** are primarily influenced by the project's results through evaluation, business decision-making improvements, and enhanced customer experience.

Key Insights

The **project team** represents the most critical stakeholder group, as they are responsible for ensuring model accuracy and successful implementation.

The **supervisor** provides essential technical guidance and ensures the project meets academic and professional standards.

DEPI and the **retail company** significantly influence the project's success through evaluation, feedback, and potential real-world application.