Stakeholder Analysis

Goal of This Step:

Understand **who is involved**, **what they care about**, and **how you'll communicate** with them throughout the project.

Stakeholder Matrix

Stakeholder	Role in Project	Interest / Concerns	Power	Influence	Communication Approach
Fraud Operations Team	Flag and investigate suspicious activity	Need accurate fraud alerts and reduced false positives	High	High	Weekly updates + dashboard reviews
Compliance & Legal	Ensure regulatory standards	Require audit logs and explainable rules	High	Medium	Formal reports + traceability docs
Data Science / Analytics	Build fraud models or scoring logic	Interested in patterns and thresholds	Medium	High	Share detailed logic + raw queries
Bank Management	Strategic oversight	Want fewer fraud losses and strong customer trust	High	Low	Monthly summary + high-level KPIs
Customers	End users of the banking service	Want privacy, safety, and minimal disruption	Low	Medium	Indirect via app alerts & updates

Key Communication Points:

Keep **Fraud Ops** close to the data design — they know real patterns

Ensure **Compliance** can audit what's flagged and why

Translate technical logic into business-friendly explanations for managers