

Stakeholder Analysis

Goal:

Identify **who is impacted** by employee attrition, what their goals are, and how you (as the Business Analyst) will support them through insights and reports.

Stakeholder Matrix

Stakeholder	Role in Project	Interest / Concern	Power	Influence	Communication Style
HR Manager	Owner of the attrition problem	Reduce resignations; identify root causes	High	High	Weekly dashboard reviews
Department Managers	Responsible for teams	Want to understand why employees leave their teams	Medium	High	Visual reports & summary chats
Learning & Development	Tracks engagement & upskilling	Needs to understand if lack of training is a driver	Medium	Medium	Data-backed suggestions
Senior Leadership (CEO/COO)	Strategic direction	Concerned with cost of turnover and productivity impact	High	Medium	Monthly KPI snapshot
Employees (Internal Surveys)	Data source & at-risk group	Interested in satisfaction and fairness	Low	Medium	Anonymous reporting used

Personas

Amit – HR Manager

Struggles with frequent resignations in tech roles

Needs simple, actionable visualizations on who is at risk

Wants to prove the value of employee engagement efforts

Ritu – Sales Department Manager

Losing junior salespeople every 3–6 months

Wonders if overtime, compensation, or lack of growth is to blame

Prefers bar charts & trend lines over spreadsheets

Vikas – L&D Coordinator

Wants to align training programs with job satisfaction

Asks if low engagement links to resignation

Uses insights to propose new training or career paths

Communication Plan

Audience	Frequency	Format
HR + L&D Teams	Weekly	Power BI dashboard demo (Teams)
Department Heads	Bi-weekly	1-pager summary with insights
Executive Team	Monthly	High-level PDF with attrition KPIs