

Stakeholder Analysis

Purpose:

Identify key people or roles affected by sales & profit fluctuations, and how your insights or dashboard will support them.

Stakeholder Matrix

Stakeholder	Role in Project	Interest / Pain Point	Power	Influence	Communication Style
Sales Manager	Needs sales data by product/store	Wants to know top-selling and underperforming SKUs	High	High	Weekly dashboard reviews
Inventory Manager	Stock management	Needs reorder alerts based on demand	Medium	Medium	Automated summary reports
Regional Store Heads	Manage local stores	Need visibility into store-wise profit	Medium	High	Filterable dashboards
Marketing Team	Runs promotions	Needs to see if discounts affect profit margins	Low	Medium	Campaign feedback with data
BI/IT Team	Maintains reporting tools	Ensures data pipelines and dashboard performance	Medium	Low	Technical syncs (monthly)
Executive Team / COO	Strategy, expansion	Interested in high-level KPIs & ROI	High	Medium	Monthly summary reports

Sample Stakeholder Personas

Ramesh – Sales Manager

Wants a real-time view of daily and monthly sales

Needs alerts for low stock, discount abuse

Prefers charts and region-wise performance cards

Priya – Regional Store Head (South Zone)

Manages 6 stores across cities

Wants to know which store or product is dragging profit

Doesn't use Excel – prefers mobile dashboards

Varun – Marketing Analyst

Runs 10+ promotions per month

Needs proof that discounts aren't eroding profit

Seeks correlations between promo period and category sales

Communication Plan

Audience	Frequency	Format
Sales + Inventory	Weekly	Power BI dashboard + email
Regional Heads	Biweekly	Filterable report export
Executives	Monthly	PDF with top 5 KPIs & trends