

## Experiment 8

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Aim: To create RMM plan. create risk assessment template for a case study.

Theory: we have mentioned some of the risks that are associated with our problem statement.

These risks are:-

- 1) Risk of change in user search behavior
- 2) Risk of low user engagement
- 3) Risk related to lack of external links
- 4) Risk of keyword over-optimization
- 5) Risk of competition from established outlets.
- 6) Risk of localization changes
- 7) Risk of image optimization
- 8) Risk of content freshness
- 9) Risk of fake news.
- 10) Risk of Duplicate content.

### Risk table

So basically we can list all the risks on basis of their category, the probability of that risk to occur, their impact factor and the damage that could occur. On basis of these we have the risk table

Risks	Category	probability	Impact
① Limited content source	Product size risk	45%.	1
② low user adoption	Business impact risk	52%.	2
③ Lack of personalization	Customer related risks	35%.	1
④ Lack of version control	Development em risks	60%.	3
⑤ low user adoption	Business impact risks	52%.	2

Conclusion : Hence, risks were identified and a risk table created and a risk sheet is made.

