# **The Data Analyst’s role in Identifying Stakeholders**

## **Step1: Project Scope**

Social Buzz is a trending platform for Social media and content creation with monthly active users of over 500 million. Currently, they are facing few challenges mainly: managing unstructured data, high volume data, and preparing for IPO. So the company has requested for a project to audit the big data practices, get IPO recommendations, and data analysis part is to identify the top 5 content categories by popularity to optimize user engagement and strengthen their market position.

The starting point is by identifying key stakeholders to get meaningful insights into data management, user behaviour, and IPO readiness.

## **Step 2: Key Stakeholders in focus**

| **Stakeholder** | **Role** | **Influence** | **Interest** | **Reason for Selection** |
| --- | --- | --- | --- | --- |
| Mae Mulligan | Managing Director | High | High | She’s the head of projects and client correspondence, and she’s the decision-maker. |
| Florian Henry | Lead IPO Strategist | High | High | Florian handles IPO strategy. A decision-maker, impacting one of the key goals. |
| Tim Pike | Senior Industry Analyst | Medium | High | He can conduct research on content categories, essential for popularity analysis. |
| Michelle Grove | Data Scientist | Medium | Medium | He could help with future strategies with predictive analysis. |

## **Step 3: Interview Questions to Stakeholders**

### **Mae Mulligan, Managing Director**

1. How does the data analysis insights on user preferences and content popularity help with Social Buzz’s strategic goals?
2. What category investors are available to make this analysis IPO ready?

### **Florian Henry, Lead IPO Strategist**

1. What data could be used from user engagement data should we prioritize to strengthen the IPO pitch?
2. How would insights into popular content categories place Social Buzz’s in a better market position?

### **Tim Pike, Senior Industry Analyst**

1. Which “reaction” data trends/types should we focus on to find top 5 content categories?
2. Are there any industry benchmarks and How could they help enhance our understanding of Social Buzz’s user preferences?

## **Conclusion**

This stakeholder analysis ensures that the data analyst (me) can gather targeted insights from key team members to meet Social Buzz’s objectives. By understanding each stakeholder’s role, influence, and interest, the data extracted will be actionable for optimizing user engagement, preparing for the IPO, and establishing big data best practices.