

## Stakeholder Analysis for Sales Forecasting MoE Project

### 1. Identifying Key Stakeholders

Using **Mitchell's Stakeholder Typology**, stakeholders are categorized based on Power, Legitimacy, and Urgency:

#### Primary Stakeholders

1. **Business Owners/Executives** (Power, Legitimacy, Urgency)
  - Need accurate sales forecasts for strategic decision-making.
  - Require actionable insights to optimize pricing and marketing strategies.
2. **Sales and Marketing Teams** (Power, Urgency)
  - Depend on demand forecasts to adjust sales strategies.
  - Require sentiment analysis for customer feedback insights.
3. **Finance Department** (Legitimacy, Power)
  - Uses price predictions for financial planning and revenue projections.
  - Needs demand forecasts for inventory management.
4. **Software Developers & Data Scientists** (Legitimacy)
  - Develop and maintain the forecasting models.
  - Need structured data, accurate preprocessing, and model performance feedback.
5. **End Customers** (Urgency, Legitimacy)
  - Provide product reviews that influence demand forecasting.
  - Their purchasing behavior affects pricing and supply strategies.

#### Secondary Stakeholders

6. **Investors & Shareholders** (Power)
    - Interested in financial performance based on forecast accuracy.
    - Expect reports on profitability and market trends.
  7. **Regulatory Bodies** (Legitimacy)
    - Require compliance with data privacy and AI ethics standards.
    - Ensure fairness in pricing and demand modeling.
  8. **Competitors & Market Analysts** (Urgency)
    - May influence pricing trends and market demand indirectly.
    - Their actions could impact the accuracy of forecasting models.
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2. Stakeholder Mapping using Mendelow’s Matrix

Stakeholder	Power	Interest	Strategy
Business Owners/Executives	High	High	Engage closely, provide detailed reports & insights
Sales & Marketing Teams	High	High	Collaborate for actionable insights
Finance Department	High	Medium	Provide structured financial forecasting
Software Developers	Medium	High	Ensure technical feasibility & feedback loops
End Customers	Low	High	Capture feedback via sentiment analysis
Investors & Shareholders	High	Low	Provide summary insights & financial projections
Regulatory Bodies	Medium	Low	Ensure compliance and ethical AI use
Competitors & Analysts	Low	Medium	Monitor trends and potential disruptions

3. Stakeholder Engagement Plan

Using **Power-Interest Grid Approach**:

- High Power, High Interest (Key Players):**
  - Regular meetings, interactive dashboards, reports.
  - Direct involvement in refining the model.
- High Power, Low Interest (Keep Satisfied):**
  - Periodic updates, executive summaries.
- Low Power, High Interest (Keep Informed):**
  - Public sentiment dashboards, customer feedback integration.
- Low Power, Low Interest (Monitor):**
  - Passive communication, industry trend reports.

4. Techniques for Stakeholder Analysis

1. PESTLE Analysis (for external factors influencing stakeholders)

- Political:** AI ethics regulations affecting forecasting models.
- Economic:** Market demand shifts affecting sales predictions.
- Social:** Consumer trends and sentiment analysis.

- **Technological:** AI/ML advancements improving forecasting accuracy.
- **Legal:** Data privacy laws affecting data collection.
- **Environmental:** Sustainability trends influencing demand.

**2. RACI Matrix (Responsible, Accountable, Consulted, Informed)**

Task	Responsible	Accountable	Consulted	Informed
Model Development	Data Scientists	CTO	Developers	Executives
Sales Forecast Analysis	Marketing	Sales Manager	Data Team	Investors
Financial Planning	Finance Team	CFO	Data Team	Executives
Compliance & Ethics Review	Legal Team	Compliance Head	Executives	Regulators

**5. Conclusion**

This stakeholder analysis ensures that the **Sales Forecasting MoE Project** aligns with business objectives while addressing the needs of all key stakeholders. By leveraging data-driven insights and engaging stakeholders effectively, the project will deliver accurate and actionable sales forecasts.