**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**

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

**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**:

1. **High Power, High Interest (Key Players):**
   * Regular meetings, interactive dashboards, reports.
   * Direct involvement in refining the model.
2. **High Power, Low Interest (Keep Satisfied):**
   * Periodic updates, executive summaries.
3. **Low Power, High Interest (Keep Informed):**
   * Public sentiment dashboards, customer feedback integration.
4. **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.