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Stakeholder Analysis

Purpose

The goal of this stakeholder analysis is to identify the key departments and decision-makers who will interact with the **Olist Insight Hub**. By understanding their specific data needs, we ensure the project provides actionable insights that optimize operations, increase seller performance, and enhance customer loyalty.

Stakeholder Matrix

Stakeholder	Role / Responsibility	Expected Benefits from the Project
Operations & Logistics Manager	Oversees shipping, carrier performance, and delivery timelines.	Improved tracking of delivery delays and identification of underperforming shipping routes.
Sales & Marketplace Manager	Manages seller relationships and category growth.	Insights into top-performing categories and revenue trends by region.
Marketing Strategy Team	Drives customer acquisition and retention campaigns.	Advanced customer segmentation (RFM) to target loyal vs. at-risk customers.
Customer Experience (CX) Lead	Monitors buyer satisfaction and review scores.	Correlation data between delivery speed and customer review ratings.

Stakeholder Communication Plan

Stakeholder	Data Needs & Deliverables	Communication Method	Frequency
Operations Manager	Logistics Dashboard (Delay Analysis, On-time Rate).	Interactive Power BI Report	Weekly
Sales Manager	Revenue KPIs, Category Performance, and Seller Metrics.	Monthly Performance Summary	Monthly
Marketing Team	RFM Segment lists and Customer Lifetime Value (CLV) data.	Segment CSV Exports & Treemap Visuals	Monthly
CX Lead	Review Score trends and Satisfaction Heatmaps.	Sentiment & Feedback Reports	Quarterly

How This Project Serves Stakeholders

For Operations Manager:
- Dashboard Page 1: Real-time delivery rate (97.21%)
- Filters by state to identify regional bottlenecks
- Alert when delivery rate drops below 95%

For Marketing Team:
- RFM Segmentation Donut Chart
- At Risk segment = 16% (15,360 customers) → immediate action
- Champions segment = 28% → VIP loyalty program candidates

For Sales Manager:
- Top 5 Categories Bar Chart
- Revenue trend line (monthly breakdown)
- AOV metric ($159.59) with growth recommendations