Project: AHI Marketing Analytics & Customer Engagement App
Date: July 3, 2024

#	Cause (condition/situation)	Event	Impact	Risk owner	Category	Probability risk rating	Impact risk rating	Risk score	Trigger	Response
1	Insufficient initial user data	Low accuracy in analytics	Reduced decision-making efficiency	QA Specialist	Threat	4	4	16	Delayed data onboarding	Increase collaboration with data providers for timely data collection
2	Potential cybersecurity threats	Data breach or loss	Compromised user data security	IT Technician	Threat	3	5	15	Security audit findings	Implement additional layers of encryption and conduct more frequent security audits
3	Inadequate scalability of infrastructure	Application performance issues	Decreased user satisfaction and engagement	QC Analyst	Threat	4	3	12	High user activity levels	Optimize infrastructure for scalability and monitor usage patterns for proactive adjustments
4	Limited testing resources for new features	Delayed feature deployment	Inability to meet user needs and remain competitive	Project Manager	Threat	3	4	12	Feature launch dates nearing	Increase budget allocation for QA and engage external testers if necessary
5	Insufficient stakeholder engagement	Misalignment with business goals	Project delays or reworks	Project Manager	Threat	2	3	6	Low meeting attendance	Schedule more frequent check-ins with stakeholders to ensure alignment and gather feedback
6	Potential regulatory changes impacting app security	Requirement for additional compliance measures	Increased costs and development time	IT Technician	Threat	2	4	8	Regulatory updates issued	Conduct regular compliance reviews and consult legal experts to stay informed on regulations
7	Enhanced data analytics capabilities	Improved data-driven insights	Boosted decision-making efficiency	QA Specialist	Opportunity	3	-5	-15	Advanced analytics implemented	Invest in additional analytics tools and training to maximize insights
8	Strong stakeholder interest in project success	Increased support and resources	Higher chance of successful project completion	Project Manager	Opportunity	4	-4	-16	High engagement in meetings	Leverage stakeholder interest to secure more resources or expedite decisions
9	Growing market demand for analytics solutions	Potential for future scalability and product upgrades	Increased app relevance and potential for revenue growth	Project Manager	Opportunity	3	-4	-12	Positive market feedback	Plan for future app expansion by including scalable architecture from the beginning
	Total Risk Score							26	**Risk Exposure**	

Probability risk rating		Impact risk rating
5: High		5: High
4: High to moderate		4: High to moderate
3: Moderate		3: Moderate
2: Moderate to low		2: Moderate to low
1: Low		1: Low