

Stakeholder Analysis and Mapping

Power - Interest Grid

Low Interest - High Influence	High Interest - Low Influence <ul style="list-style-type: none">- Customers- Northwind Management- Business Analyst- IT Department- Sales Manager- Marketing Manager
Low Interest - Low Influence <ul style="list-style-type: none">- Suppliers	High Interest - High Influence <ul style="list-style-type: none">- Website Administrator- Customer Service

Summary Explanation

1. Key Players (High Power, High Interest)

- **Northwind Management, Marketing Manager, Sales Manager, IT Department, Business Analyst (Project Manager)**

- These stakeholders are crucial to the project's success and need active management.
- They have the authority to make decisions, allocate resources, and influence the final outcome.

2. Keep Informed (High Interest, Low Power)

- **Customer Service Team, Website Administrator, Customers (Collectively High Influence)**

- These stakeholders are directly affected by the project but have limited decision-making power.
- Regular updates and feedback mechanisms should be in place to address their concerns.

3. Minimal Effort (Low Interest, Low Power)

- **Suppliers**

- Their role in the project is minimal, so engagement efforts can be limited.

By managing stakeholder expectations effectively, conflicts—such as those between the Sales Manager (focused on increasing sales) and the Marketing Manager (focused on data collection)—can be mitigated to ensure project success.