

Stakeholder Roles and Responsibilities

Sarah Jamieson – Chief Operating Officer (COO)

Role: Project Sponsor

As the COO, Sarah serves as the primary project sponsor and ultimate decision-maker. She ensures the project aligns with ValueFrenzy's strategic objectives, particularly in improving operational efficiency and profitability across regions. Sarah provides final approvals for key deliverables, including the insights report, and acts as an escalation point for risks or issues encountered during the project.

David Lee – Chief Financial Officer (CFO)

Role: Financial Oversight

David oversees the financial aspects of the project, focusing on cost analysis and profitability insights. He collaborates on evaluating financial performance across product tiers and regions, providing feedback to ensure recommendations align with ValueFrenzy's broader financial goals. David's role is critical in assessing the feasibility and impact of proposed strategies from a financial perspective.

Amanda Cole – Head of Sales and Marketing

Role: Sales and Marketing Input

Amanda provides insights into sales trends and customer behavior, helping interpret the relationship between sales performance and marketing strategies. She ensures the recommendations are actionable within the context of pricing, promotions, and customer engagement. Amanda will also evaluate how the findings impact future sales optimization strategies.

Michael Rogers – Regional Manager, USA

Role: Regional Performance Evaluation (USA)

Michael provides region-specific insights for the USA, ValueFrenzy's largest market. He will support the project by sharing region-specific data and helping to interpret the analysis in terms of operational challenges and market-specific trends. Michael will also be involved in reviewing regional performance recommendations to ensure they are feasible and effective. His feedback is essential to ensure the practicality and effectiveness of regional strategies.

Isabella Martinez – Regional Manager, Mexico

Role: Regional Performance Evaluation (Mexico)

Isabella will focus on the analysis and performance evaluation of the Mexico region, which contributes significantly to ValueFrenzy's revenue. Her role involves interpreting how market trends in Mexico, particularly the lower-tier product sales, impact the overall business. Isabella will help the project team by reviewing the insights and contributing to discussions about regional sales strategies and customer preferences and ensures the regional recommendations are relevant and actionable.

Ethan Carter – Regional Manager, Canada

Role: Regional Performance Evaluation (Canada)

Ethan oversees ValueFrenzy's operations in Canada and will contribute to evaluating the sales and profitability trends in this smaller but valuable market. His input is vital for understanding the regional nuances that might influence the average transaction value (ATV) and overall profitability in Canada.

Karen Blake – Head of Product Development and Strategy

Role: Product Strategy and Innovation

Karen plays a critical role in shaping the product mix and developing strategies to maximize product profitability. She will review the insights related to product-tier performance. Karen's feedback will help guide the team on how product development can be aligned with the insights to support better decision-making, improve inventory management, and refine product pricing strategies.

Nitin Kunigal – Consultant (Business Analyst)

Role: Business Analyst and Liaison

As the Business Analyst, Nitin plays a pivotal role in transforming raw data into actionable business insights. His responsibilities span the entire project lifecycle, from initial requirements gathering to the final recommendations. He works closely with stakeholders to define key performance indicators (KPIs) and establish business objectives, ensuring that the data analysis aligns with ValueFrenzy's strategic goals.

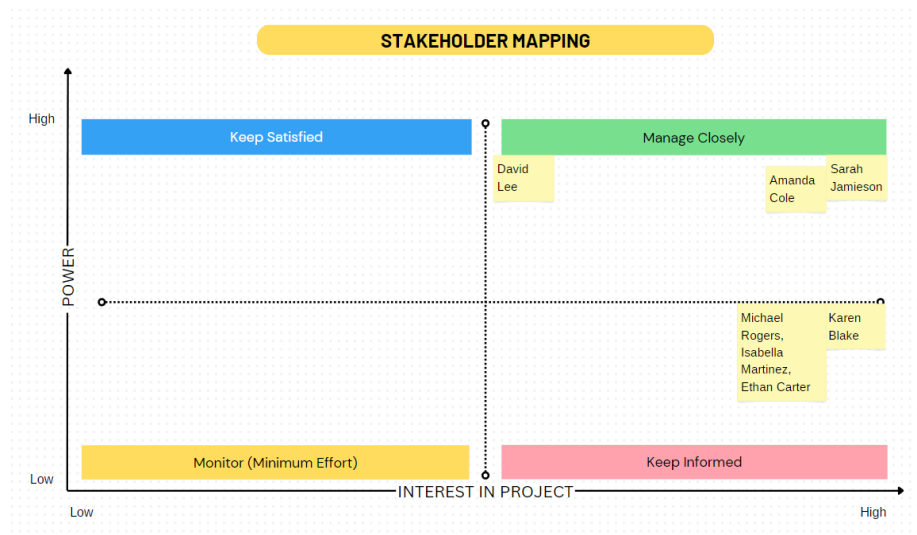
Nitin's responsibilities include:

- Requirements Gathering: Engaging with stakeholders to understand business needs, challenges, and priorities, ensuring that the analysis addresses the most pressing business questions.

- Business Case Development:
 - Collaborating with stakeholders to define the problem statement, identifying gaps in sales performance, profitability, and operational efficiency that the project aims to address.
 - Establishing project objectives in measurable terms, such as improving gross profit margins, optimizing regional strategies, or increasing customer retention through data-backed insights.
 - Outlining the expected outcomes and benefits of the analysis, including enhanced data-driven decision-making, operational efficiencies, and revenue growth opportunities.
 - Preparing the business justification for the project to secure stakeholder buy-in and ensure alignment with organizational priorities.
- KPI Definition: Collaborating with stakeholders to define the most relevant KPIs for each region and product tier, ensuring that the analysis focuses on the metrics that drive business performance.
- Data Analysis and Insights: Leading the analysis of the sales and profitability data to identify trends, uncover challenges, and highlight opportunities for operational improvement and regional performance optimization.
- Stakeholder Engagement: Facilitating communication between stakeholders to ensure that their feedback is integrated into the analysis, helping refine strategies and ensuring that recommendations are actionable and aligned with business needs.
- Reporting and Recommendations: Synthesizing the insights into a comprehensive business case report, delivering actionable recommendations that support ValueFrenzy's strategic goals. Nitin also develops and presents a data-driven dashboard to visualize the findings and drive decision-making.

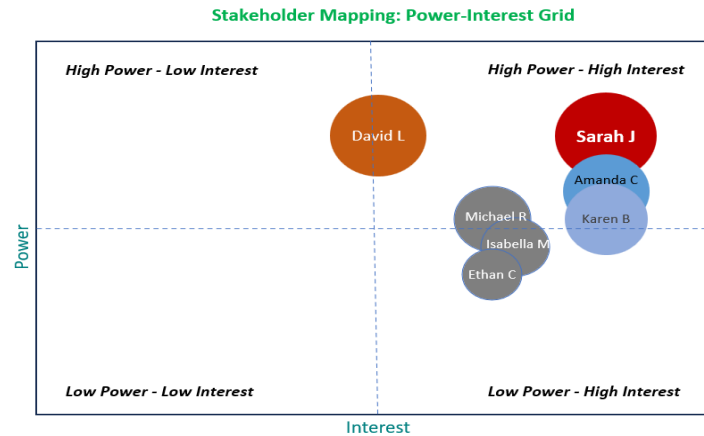
Stakeholder Analysis

Power-Interest Mapping



We'll divide stakeholders into four quadrants based on their Power and Interest in the Project:

- **High Power, High Interest (Manage Closely):** These stakeholders are critical and have the ability to influence the project significantly. They should be actively managed and engaged regularly.
- **High Power, Low Interest (Keep Satisfied):** These stakeholders are influential but have little direct impact on the day-to-day operations or project outcomes. They should be kept informed but not overwhelmed with details.
- **Low Power, High Interest (Keep Informed):** These stakeholders may not have decision-making power but are very interested in the project. You'll need to keep them informed and updated on progress.
- **Low Power, Low Interest (Monitor):** These stakeholders have little power or interest in the project. They don't need much attention, but you should still monitor their status and be aware of any changes in their engagement.



Stakeholder Engagement Strategies

Sarah Jamieson (COO) - Manage Closely

- Conduct regular briefing sessions to ensure alignment with organizational objectives and to validate the evolving business case.
- Seek her approval on critical project milestones and recommendations, particularly those influencing company-wide strategy and operational efficiency.
- Proactively address any escalated risks or issues impacting the project's scope or timeline.

David Lee (CFO) - Keep Satisfied

- Share financial insights and projections, focusing on key metrics such as revenue, profitability, and ROI of proposed recommendations.
- Minimize involvement in routine updates but engage actively during financial reviews and cost-benefit discussions.
- Ensure financial feasibility is integrated into the final recommendations to align with the company's fiscal objectives.

Amanda Cole (Head of Sales and Marketing) - Manage Closely

- Actively involves in discussions regarding sales trends, customer behavior, and marketing strategies.
- Collaborate during the requirements-gathering phase to ensure sales and marketing perspectives are incorporated into the analysis.
- Validate insights related to sales optimization and promotional strategies, ensuring alignment with market trends and customer engagement goals.

Michael Rogers (Regional Manager, USA) - Keep Informed

- Provide regular updates on USA-specific performance analysis and gather insights into regional operational challenges.
- Engage in discussions around region-specific recommendations, particularly those impacting the USA's revenue and ATV.

Isabella Martinez (Regional Manager, Mexico) - Keep Informed

- Share findings and gather feedback on Mexico's sales performance, focusing on consumer behavior and regional dynamics.
- Include her perspective in the development of actionable strategies for addressing Mexico-specific challenges and opportunities.

Ethan Carter (Regional Manager, Canada) - Keep Informed

- Provide updates on Canadian performance trends and ATV analysis, ensuring his input is considered in recommendations for improving profitability in this market.
- Highlight any unique operational or market challenges influencing Canadian sales performance.

Karen Blake (Head of Product Development and Strategy) - Keep Satisfied

- Share updates on product-tier performance and collaborate on aligning product strategies with analysis findings.
- Involve in discussions around product innovation and development to address underperforming tiers and optimize inventory strategies.
- Ensure product-related recommendations align with broader business goals and future product roadmaps.