

Project: AHI Real-Time Marketing Analytics App  
Date: 20 Apr 20xx

#	Cause (condition/situation)	Event	Impact	Risk owner	Category	Probability risk rating	Impact risk rating	Risk score	Trigger	Response
1	Hard to find IT staff	Can't hire support in time	Delays in development	Priya Service	Threat	4	4	16	Roles unfilled 2+ weeks	Speed up hiring, ask sponsor help
2	Low beta test turnout	Not enough user feedback	Missed bugs or bad user experience	Keiko Tanaka	Threat	3	4	12	Low test responses	Remind testers, give small rewards
3	Vendor not aligned	Late or incomplete deliverables	Project falls behind	Cary Manning	Threat	3	4	12	Missed vendor milestone	Weekly check-ins, shared task list
4	Strong team collaboration	Fast problem solving	Fewer delays, better quality	Project Team	Opportunity	3	4	-12	Team hits early milestones	Keep communication strong
5	No change control in place	Extra features added without review	Scope creep, delays	Cal Hamer	Threat	2	4	8	Backlog changed without CCB	Set up CCB and review process early
6	Support team not trained	Users struggle after launch	More tickets, unhappy users	Priya Service	Threat	3	4	12	Feedback shows confusion	Train helpdesk, have launch-day support
7	Training well received	Staff ready on day one	Smooth rollout	Keiko Tanaka	Opportunity	3	3	-9	Positive UAT comments	Keep training simple and clear
Total Risk Score								29	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