

Understanding stakeholders (stakeholder analysis)

Stakeholder	Role (Related to project)	Involvement	Impact	Power or Influence (H/M/L)	Interest (H/M/L)	Engagement
Director of Customer Data	Project sponsor	Makes high-level decisions; serves as team resource	Wants the project to succeed. No resistance.	H	M	Communicate regularly, but not daily. Ask questions and give updates.
Head of Data Science and Machine Learning	Project leader	Knowledge of data science and machine learning	Invested in the project as a team leader. Possible resistance if data science and machine learning role is affected.	H	H	Communicate daily as project leader
Existing Clients and Employees	Office C4U customer	Can give feedback on the customer experience	Some highly interested; others less so. Resistance only if Plant Pals affects main product line.	M	M	Communicate as needed to inform and get feedback.
Director of Procurement	Project team member	Procurement support	Invested in the project as a team member. Little impact at present. Project could affect their investment budget allocation.	M	L	Communicate daily as project team member.
Director of IT	Project team member	IT support	Invested in the project as a team member. Little impact at present. Project could affect their IT infrastructure	H	M	Communicate daily as project team member.

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Product Manager	Project team member	Knowledge of website design and plants; strong relationships with OG employees	Invested in the project as a team member. Possible resistance if Product Manager role is affected.	H	H	Communicate daily as project team member.
Team Data	Project team member	Knowledge of Big Data; strong relationships with OG employees	Invested in the project as a team member. Possible resistance if Team Data role is affected.	H	H	Communicate daily as project team member.
Marketing Promotion Manager	Project team member	Knowledge of Big Data; Establish marketing plan and campaign for project	Invested in the project as a team member. Possible resistance if Marketing role is affected.	H	H	Communicate daily as project team member.
API Strategis	Project team member	API support	Invested in the project as a team member. Little impact at present. Project could affect the API management.	L	L	Not directly involved. Keep updated on progress and performance.
Financial Analyst	Project team member	Financial support	Invested in the project as a team member. Little impact at present.	L	L	Not directly involved. Keep updated on progress and performance.
HR Recruitment and Training	Project team member	Recruitment and Training support	Invested in the project as a team member. Little impact at present.	L	L	Not directly involved, but should be updated before launch

Prioritizing stakeholders (power grid)

