

Stakeholder analysis

Definition

A stakeholder analysis is an [analysis](#) with regard to [stakeholders](#).

Notes

Other definition is:

An overview of all stakeholders and their interest (requirements, needs and expectations) concerning data quality.

A stakeholder rating map is a form of visualization using a quartered chart to show stakeholders in terms of interest and influence/power. See figure 1.

Interest indicates stakeholders' likely concerns, whilst Influence indicates their ability resist your recommendation or change.



Figure 1: Two Stakeholder Rating Maps

Synonym

Interested party.

Purpose

Purpose of a data quality stakeholder analysis is to consider the requirements, needs and expectations of the stakeholders when managing the [data quality policy](#), [critical data elements](#), and [data quality objectives](#).

Purpose of stakeholder rating map is to prioritize the interest (needs) of stakeholders considering their influence.

Life cycle

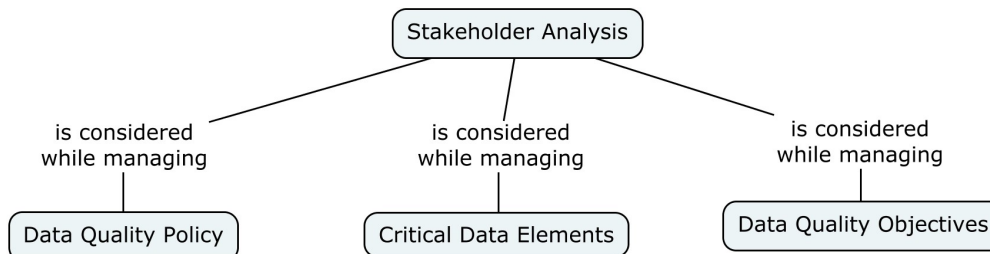
| Phase | Activity |
|-------|--|
| Plan | <ul style="list-style-type: none"> Plan the data quality stakeholder analysis Identify the data quality stakeholders Identify the requirements, needs and expectations of the data quality stakeholders. Rate the influence and interest of the data quality stakeholders Compose a stakeholder rating map Compose the data quality stakeholder analysis |
| Do | <ul style="list-style-type: none"> Consider the data quality stakeholder analysis when managing the other elements of the data quality management system, e.g., data quality policy, critical data elements, and data quality objectives. |
| Check | <ul style="list-style-type: none"> Review/evaluate the data quality stakeholder analysis |
| Act | <ul style="list-style-type: none"> Adapt the data quality stakeholder analysis to new insights and circumstances |

Characteristics and requirements

| Characteristic | Requirement |
|--|---|
| Completeness of the DQ stakeholders analysis | Alle relevant stakeholders are mentioned in the DQ Stakeholder Analysis |
| Currency of the DQ stakeholders Analysis | The DQ stakeholder analysis is up to date |

Relations

Stakeholder analysis is an element of [data quality management system](#). Stakeholder analysis is considered while managing [critical data elements](#), the [data quality policy](#), and [data quality objectives](#).



Examples

Examples of DQ stakeholder categories are [data consumers](#), [chief data officers](#), [data owners](#), [data stewards](#), staff, [data suppliers](#). Example of a DQ stakeholder analysis

| Stakeholder categories | Interest (requirements, needs and expectations) of the stakeholder | Interest of the stakeholders | Influence or power of the stakeholders |
|------------------------------------|---|------------------------------|--|
| Data users | <ul style="list-style-type: none"> Data quality meet the requirements | High | High |
| Data suppliers | <ul style="list-style-type: none"> Data will be accepted 'as is' | High | Low |
| Chief data officer | <ul style="list-style-type: none"> Sufficient capacity and competency regarding DQ | Middle | High |

| | | | |
|---------------|--|--------|--------|
| Data owners | <ul style="list-style-type: none"> • Support from management and data stewards • Sufficient capacity | High | High |
| Sata stewards | <ul style="list-style-type: none"> • Support from management • Sufficient tooling | Middle | Middle |
| Staff | <ul style="list-style-type: none"> • Adequate data quality so they can do their jobs properly | High | Low |

References

- DAMA (2017). DAMA-DMBOK. Data Management Body of Knowledge. 2nd Edition. Technics PublicationsLlc. August 2017.
- DAMA Dictionary of Data Management. 2nd Edition 2011. Technics Publications, LLC, New Jersey.
- Friendman, A.L., Miles, S. (2006). Stakeholders-theory and practices. NewYork, Oxford University press, Inc.
- ISO 9000:2015. Quality Management Systems - Requirements.
- ISO 9001:2015. Quality Management Systems - Fundamentals and vocabulary.

From:

<https://datamanagement.wiki/> - **Data Management Wiki**

Permanent link:

https://datamanagement.wiki/data_management/stakeholder_analysis?rev=1680714467 

Last update: **2024/03/08 13:33**