

# Stakeholder analysis

## Definition

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

## Notes

Another 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

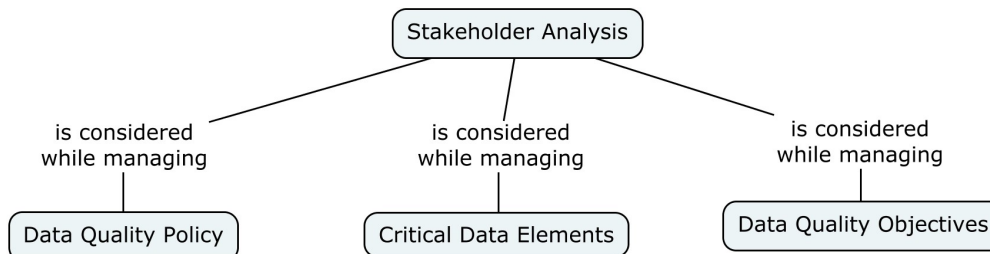
| Phase | Activity   |
|-------|--|
| Plan  | <ul style="list-style-type: none"> <li>Plan the data quality stakeholder analysis</li> <li>Identify the data quality stakeholders</li> <li>Identify the requirements, needs and expectations of the data quality stakeholders.</li> <li>Rate the influence and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

## Characteristics

| Characteristic                               | Requirement example  |
|--|--|
| Completeness of the DQ stakeholders analysis | All 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 |
|------------------------------------|---|------------------------------|--|
| <a href="#">Data users</a>         | <ul style="list-style-type: none"> <li>Data quality meet the requirements</li> </ul>              | High                         | High                                   |
| <a href="#">Data suppliers</a>     | <ul style="list-style-type: none"> <li>Data will be accepted 'as is'</li> </ul>                   | High                         | Low                                    |
| <a href="#">Chief data officer</a> | <ul style="list-style-type: none"> <li>Sufficient capacity and competency regarding DQ</li> </ul> | Middle                       | High                                   |

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

## References

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