Stakeholder analysis

Definition

A stakeholder analysis is an analysis with regard to stakeholders.

Notes

Another defintion 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.

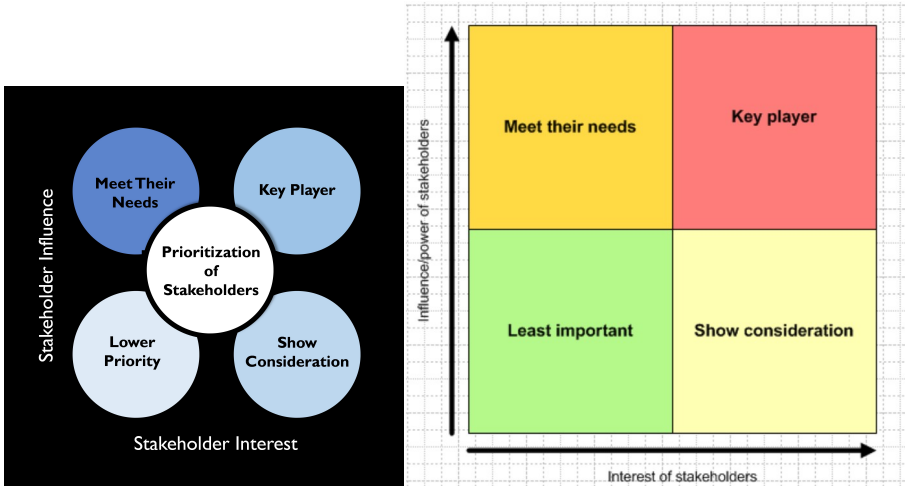


Figure 1: Two stakeholder rating maps

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

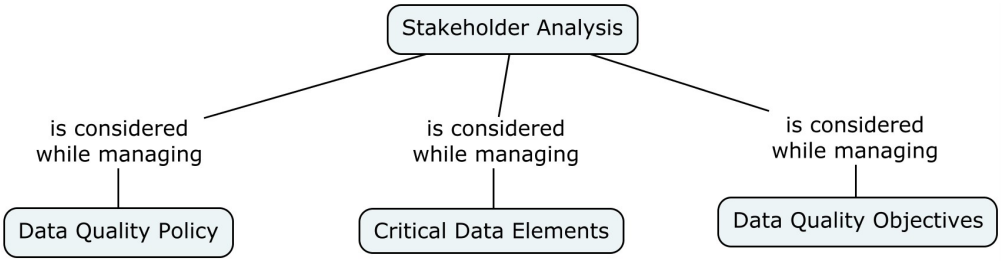
Phase	Activity
Plan	• Plan the data quality stakeholder analysis • Identify the data quality stakeholders • Identify the requirements, needs and expectations of the data quality stakeholders. • Rate the influence and interest of the data quality stakeholders • Compose a stakeholder rating map • Compose the data quality stakeholder analysis
Do	• 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	• Review/evaluate the data quality stakeholder analysis
Act	• Adapt the data quality stakeholder analysis to new insights and circumstances

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
Data users	• Data quality meet the requirements	High	High
Data suppliers	• Data will be accepted ‘as is’	High	Low
Chief data officer	• Sufficient capacity and competency regarding DQ	Middle	High

Data owners	• Support from management and data stewards • Sufficient capacity	High	High
Data stewards	• Support from management • Sufficient tooling	Middle	Middle
Staff	• Adequate data quality so they can do their jobs properly	High	Low

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