

Stakeholder analysis

Definition

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

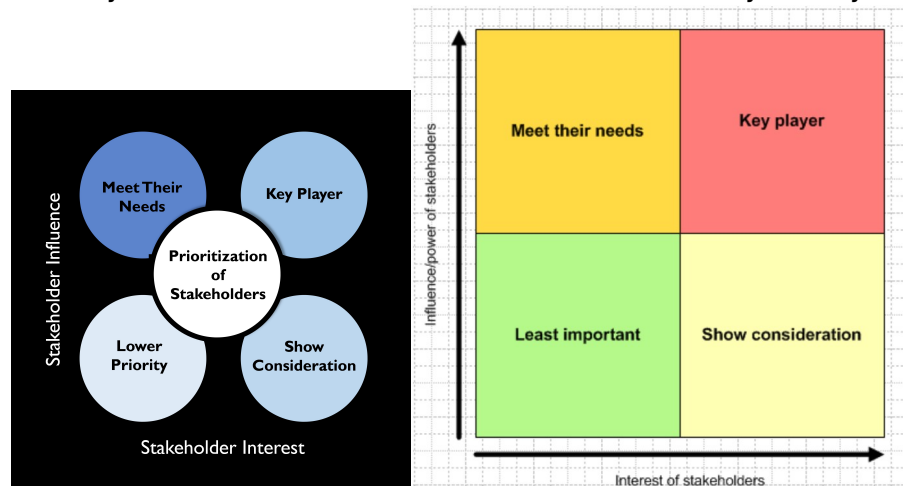
Notes

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.

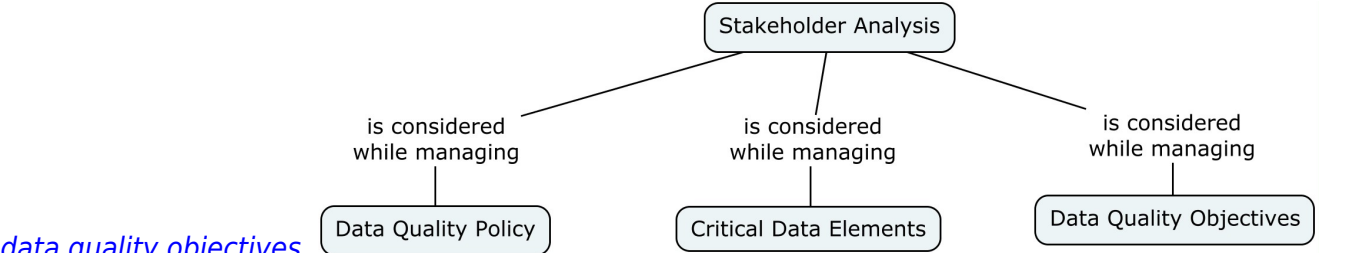
Interest indicates stakeholders' likely concerns, whilst Influence indicates their ability resist your



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 | • 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 and requirements === ^ Characteristic ^ Requirement ^ | 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 Information 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 information 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 | === 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.

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Last update: 2024/03/08 13:33