

Stakeholder Profiles – StreamStyle: Improving Customer Retention

You are working on behalf of the data team at **StreamStyle**, a fashion rental platform. Customer retention rates have fallen by 15% over the last two quarters, and the leadership team wants to explore ML-driven solutions. You've been given access to insights from key internal stakeholders—each with distinct goals, concerns, and constraints. Your task is to analyze these perspectives and translate them into a clear, actionable ML requirements document that defines the problem scope, technical needs, and success criteria.

1. Chief Financial Officer (CFO): Amina Desai

Goals

- Improve profitability by reducing churn-related losses.
- Maximise ROI for any new technology investments.

Concerns

- Budget efficiency: "We can't afford another six-figure pilot with unclear results."
- Time-to-impact: "We need to see measurable value in this financial year."
- Justification: "How will this project tie back to our bottom line?"

Constraints

- Limited additional headcount or infrastructure spend this quarter.
 - Prefers cost-benefit clarity over experimental R&D.
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2. Head of Marketing: Leo Tran

Goals

- Increase repeat rentals among Gen Z and millennial customers.
- Launch targeted promotions that speak to customer preferences.

Concerns

- Relevance: "Our current campaigns are too generic—we're losing the personal touch."
- Insights: "We need more data on what customers actually want."

- Adoption: "Marketing must be able to act on the model's output without learning Python."

Constraints

- Existing marketing platforms must integrate easily with the solution.
 - Prefers solutions that allow rapid testing and iteration of campaigns.
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3. Senior Data Engineer: Rina Shah

Goals

- Ensure data pipelines are scalable, maintainable, and secure.
- Minimise rework by building solutions that align with existing architecture.

Concerns

- Data readiness: "Our historical data is patchy and stored in multiple systems."
- Infrastructure: "Real-time processing is possible, but not without trade-offs."
- Maintainability: "We need a solution that won't drain engineering capacity long term."

Constraints

- Can provide access to structured rental history and web usage logs.
- NLP capabilities are limited without additional tooling or APIs.