

Business Requirement Documentation Template

Project Name: Octave Marketing Campaign
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Date Submitted: 18th April 2025
Document Status: ☐ Draft ☐ Proposed ☒ Validated ☐ Approved

1. Executive Summary

Our retail store, which operates all around Sri Lanka, plans to invest in a marketing campaign that provides customized marketing segmentation for our consumers.

2. Project Objectives

- Tailor marketing campaigns relating to consumer preferences.
- Provide meaningful customer segmentation based on the consumer index.
- Maximizing the effectiveness of campaigns through segmentation and providing recommendations.

3. Project Scope

Our team members will be working on the best model that provides customer segmentation. This will be tested and applied by working on 5 different models.

4. Business Requirements

- The solution must process and segment customers based on purchasing behavior and demographics.
- The system should be able to test and compare at least 5 clustering/classification models.
- Output must include actionable marketing segment labels and suggested campaign types per segment.
- A dashboard (e.g., Power BI/Tableau) should display customer segments and related KPIs.
- Reports should be exportable and understandable to the Marketing and Strategy teams.

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5.Key Stakeholders

Stakeholder	Role
Project Manager	Oversees model evaluation and documentation
Data Analytics Team	Develops, tests, and deploys models
Marketing Department	Uses segmentation insights to design campaigns
Retail Store Managers	Provide customer insights and feedback

6. Project Constraints

Data Availability	Three of the retail store demographics is not mentioned in the test dataset.
Time	The project must be completed in three weeks.
Skill Levels	Team Members have varying levels of ML knowledge

7. Cost-Benefit Analysis (Brief)

Cost Factors	Estimated Impact
Data cleaning & preparation time	Moderate
Time spent testing and validating models	High (resource-intensive)
Training marketing staff on using outputs	Low

Benefit Factors	Estimated Impact
Improved campaign ROI	High
Increased customer satisfaction	Medium to High
Reduced marketing waste/spend	High

Conclusion:

The benefits of implementing targeted marketing strategies far outweigh the moderate cost of analysis and development, making this a valuable investment.