



# SyriaTel Customer Churn

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01 —



# Agenda

02 —



- Overview of the Problem
- Predictive Model
- Features of Interest
- Recommendations
- Future Projects



# Churn!

03 —

- Retention vs Acquisition
- Directly benefits competition
- How do we prevent churn?

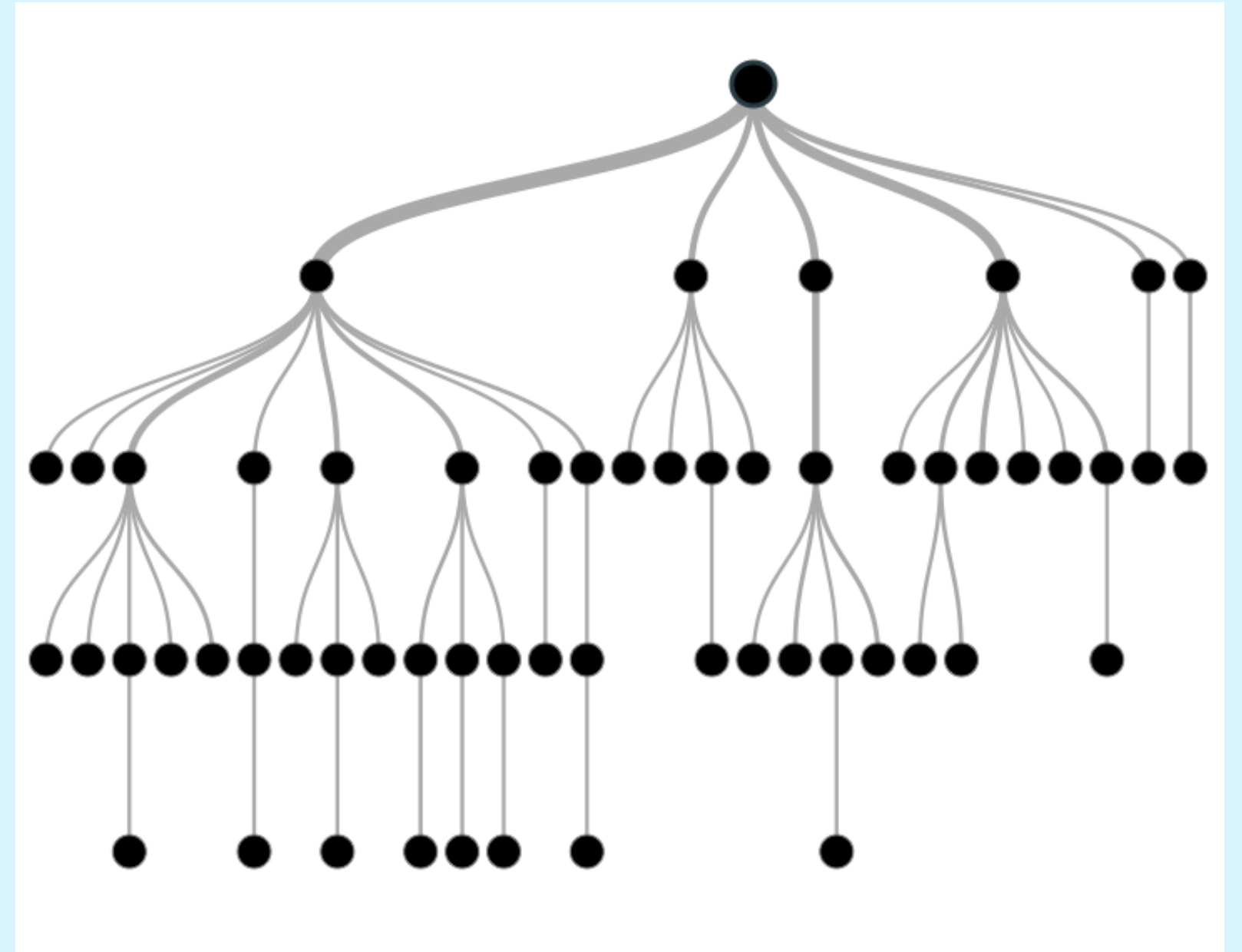


# Our Model



04 —

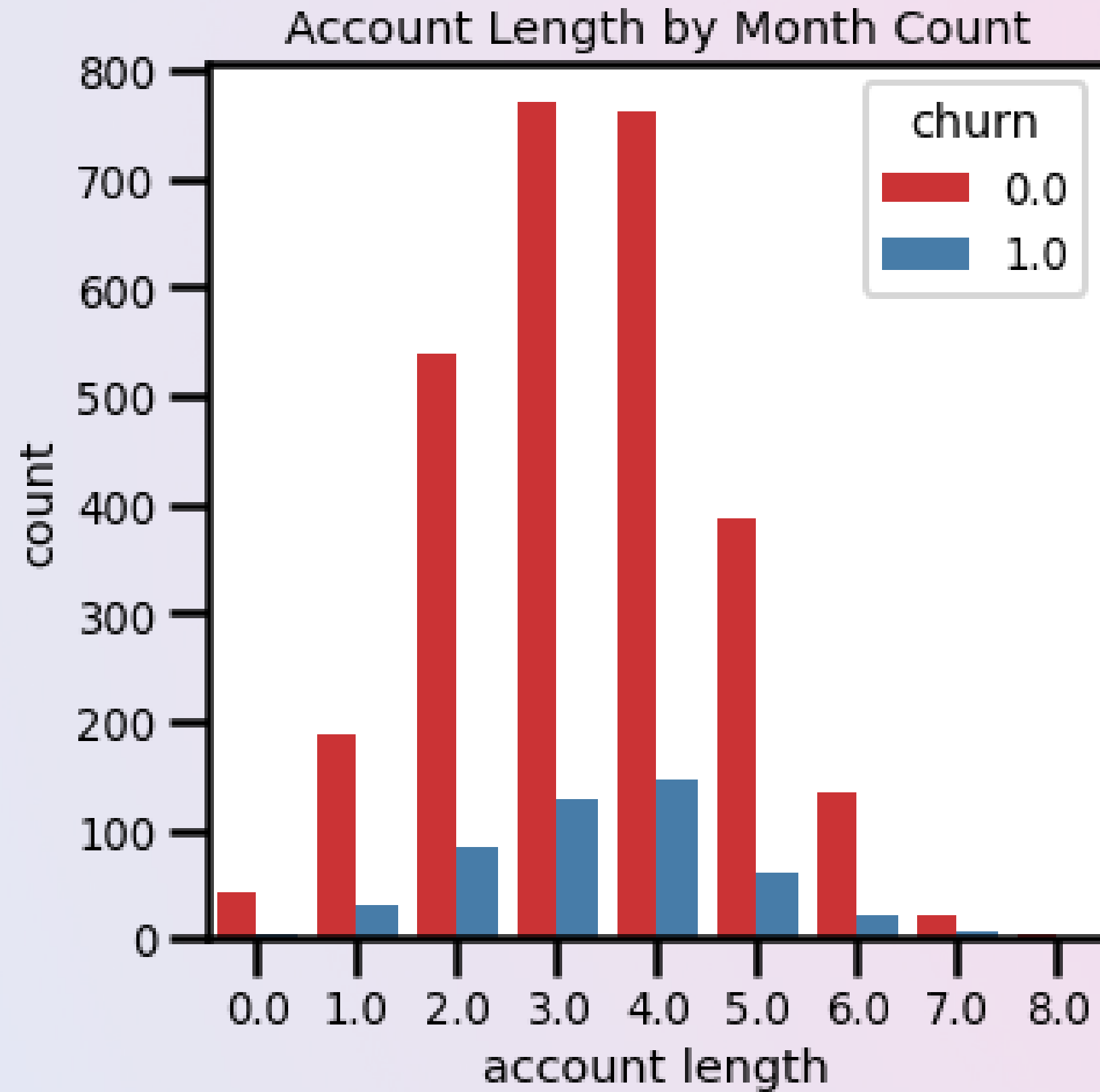
- **Decision Tree model**
- **SyriaTel workflow**
- **97% Accuracy**
- **83% Recall**



# Account Length

05 —

Analytical Strategy |  
Data Year 2017



Average Account Length for Not  
Churn: 3.36

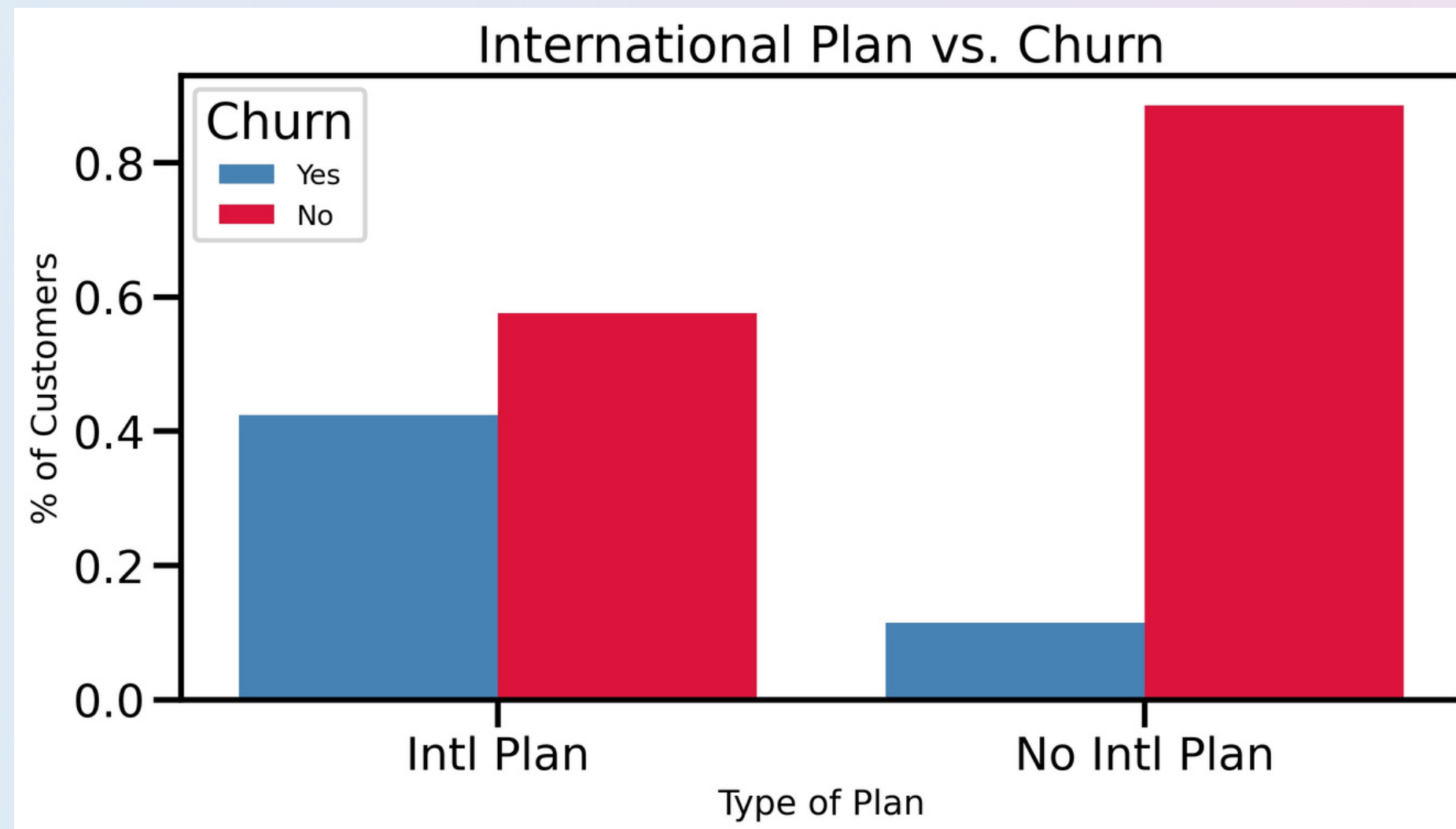
Average Account Length for  
Churn: 3.42



# International Plan



06 —



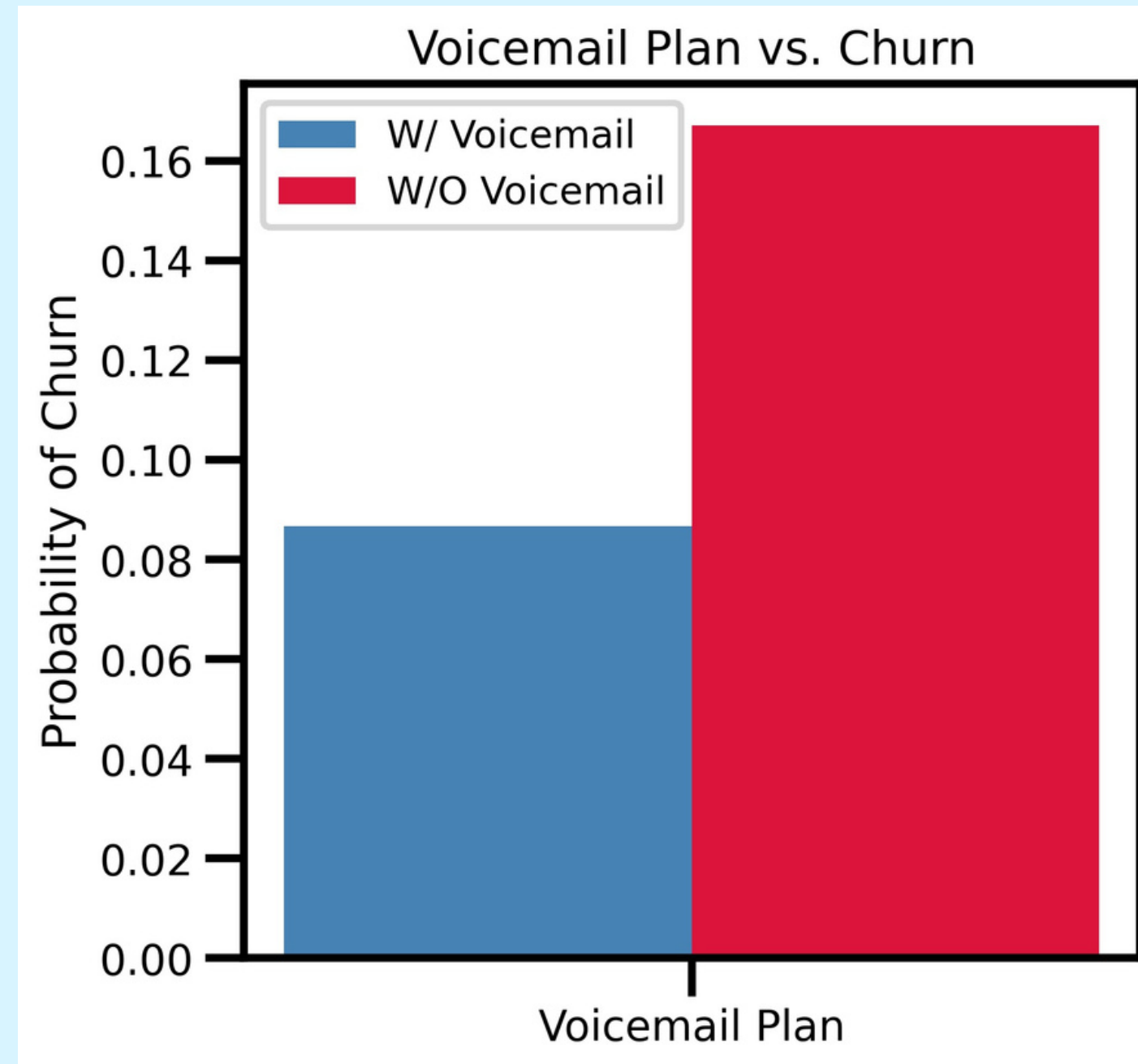
- Intl plan had a higher churn rate
- Differences for Intl Plan vs Non Consumers



# Voicemail Plan



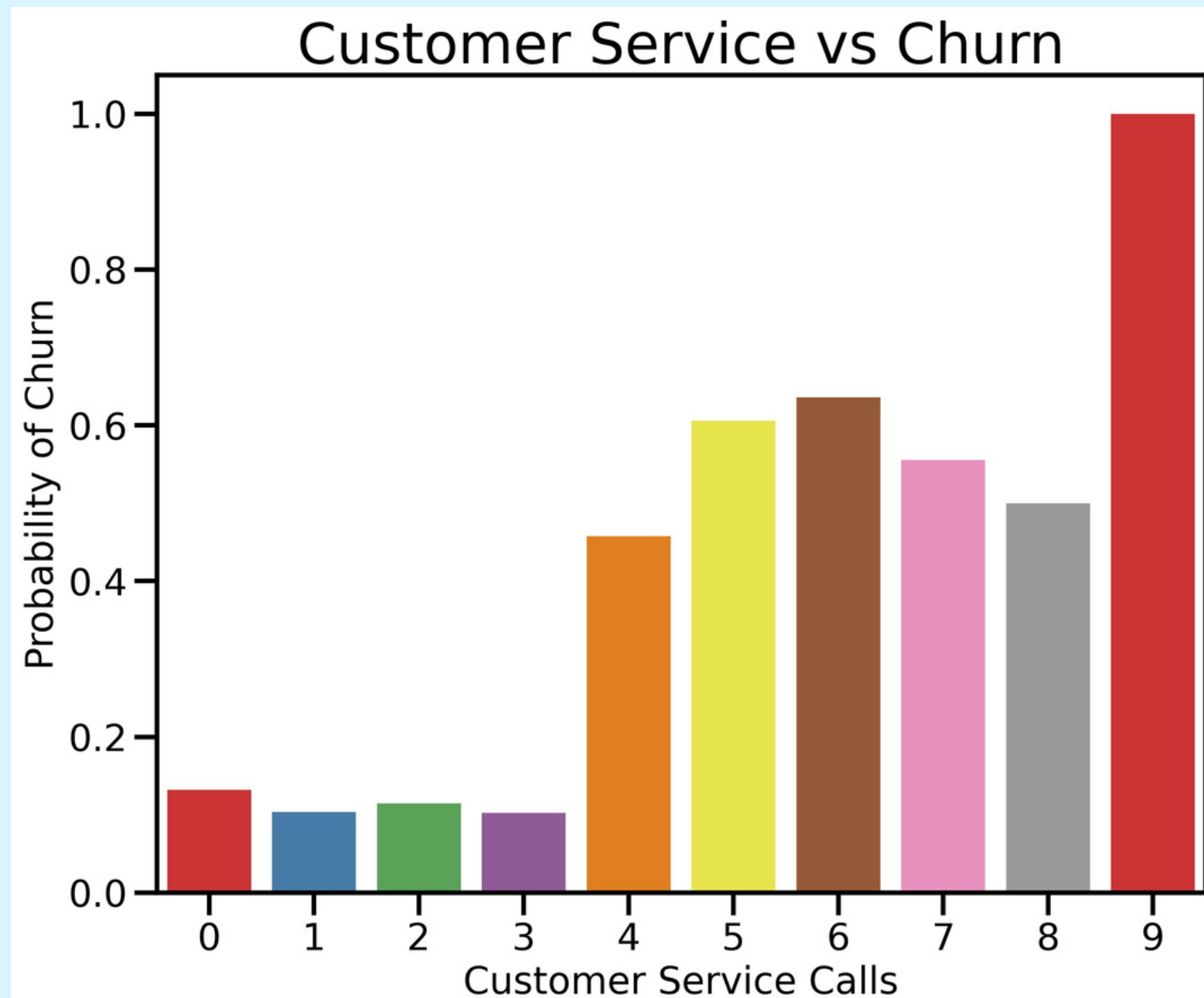
07 —



# Customer Service Calls



08 —




- 4+ calls is a warning sign
- Less calls = Less churn





# Recommendations

09 —



Implementing customer feedback surveys for customer churn

Revise the company's customer service protocol

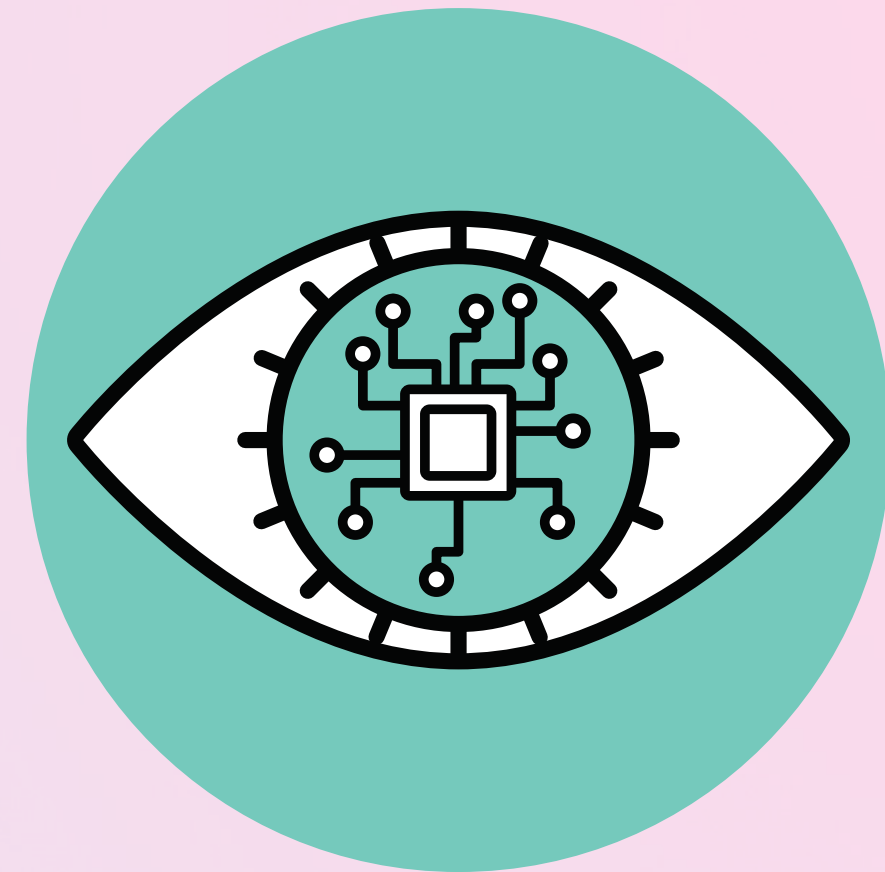
Starting a reach-out campaign for customers who have a international plan



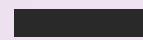
# Future Projects

10 —

- Acquire more data on cell signals across the US for patterns in states with higher churn
- Use data on what specific issues customers called in to customer service with
- Use time series data to see if there is a seasonal factor affecting churn



# Thank you!



Let us know if you have  
questions.

**Contact us:**



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