SyriaTel – Customer Churn Assessment

August 26, 2022

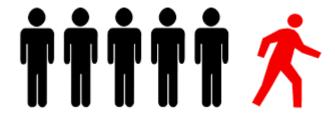
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LEGENDARY PREDS INC.

Business Problem

- Significant increase in customer churn rates
- Impacting bottom line
- Objective: Predict which customers are likely to churn



Key Questions

Location?

Total Usage?

Total Charges?

Did the Customer Churn?









Data

- Historical Data (~3,300 records)
- Includes:
 - ✓ State
 - ✓ Minutes (day, eve, etc.)
 - ✓ Charges (day, eve, etc.)
 - ✓ Churn (~14%)

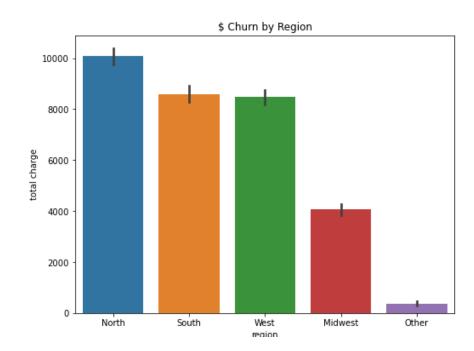
Initial Observations

Your "High-End" (best) Customers are Churning...



Initial Observations

Churn (\$) is highest in the North



Final Model

After running hundreds of model iterations...

Final Accuracy Score: 97%

So...what does this mean?

Key Take Aways

Based on unseen data:

- Recall = 80%: (100/125 customers)
- Precision = 100% (100/100 customers)



SyriaTel's time and resources will not be wasted!

Recommendations

- 1. At the end of each quarter, feed model with active customer account data
- 2. Focus on customers that are identified by the model
 - Prioritize newly flagged customers
- 3. Provide discounts, consider rolling out "unlimited" plans by region, and assign top customer service reps

Closing thoughts

Things to explore

If given additional time...

- Further tune the model to increase the "recall" score
- Continue to add data each quarter and update model
- Analyze new customer data to help identify potential trends

Thank You....

Any questions?

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