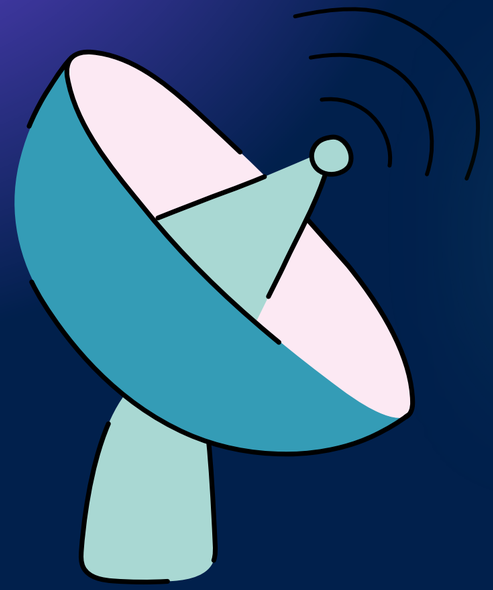


# SYRIATEL COMPANY

# Project: SyriaTel Company Customer Churn

# Problem Statement:

Build a classifier model to predict SyriaTel Customer churn.

# Project Overveiw:

This project analyzes SyriaTel data and builds models that predict customer churn.

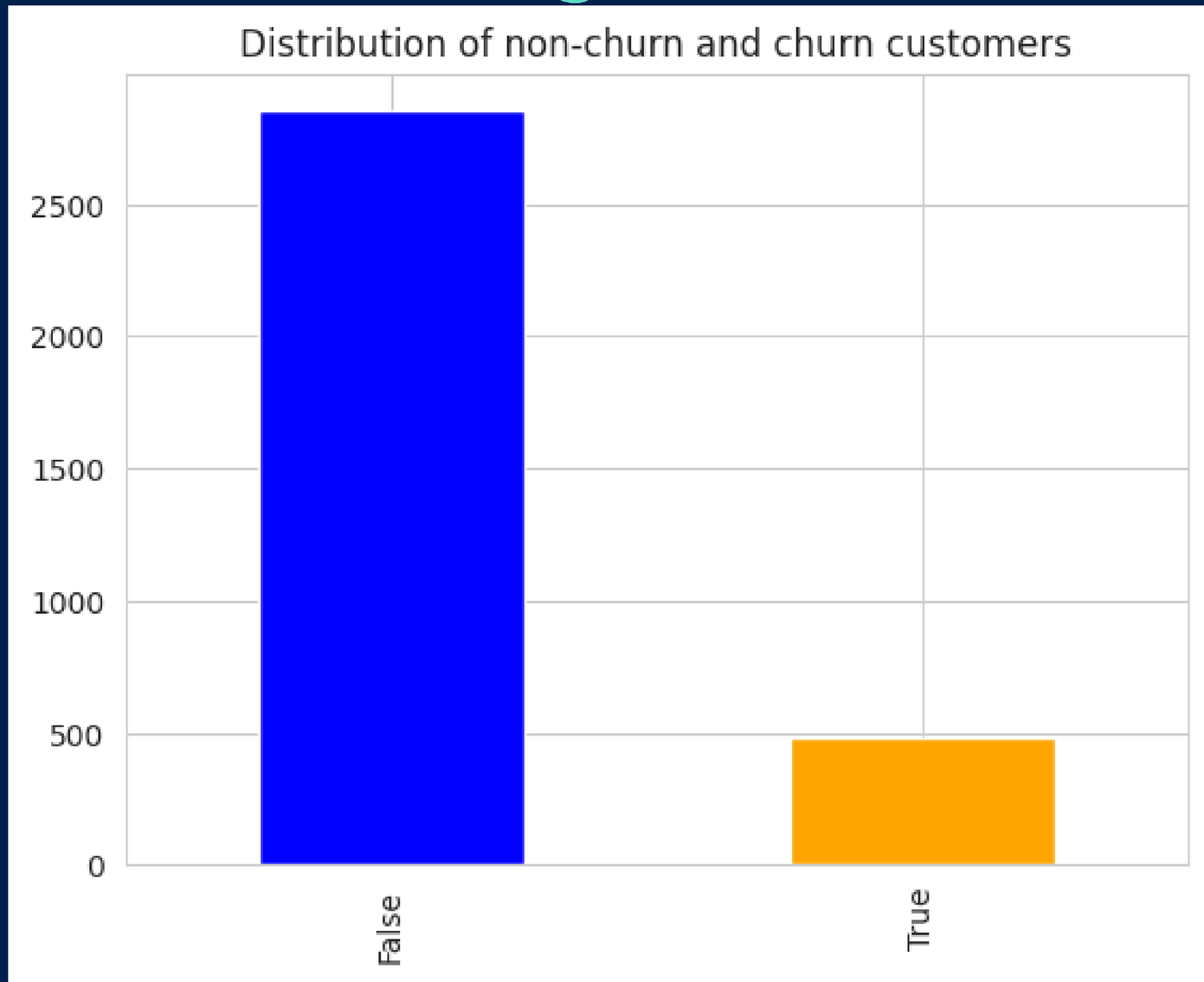
# *Business Understanding:*

Studies  show that acquiring new customers is 6 to 7 times more expensive than retaining an old one. Existing customers are also beneficial to the company as they can reffer their family and friends . This makes retaining customers our main goal.

# Data Understanding:

Data origin - Kaggle.
Contains 3333 rows and 21 columns

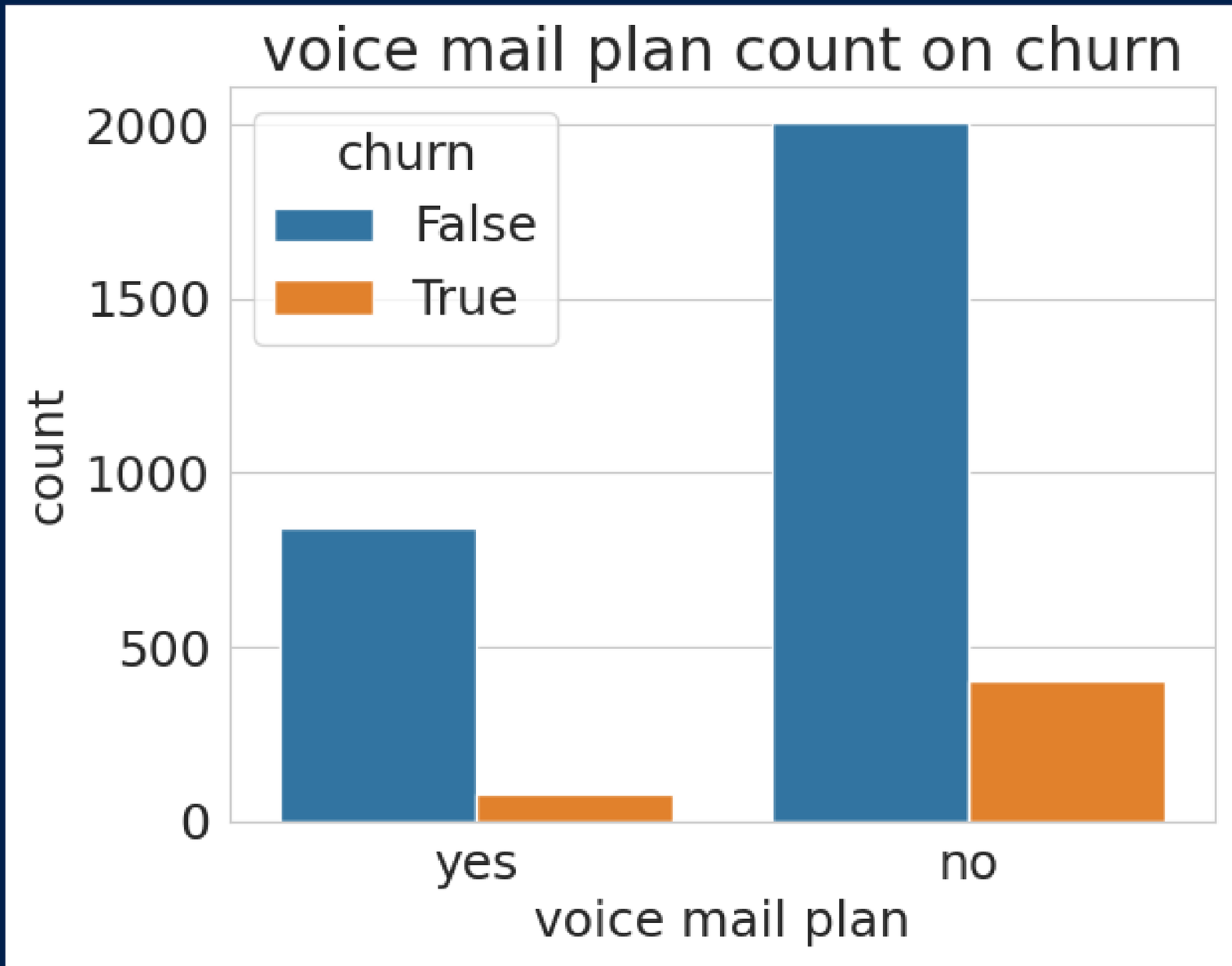
True for customers that left and
Falses for those who stayed.



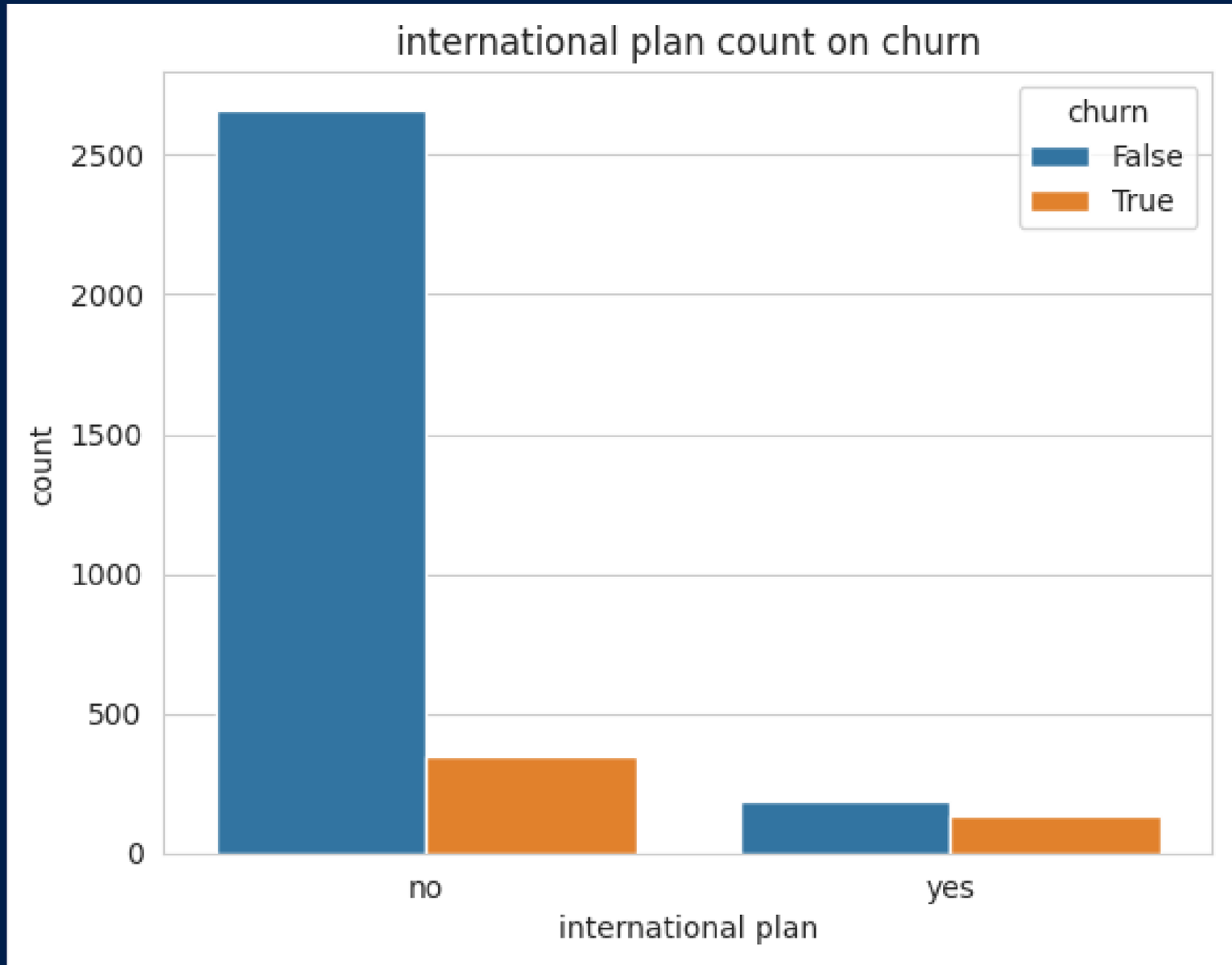
# Objectives:

- Develop a predictive model that predicts  customer churn
- Come up with recommendations for customers predicted to churn.

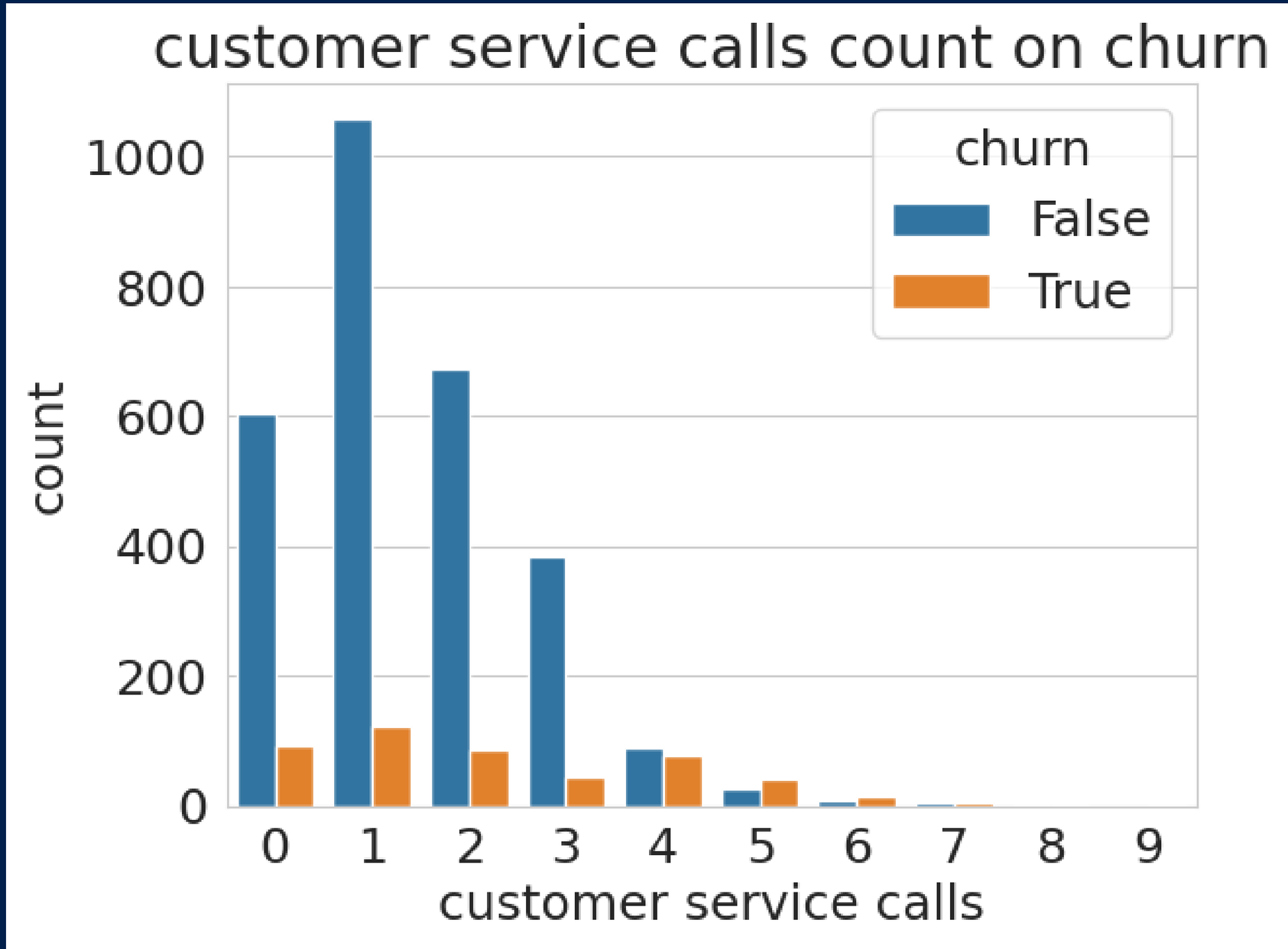
# Voice Mail Plan Analysis



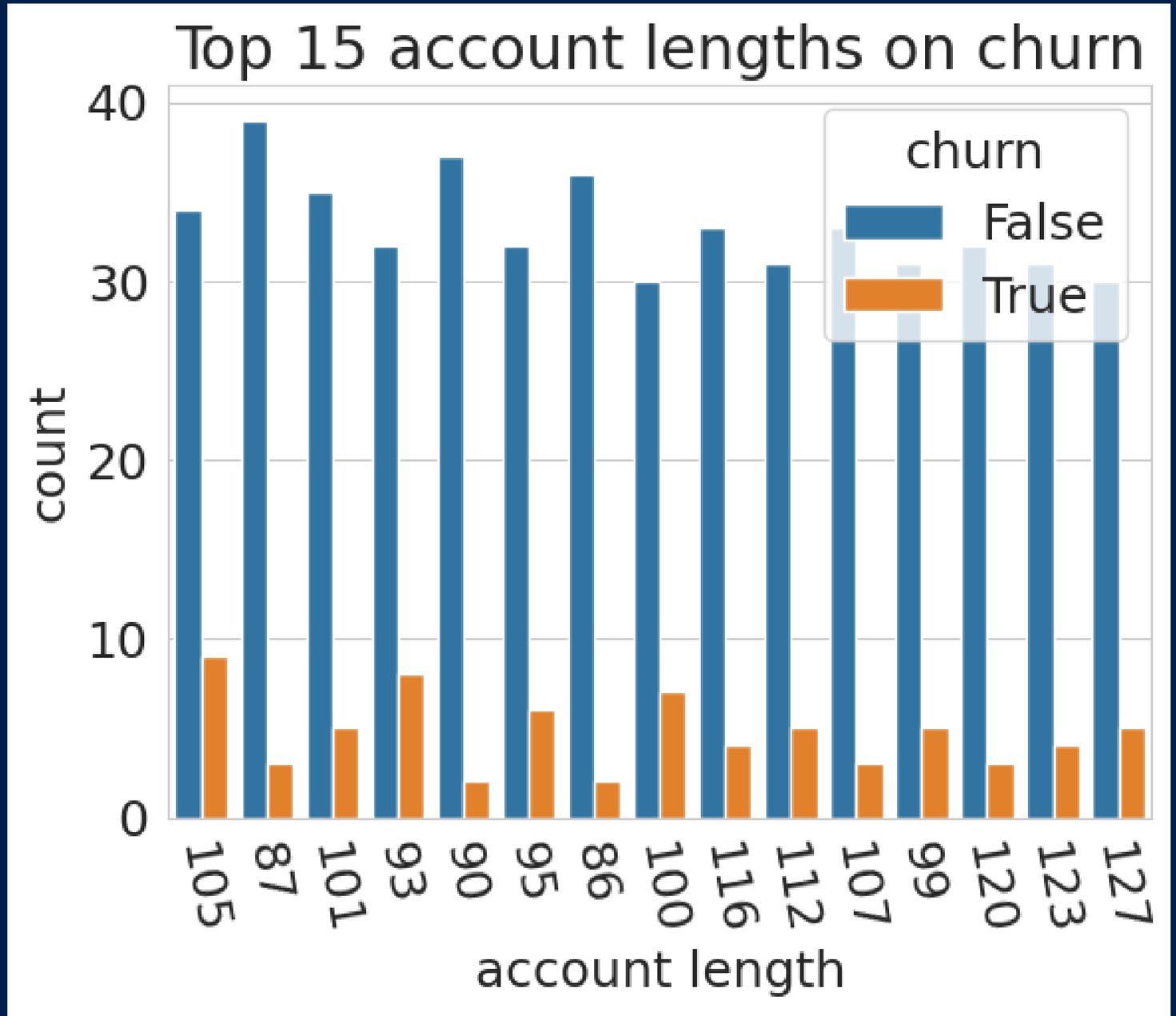
# International Plan Analysis



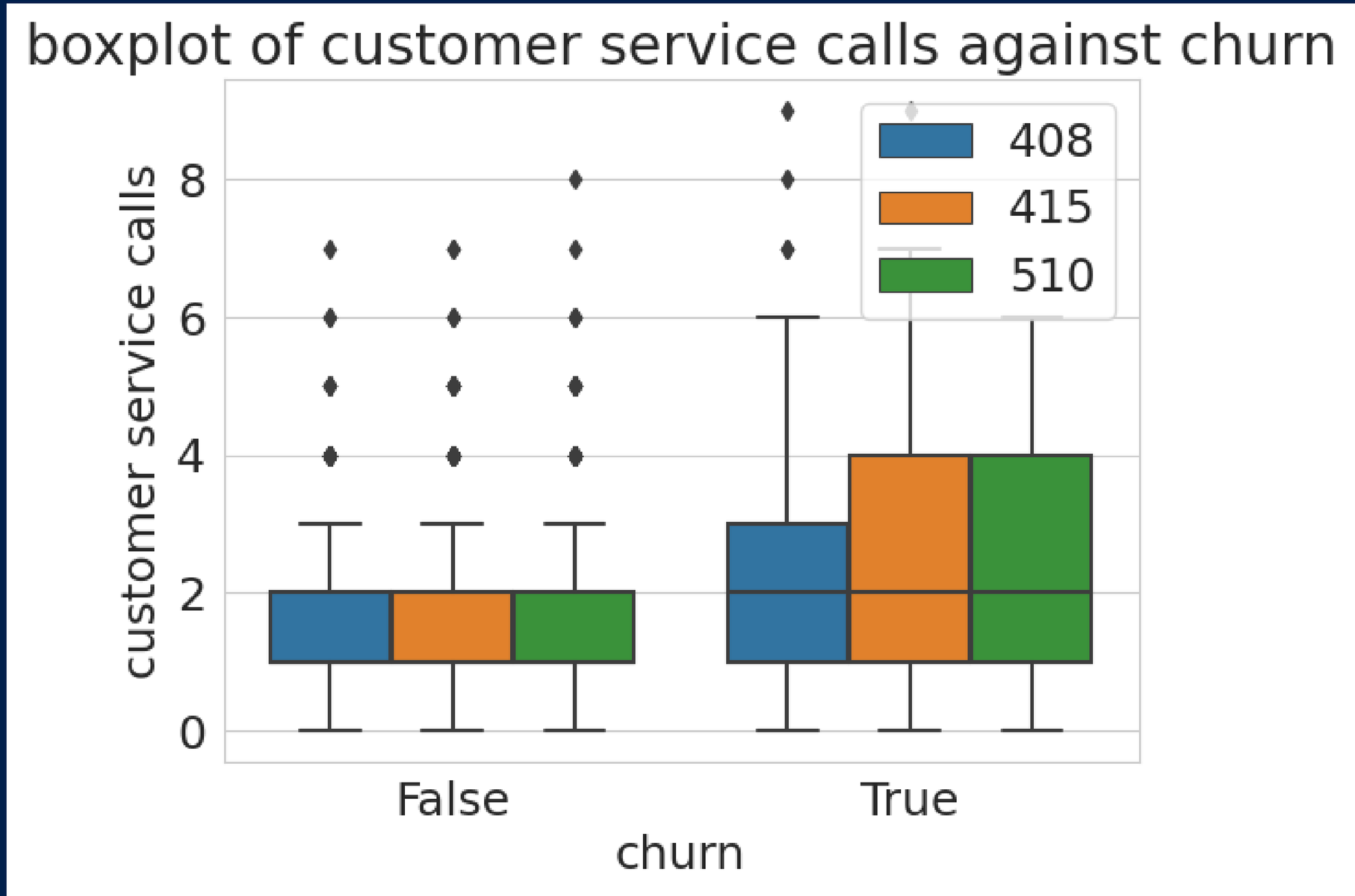
# Customer Service Calls Analysis



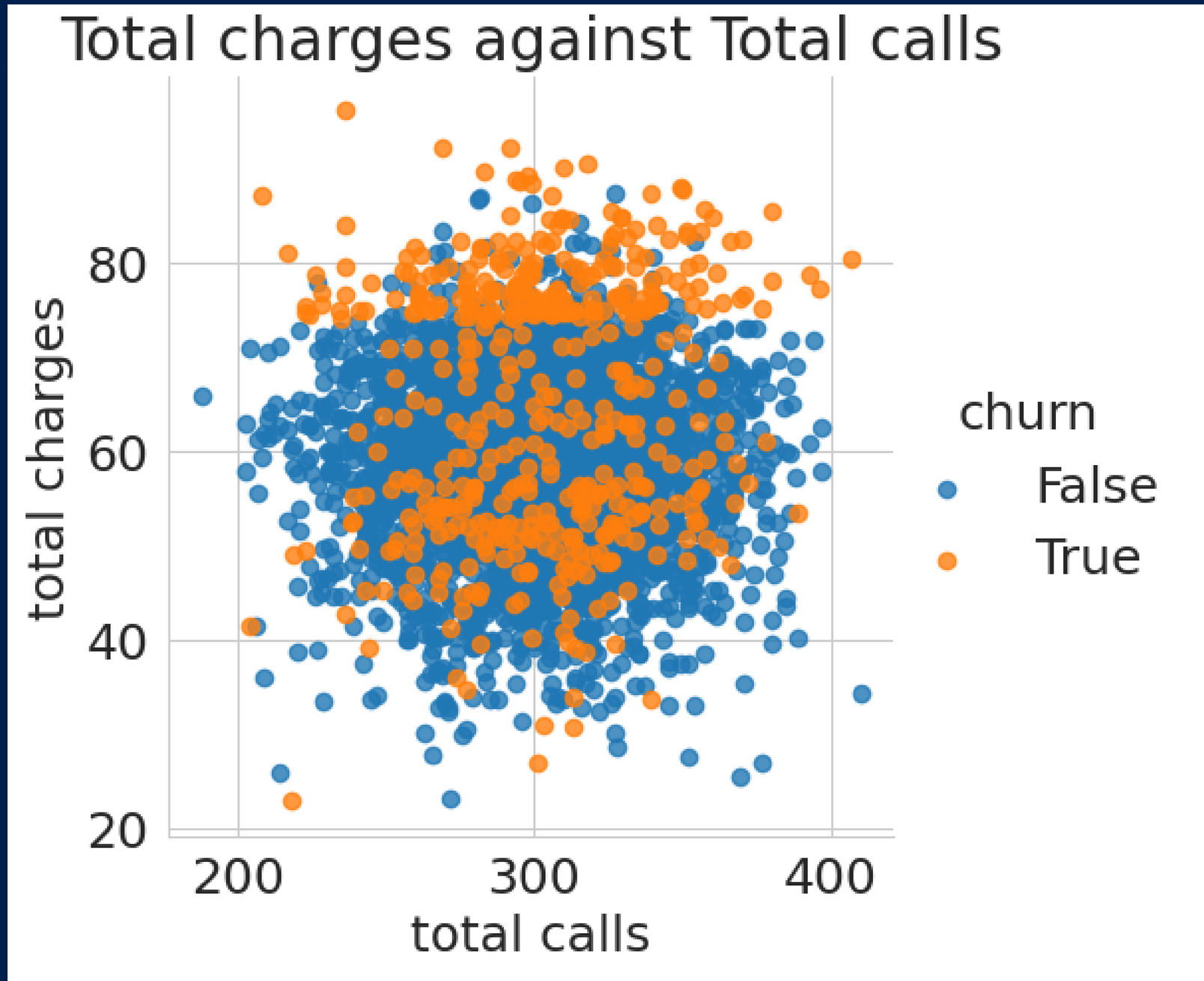
# *Account length Analysis*

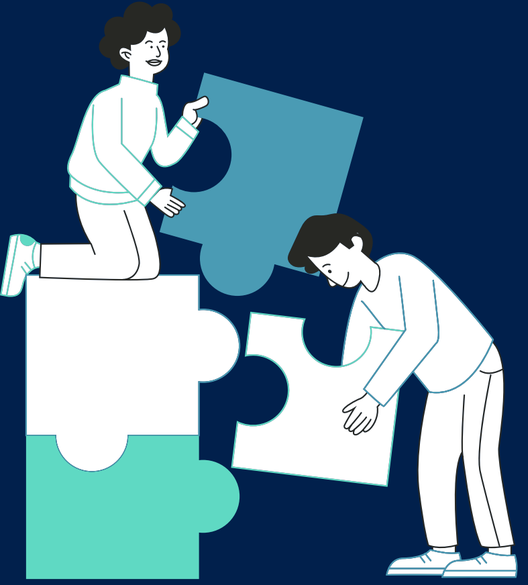


# Customer service calls boxplot



# *Total charges and Total calls analysis*

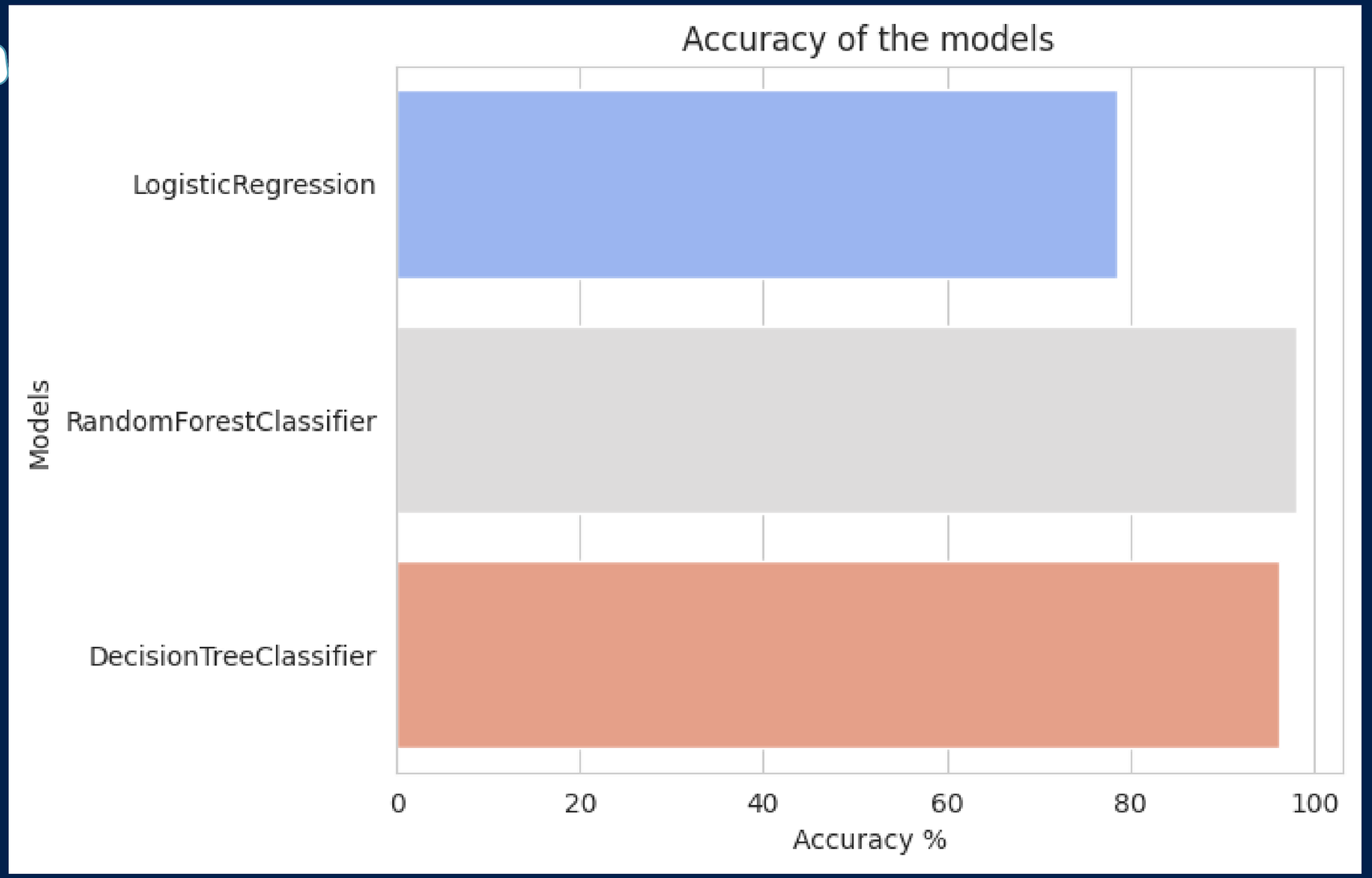




# *Models:*

- Logistic Regression
- Random Forest / Decision Trees
- Hyperparameter Tuning of the models

# Model Evaluation:



# *Recommendations:*

- The best model to use is the Random Forest Classifier
- Train customer care agents..
- Invest more in states wih high churn
- Reward customers  with high total costs

# *Conclusion:*

- Customer service is important and it can make or break a business.
- Good customer service means a better resolution and satisfaction and that will prevent a customer from churning
- Customers who spend more will feel more appreciated and recognized when they are rewarded.