



Telephone Customer Churn

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Agenda

- ❖ Introduction
- ❖ Methodology
- ❖ Findings
- ❖ Recommendations
- ❖ Future Work



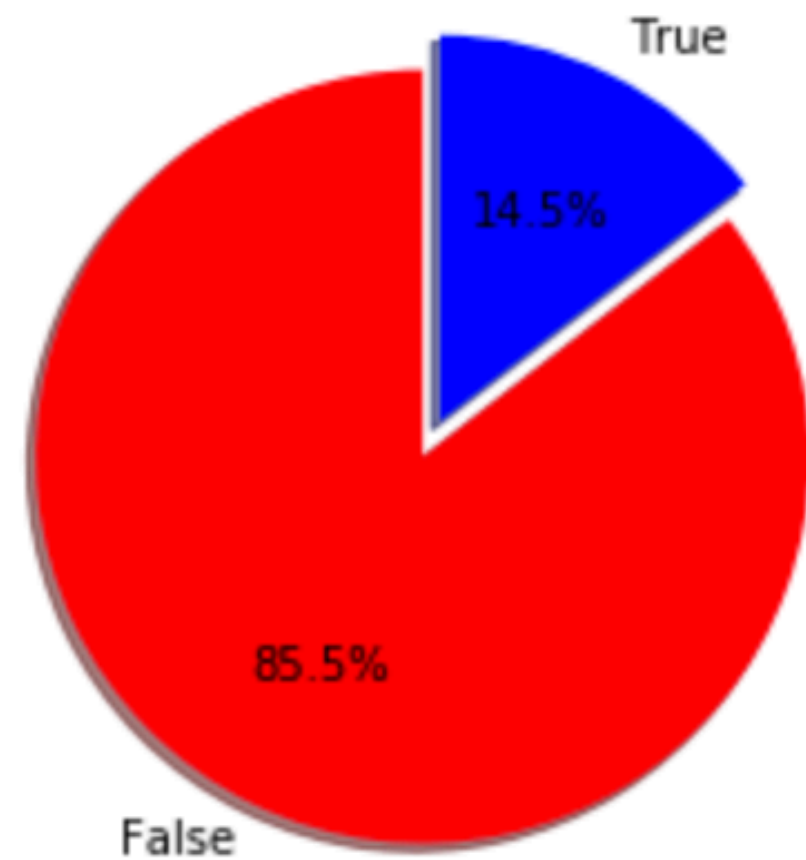
Introduction

- ❖ Syriatel is the leading mobile telecommunications company based in Damascus, Syria.
- ❖ Their vision is that, by focusing solely on customer satisfaction and social responsibility they are able to present products and services of a high standard.
- ❖ Our target is to identify whether a customer will churn and to provide actionable solutions to that problem

CRISP-DM

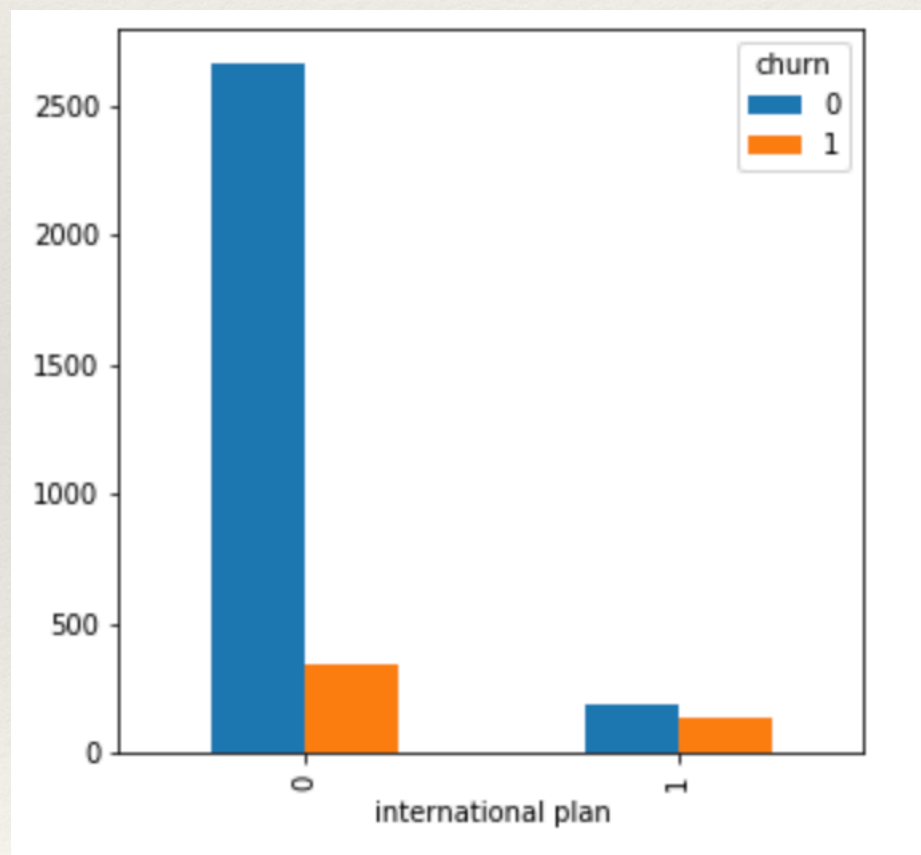


Percentage of Churn in Customer Data



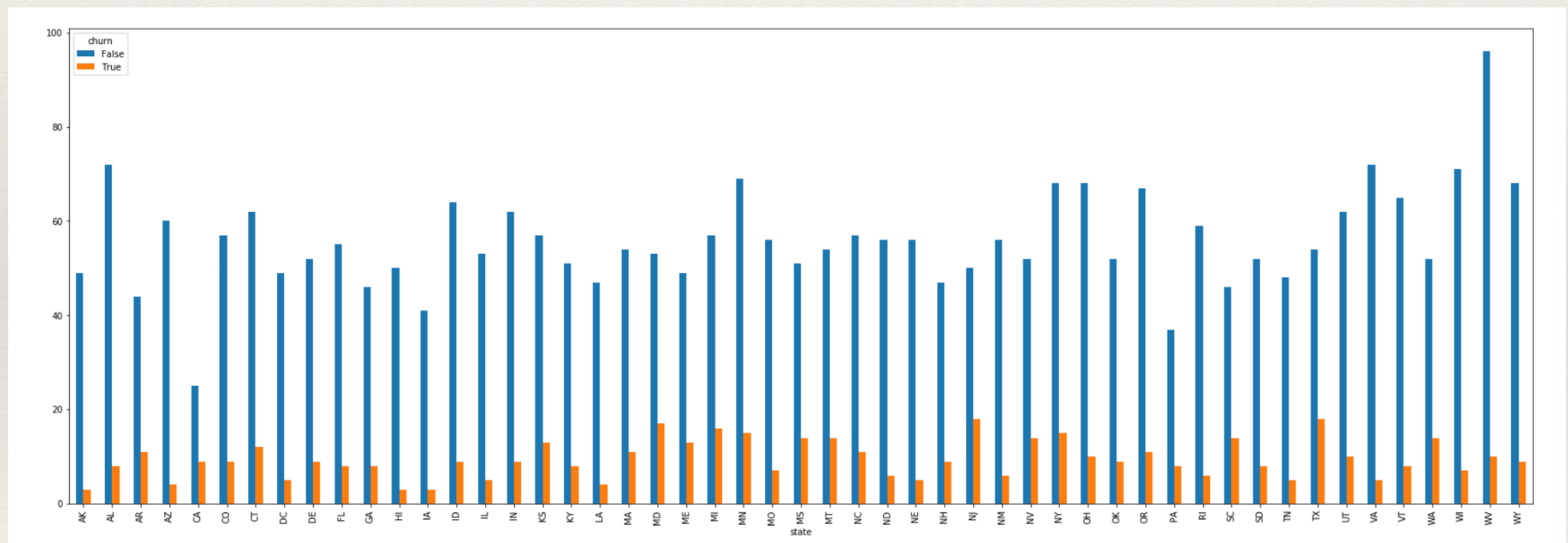
Business Questions

- ❖ Is non-provision of an international plan likely to influence a customer to churn?



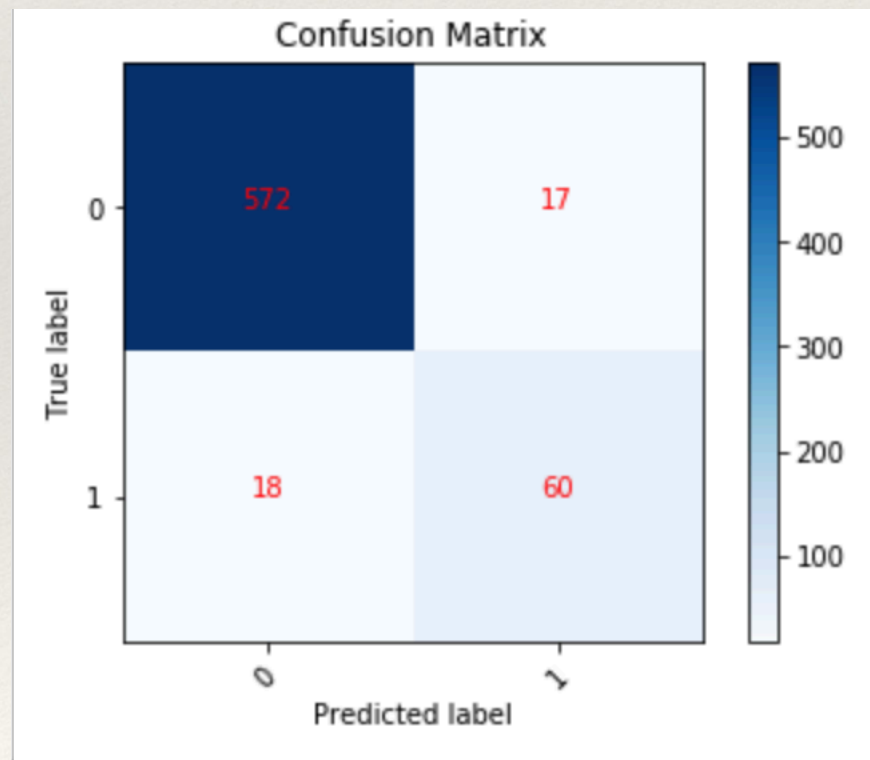
Business Questions

- ❖ How influential is the state on churn data?



Business Questions

- ❖ How much is the customer churn likely to cost SyriaTel based on the final model selected?
- ❖ SyriaTel must consider the 3 factors when considering the next action - Lose Recurring Revenue (ARR), Lose Expansion Opportunity Revenue (LEOR), Cost to Acquire New Customer (CAC).
- ❖ Pre model loss - \$42.03m/ annum v Post model loss - \$50.274m. Net additional loss = \$8.244m/ annum



Recommendation

- ❖ Approach the customers likely to churn with better deals such as more minutes on their data at more competitive rates because day / eve / night / & intl minutes were identified to have been variables of critical importance.
- ❖ Use analytics to a greater extent and more frequently to identify churning customers.
- ❖ Digital services - Spotify, Netflix, Amazon Prime.
- ❖ Improved customer service - chatbots or online interactive services.

Future Work

- ❖ Better use of hyper parameters and fine tuning more.
- ❖ Producing more models.
- ❖ Identify important features early to avoid overfitting of data.

Thank You

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