Monos Consulting

Presented by
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Syriatel - Syria
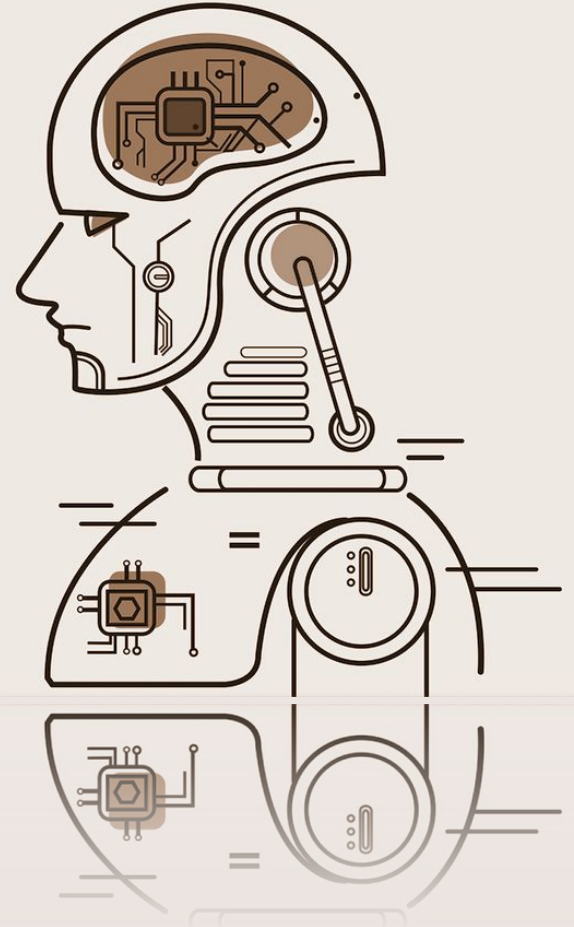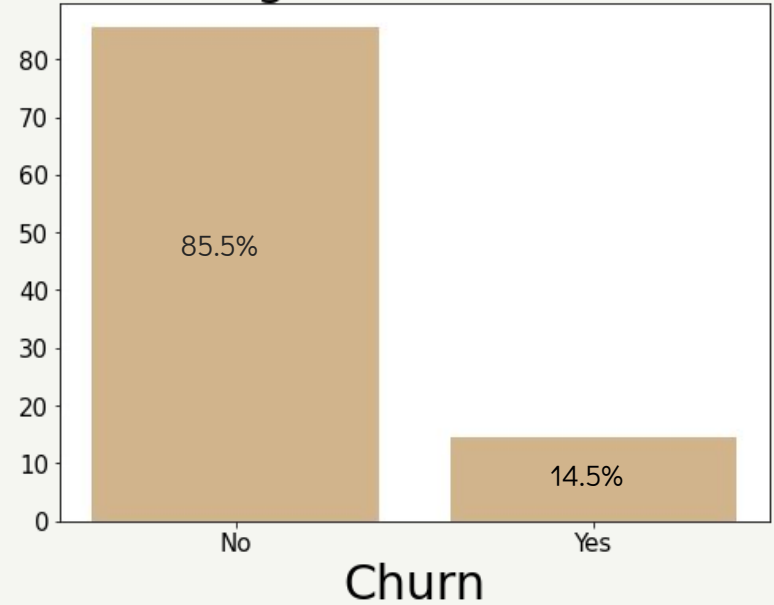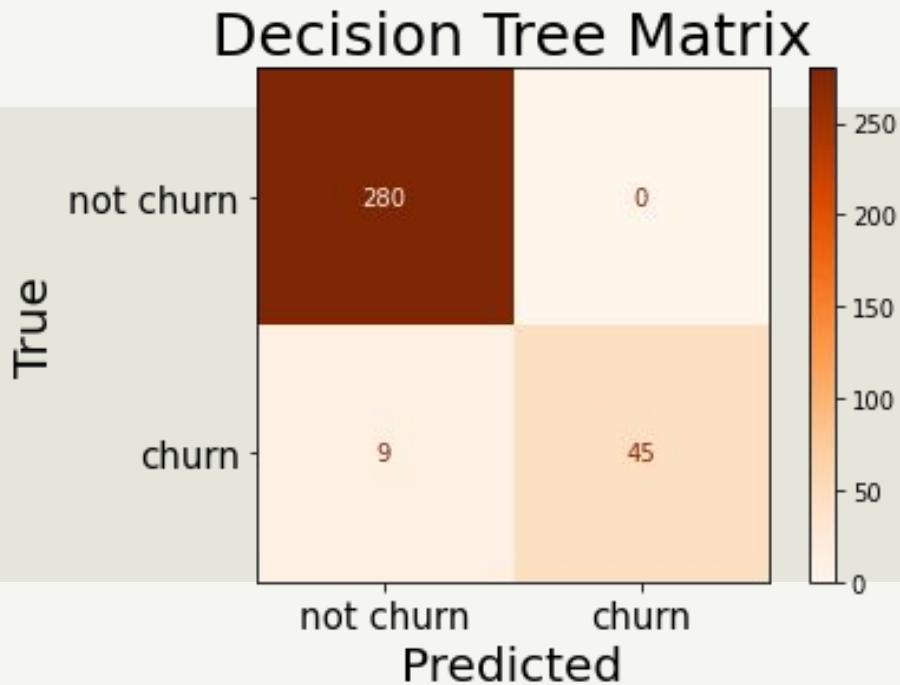
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Business Understanding

- Our model predicts if SyriaTel customers will drop the company.
- Data set Features:
  - Number of customer service calls
  - Bill details
  - Location Data

Percentage of Customer Churn

Model Results

- Recall - 87%

- People leave after too many customer service calls

- High bills drive customers away

- Lose more customers in competitive states

Decision Tree Matrix

	Predicted not churn	Predicted churn
True not churn	280	0
True churn	9	45

Customer Service
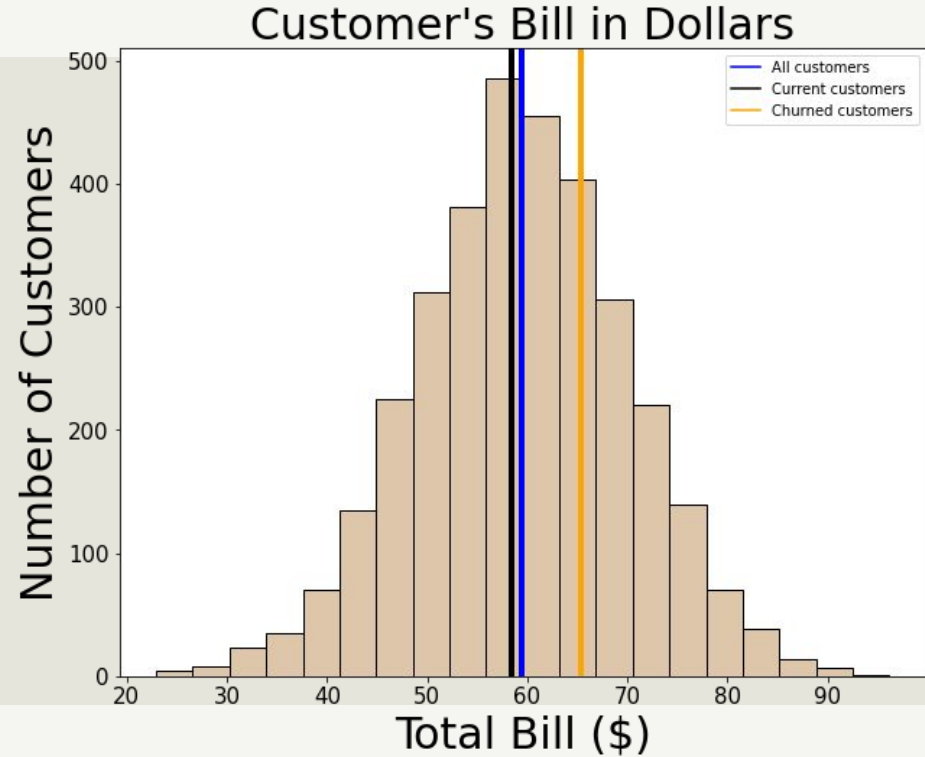
- **4 calls**
  - Offer Discount on 4th call

Number of Customer Service calls

High Bills
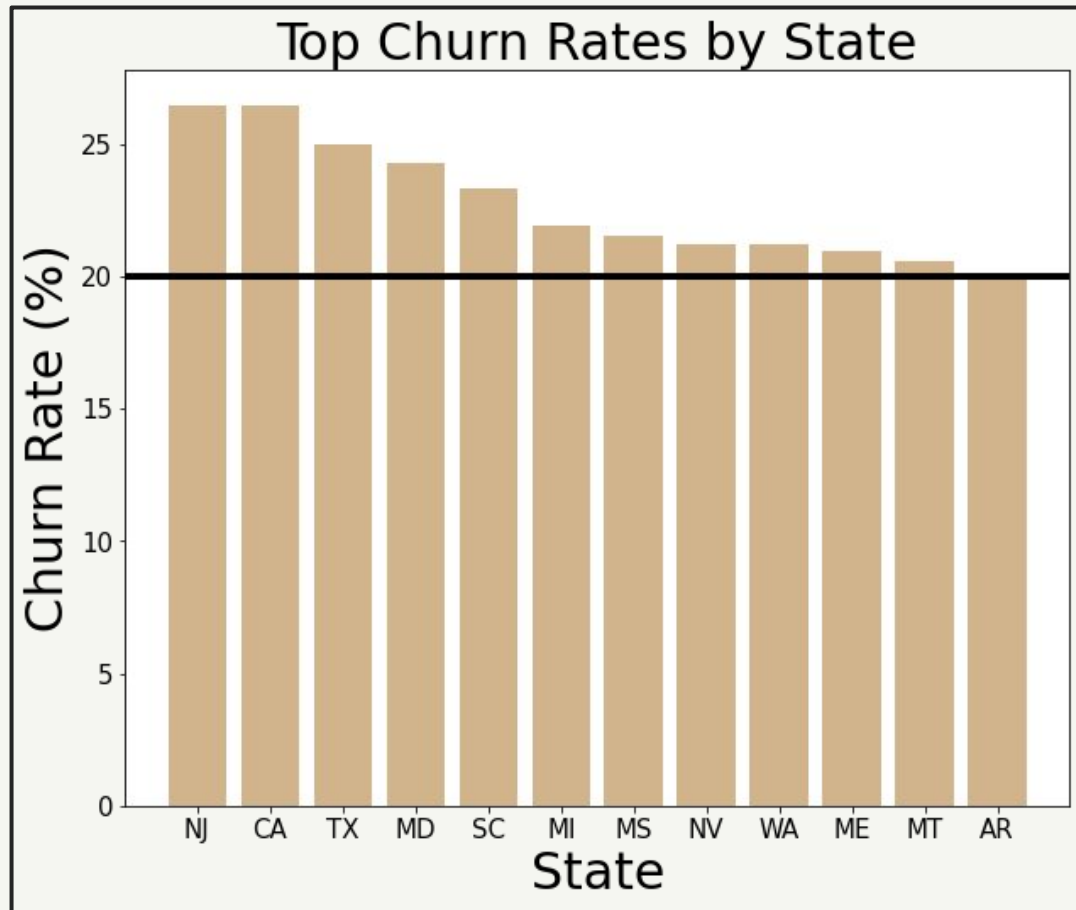
Average bill for:
- All customers - $59.45
- Customers who stay - $58.45
- Customers who churn - $65.36
  - $60 Flat rate option

Customer's Bill in Dollars

High Churn States

- Over 20% churn
  - Targeted Marketing Campaigns

Top Churn Rates by State

Business Solutions

- Offer discount on 4th customer service call
  - ➢ Monitor calls

- Provide a monthly rate option to customers
  - ➢ Monitor enrollment

- Target marketing campaign to high churn states
  - ➢ Monitor state churn

Thanks

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https://github.com/DaveMcKinley/CustomerChurn

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