

# Syriatel Customer Churn

Presented by David Chege

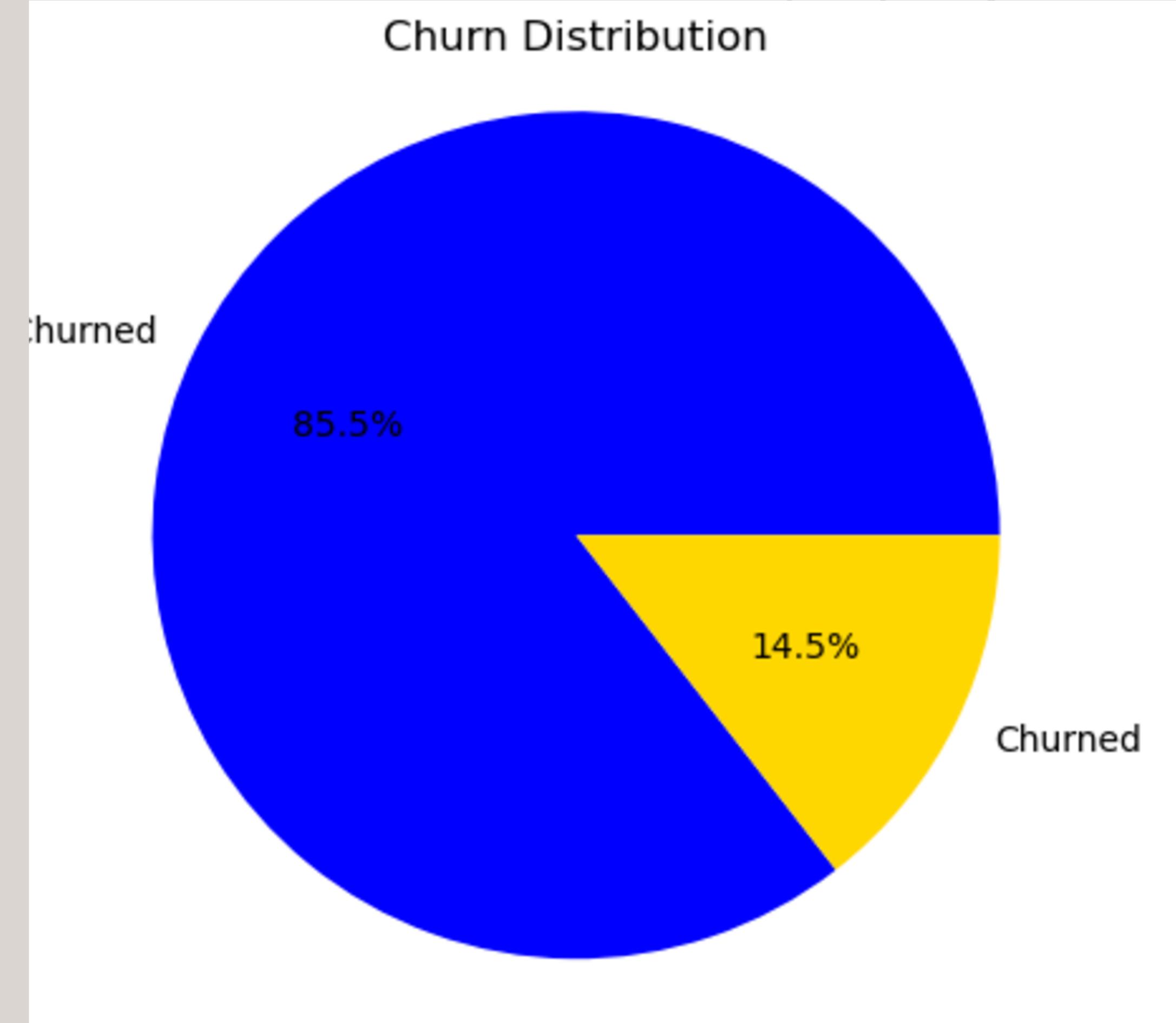
# Business Understanding

Syriatel, a leading telecommunications provider in Syria, faces a growing challenge with customer churn, a critical metric that reflects the rate at which subscribers discontinue their service. This issue directly impacts the company's revenue stability and market share, necessitating a comprehensive understanding of its underlying causes. Factors contributing to churn may include competitive pressures, service quality issues, pricing strategies, and evolving customer expectations.

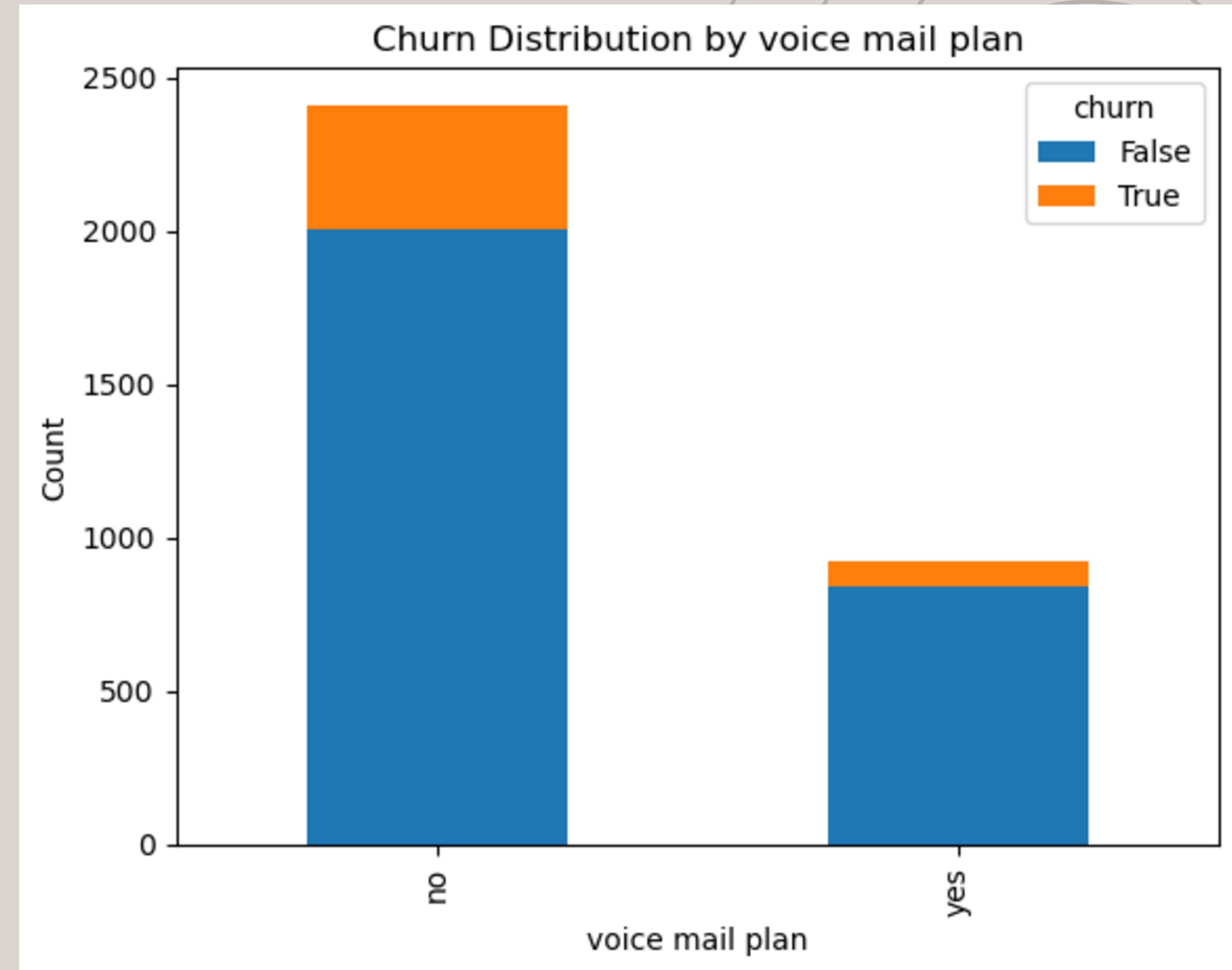
# Objective

The goal of this project is to predict whether a customer will or soon stop doing business with SyriaTel telecommunications company and provide insights and recommendations to the company on how to reduce churn.

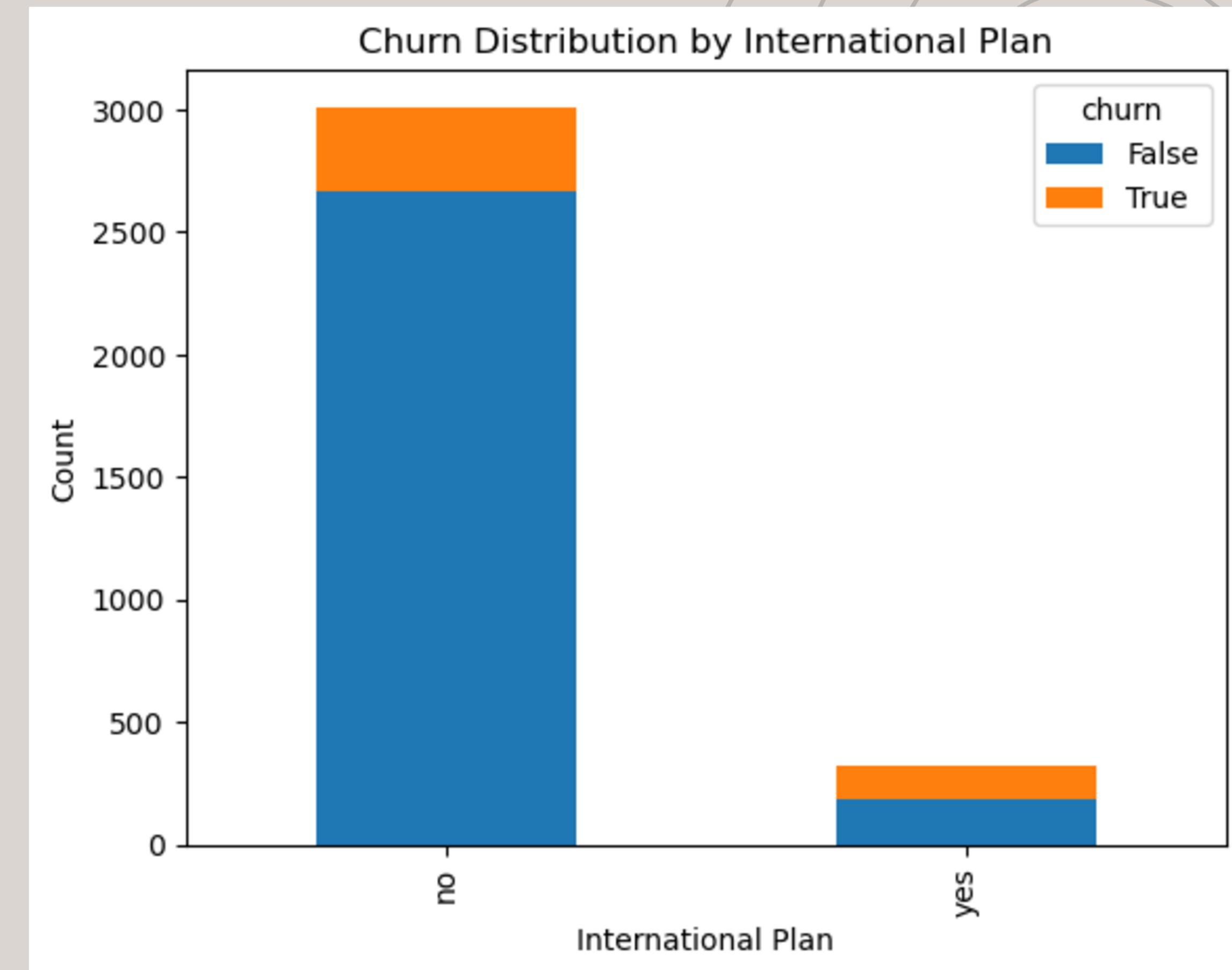
From the pie chart exactly 85.5% of the are Not Churned while 14.5% fall under Churned



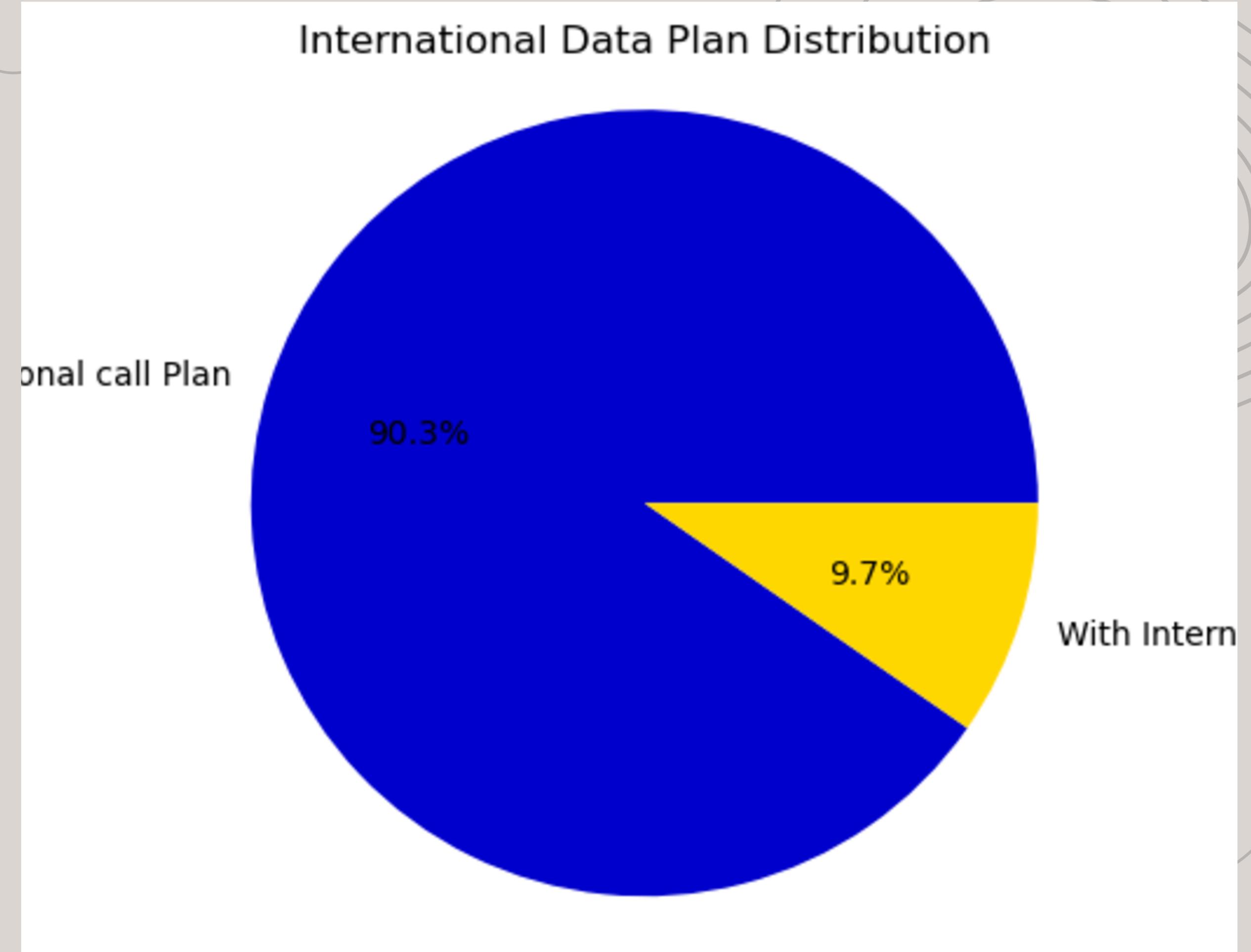
This shows that most of the customers do not have a voice mail plan but have a higher churn rate than those who have a voice mail plan



This graph shows that most of the customers do not have an international plan but have a higher churn rate than those who have an international plan.



90.3% of the customers have no International Data plan while 9.7% have a International data plan



# Recommendation

## Total Day Charges and Calls:

Launch a plan where customers pay a fixed daily fee for unlimited calls, or set a cap on the maximum amount they can be charged per day.

## International plan:

Implement promotional offers such as discounts for the first few months, referral bonuses, or bundling international call plans with other services.

## Voice Mail Plan:

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# Thank You

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