



# REDUCING CUSTOMER CHURN AT SYRIATEL

Data-Driven Strategies to Retain  
Customers

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10th June, 2025

# OVERVIEW

## **Problem:**

SyriaTel is losing customers ("churn") without warning

**Impact:** Lost revenue + wasted acquisition costs

## **Solution:**

Predictive model to flag at-risk customers

Targeted retention strategies

## **Key Benefit:**

*"Proactively retain customers before they leave"*

# BUSINESS UNDERSTANDING

## **Why Churn Matters:**

- Acquiring new customers costs 5x more than retaining existing ones
- 14.5% churn rate in current data → Significant revenue loss

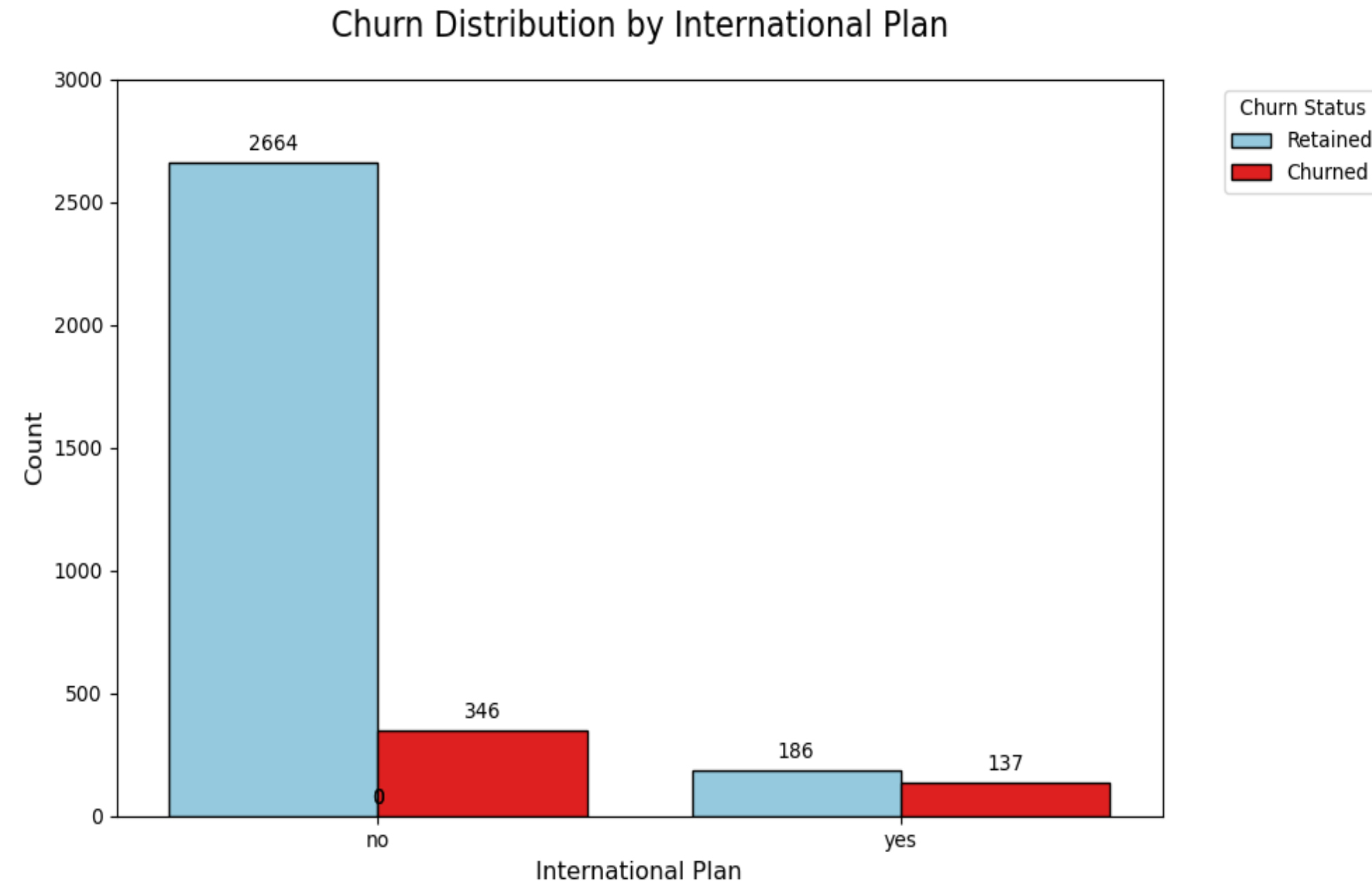
## **Stakeholders:**

- Customer Retention, Marketing, Product Teams

# KEY INSIGHTS FROM DATA

## High-Risk Groups:

1. International Plan Users:
  - 3x higher churn rate than non-users
2. Frequent Service Callers:
  - Churners make 2x more customer service calls
3. High Usage Customers:
  - Long call durations correlate with churn



# OUR PREDICTIVE MODEL

## How It Works:

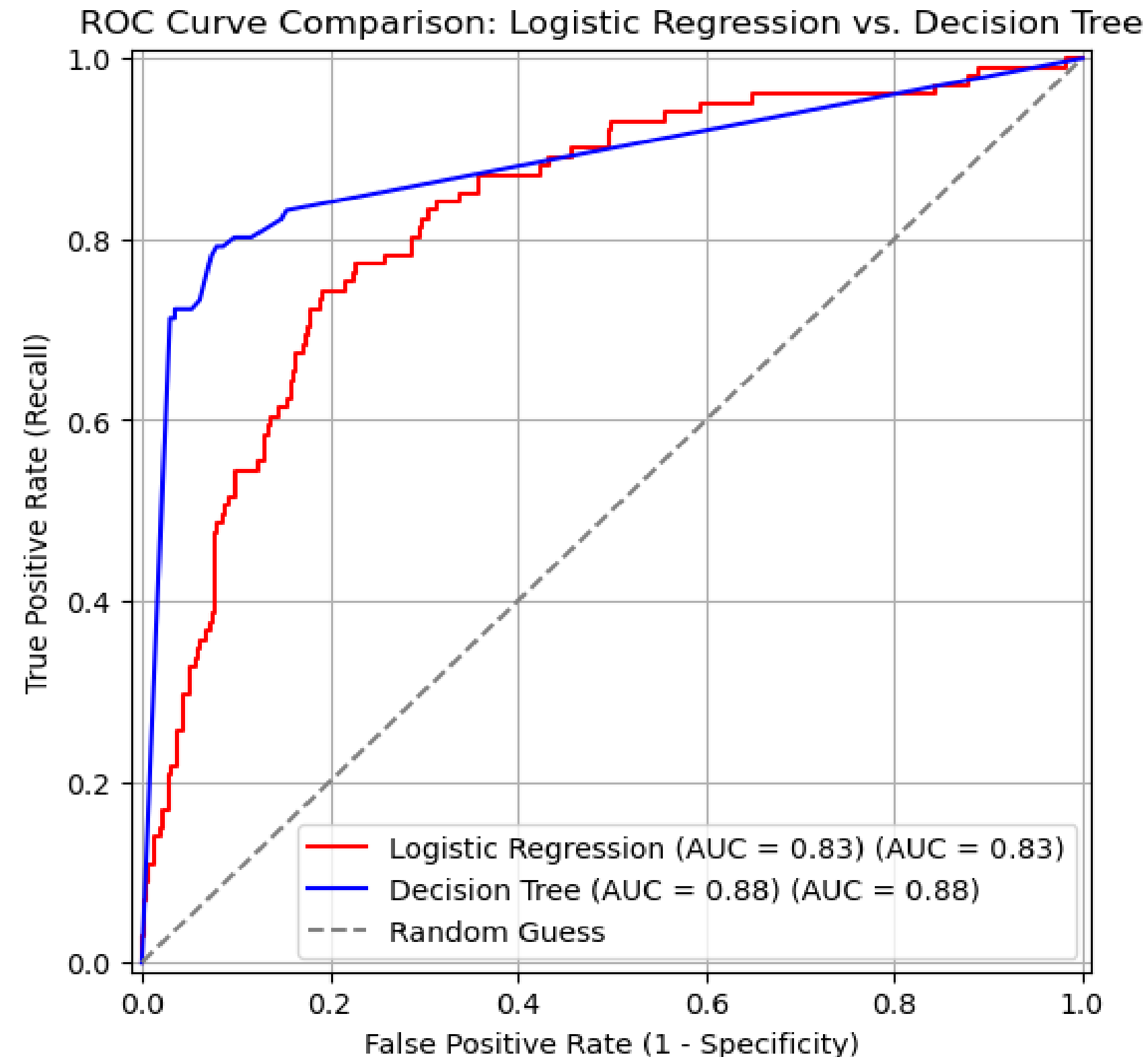
- Analyzes 66 customer attributes (usage, plans, support calls)
- Flags customers with high churn risk

## Why Classification?:

- Predicts "Will this customer leave?" (Yes/No)

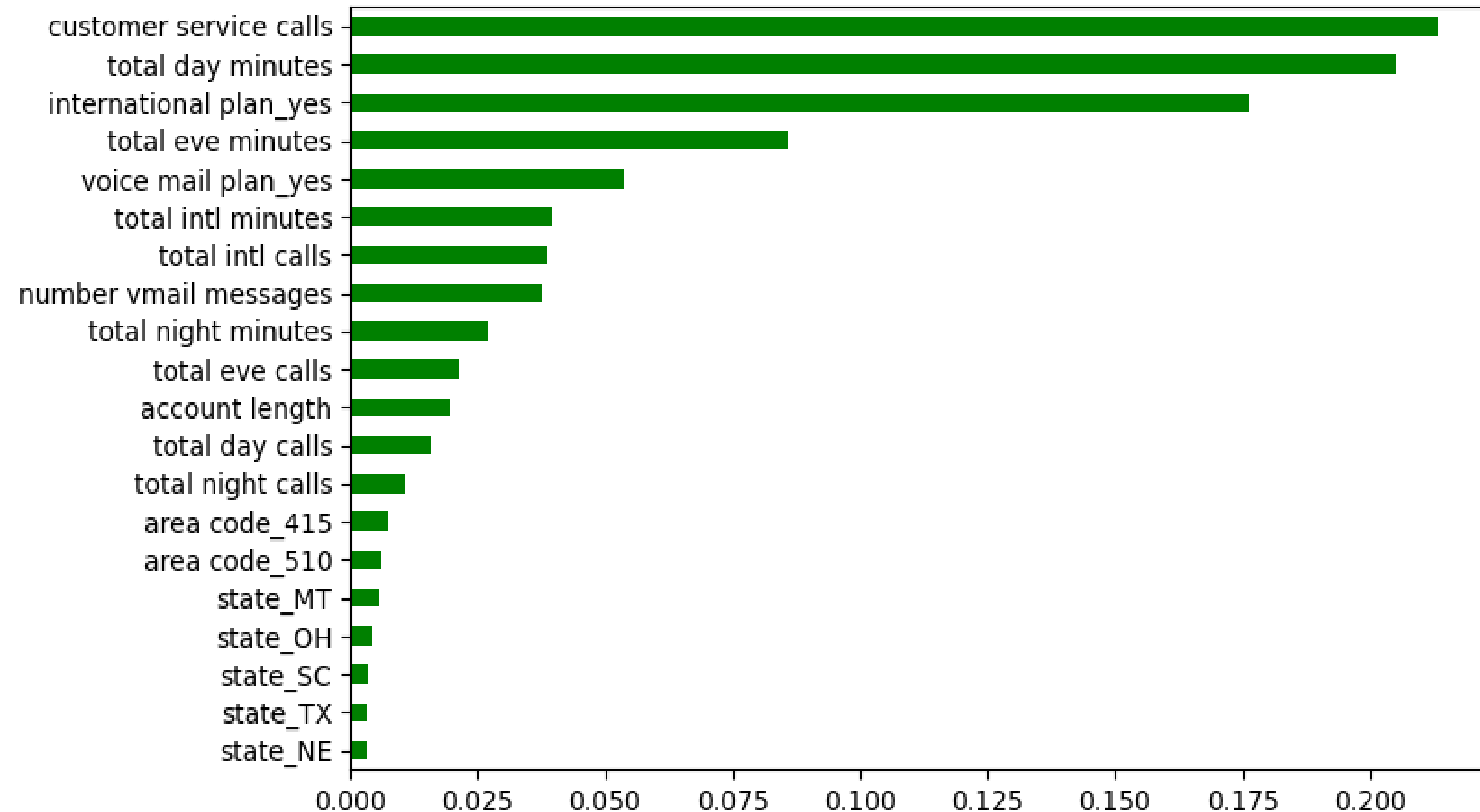
## Model Performance:

- 88% accuracy in identifying churners
- Catches 78% of at-risk customers (reducing missed opportunities)



# TOP FACTORS DRIVING CHURN

Top 20 Features



1. International Plan
2. Customer Service Calls
3. Total Call Minutes

*Customers who call support often  
or use international services are  
most likely to leave.*

# RECOMMENDATIONS

## Immediate Actions:

1. International Plan Review:
  - Improve pricing/features for high-churn plans
2. Customer Support Optimization:
  - Reduce call volume via self-service tools
  - Train staff to resolve issues faster
3. Personalized Retention Offers:
  - Discounts or perks for high-risk customers

## Long-Term:

- Deploy real-time churn alerts to flag at-risk customers

# NEXT STEPS

- **Pilot Program:** Test retention strategies with 100 high-risk customers
- **Quarterly Model Updates:** Refresh predictions with new data
- **Expand to Other Metrics:** Analyze impact of network quality on churn



# CONCLUSION



Every 1% reduction in churn could save SyriaTel \$[X] annually

# THANK YOU

 Open to Questions

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