



REDUCING CUSTOMER CHURN AT SYRIATEL

Data-Driven Strategies to Retain
Customers

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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

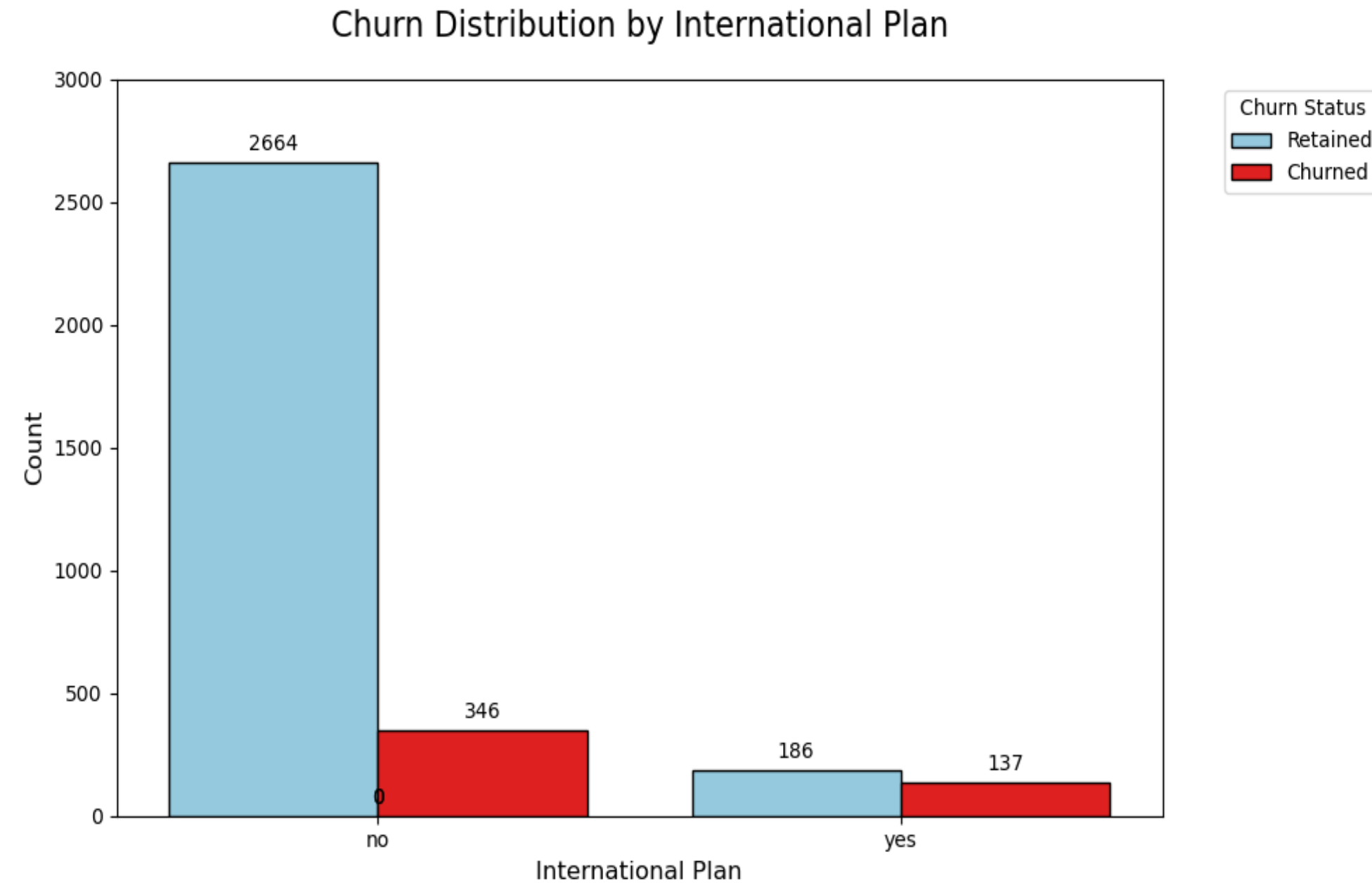
Stakeholders:

- 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:

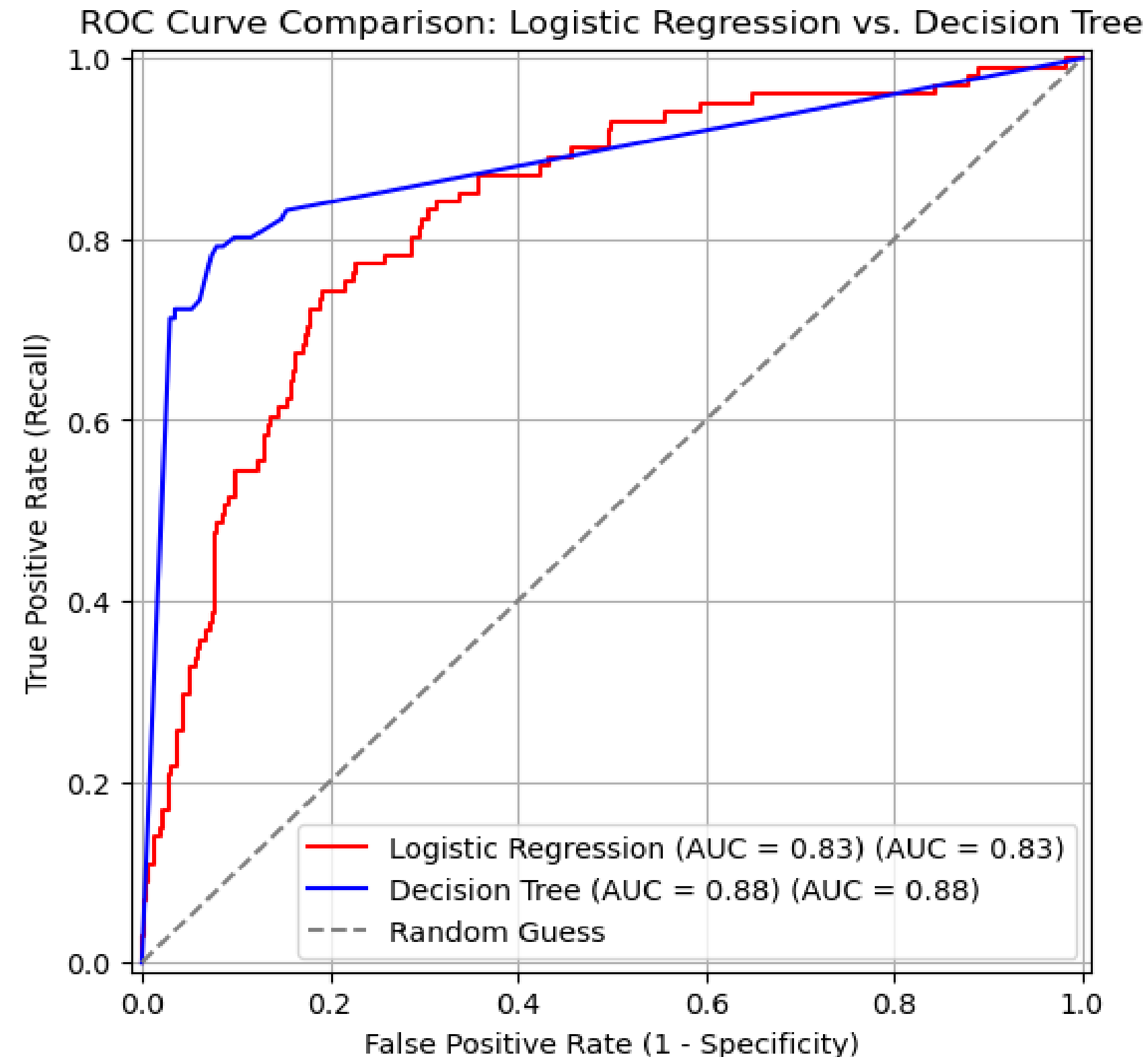
- Analyzes 66 customer attributes (usage, plans, support calls)
- Flags customers with high churn risk

Why Classification?:

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

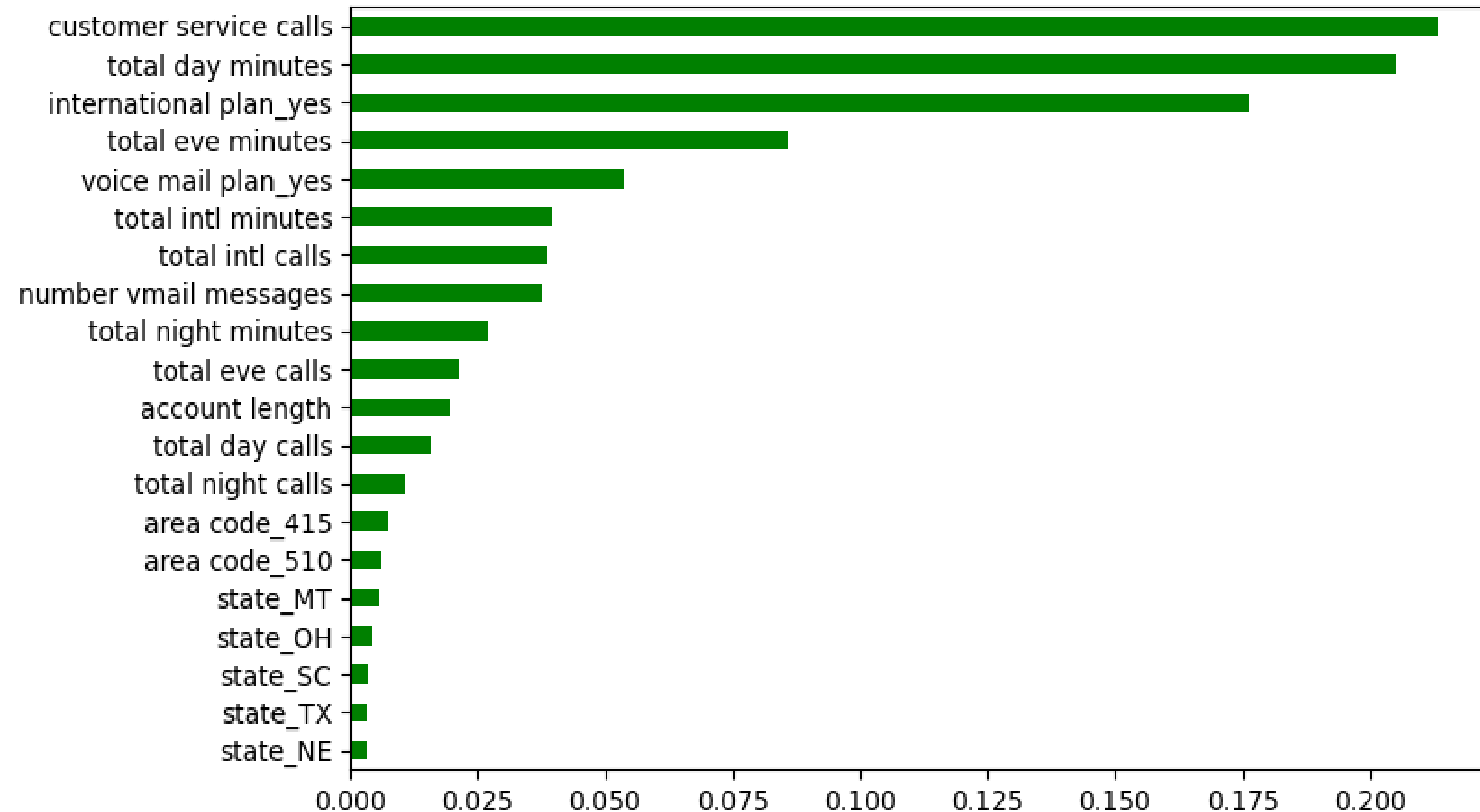
Model Performance:

- 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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