

MORINGA SCHOOL  
DSF-FT13

# Syriatel Customer Churn Analysis.

BY GROUP 6.

# Syriatel Telecommunication

From Churn to Retention

Introduction & Data Understanding

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Approach

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Visualizations

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Key Findings

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Recommendations & Next Steps



# Introduction

- Syriatel is a leading telecom provider of voice and data services.
- Like its competitors, the company's goal is profit maximization.
- A key challenge is customer churn , when subscribers cancel and move to competitors.
- This project uses data-driven methods to understand churn and propose solutions.



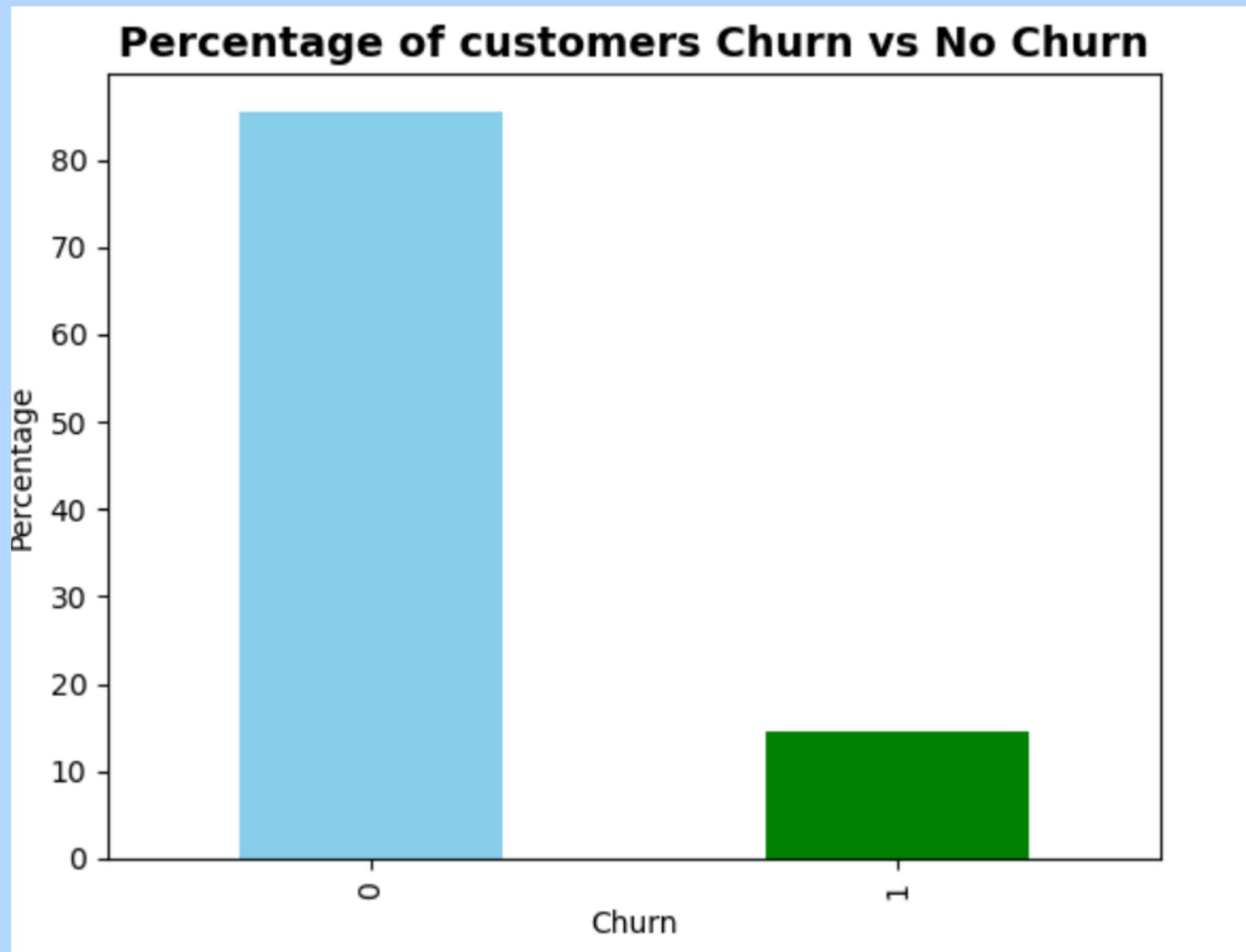
# Data Understanding.

- We used the Syriatel customer Churn dataset available on Kaggle.
- The dataset covers information of customer's location, usage, charges and whether they left or stayed.
- It is important because it helps us identify patterns in customer behaviour.

# Approach

- 1.Extract the zipped csv files**
- 2.importing relevant libraries and loading the dataset.**
- 3.Preparing the data: checking for missing values,  
checking for duplicates,outliers**
- 4.EDA:Analysis and Visualizations.**
- 5.Modeling: Logistic regression and the  
Decision Tree Classifier**
- 6.Evaluation**

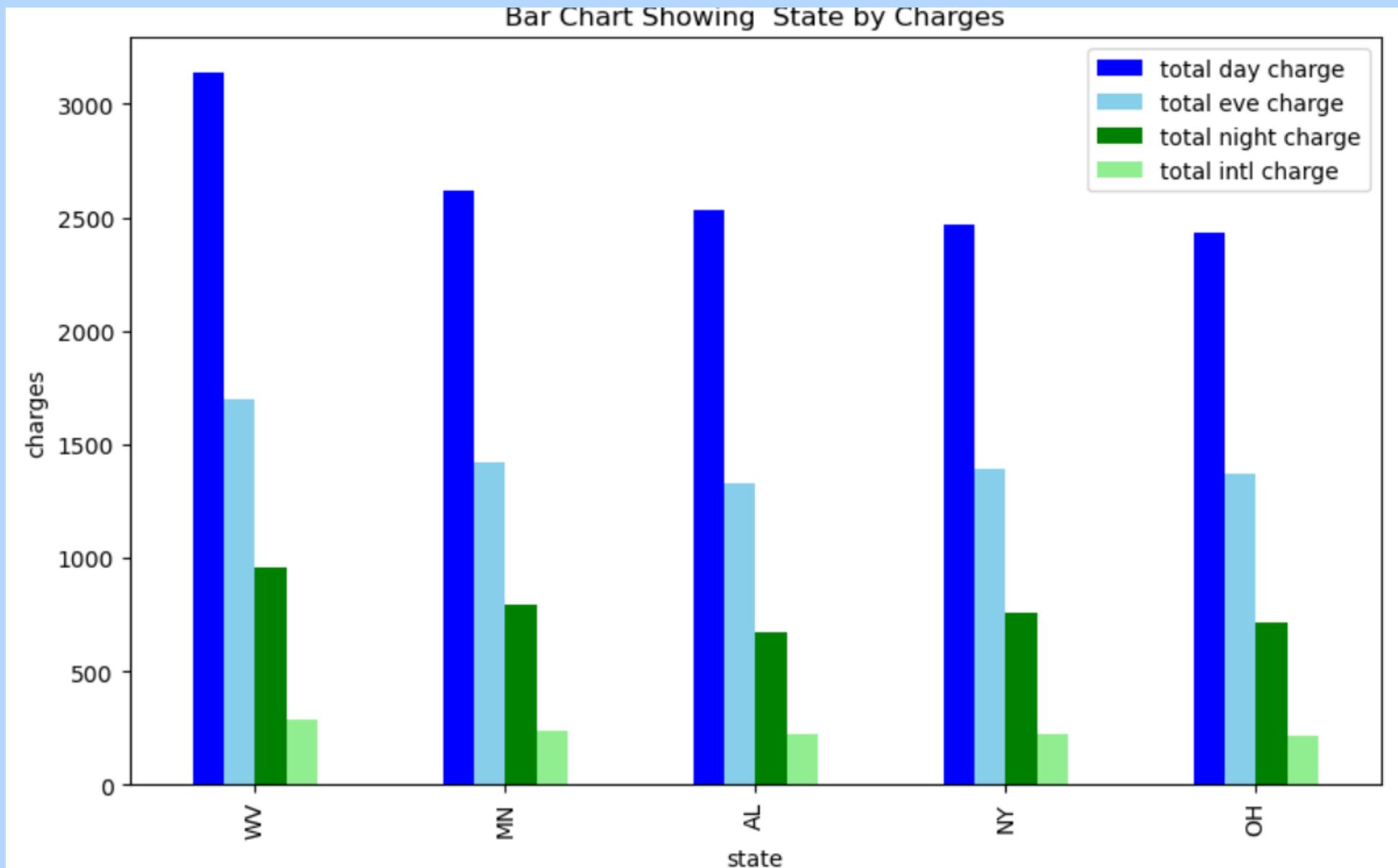
# Churn at a Glance



- Percentage of customers who churn are 14%

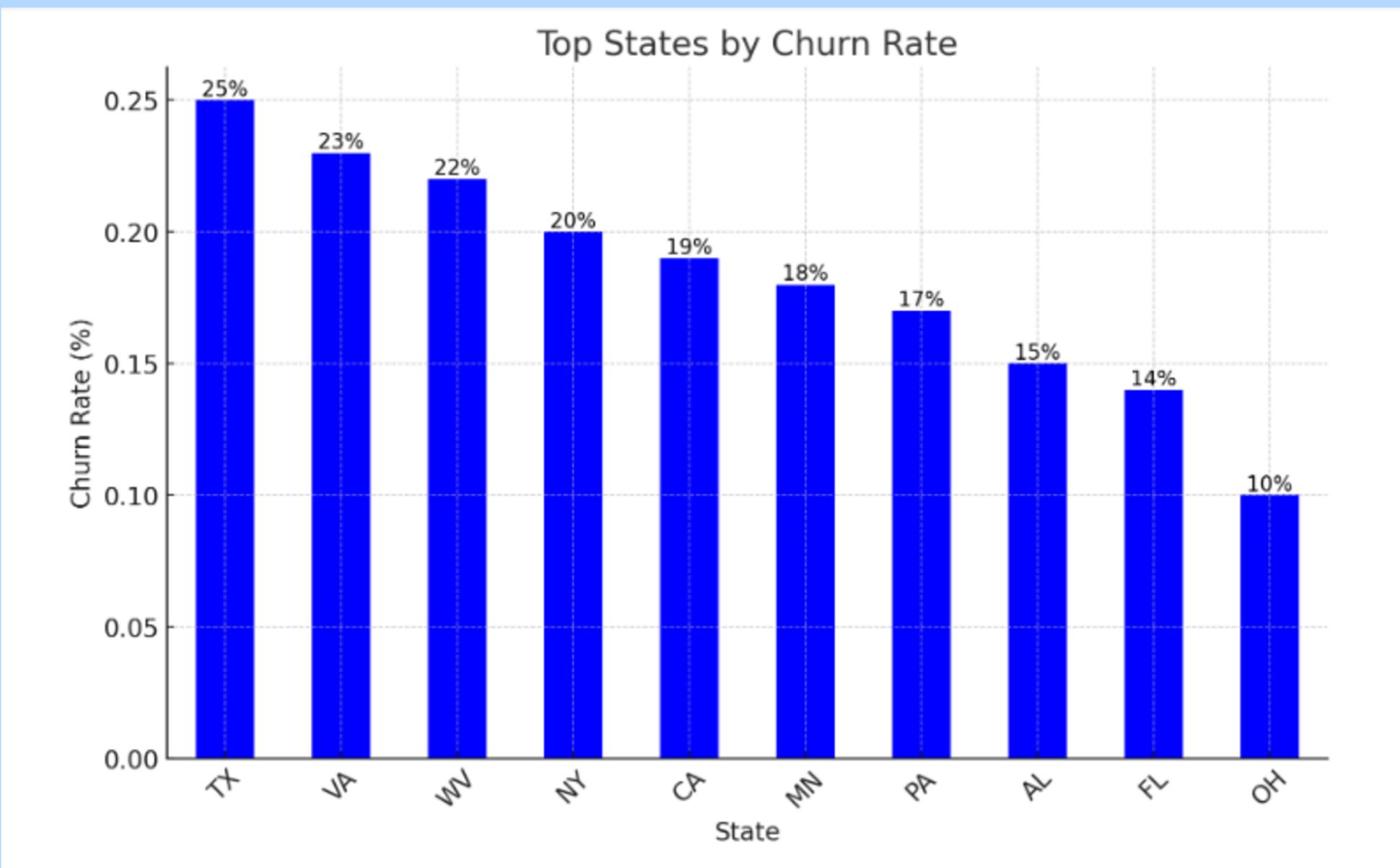
# States with the highest charges

- West Virginia has the highest overall charges
- Minnesota has the second highest overall charges.



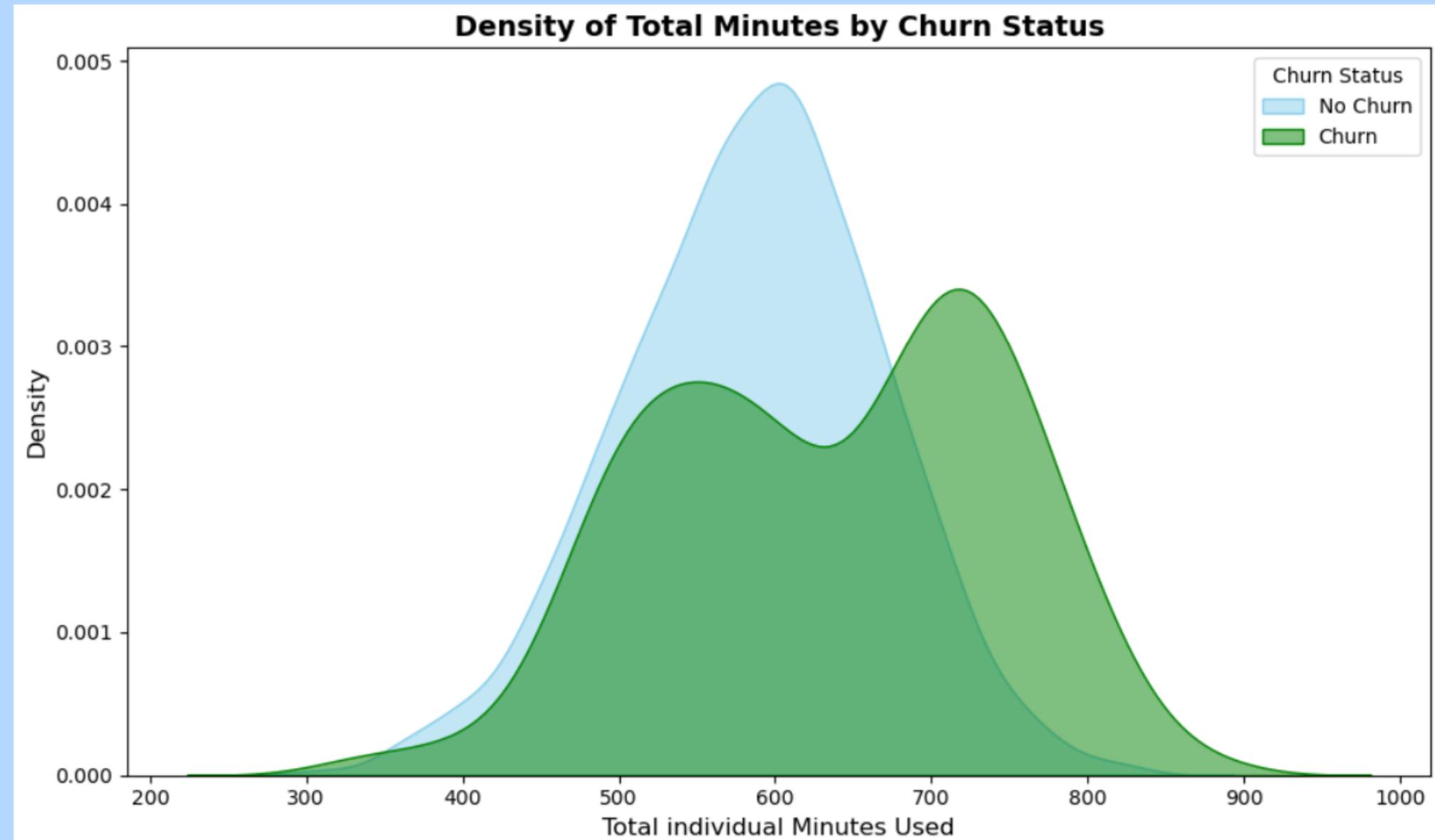
# Which State has the highest Churn Rate

- The States with the highest churn are Texas, Virginia and West Virginia



# Usage distribution of total minutes.

- The green curve is wider and lower, while the blue curve is taller and more concentrated indicating higher usage among customers who stayed.



# Key Findings:

- High Charges Drive Churn: States with higher day and evening call charges (like West Virginia) tend to experience more customer churn.
- Customer engagement reduces churn: highly active users are more loyal, while low-usage customers are more likely to leave.
- About 14% of SyriaTel's customers have churned, a sizeable share that poses a serious risk to revenue if left unaddressed.

# Recommendations:

## RETAIN HIGH USAGE CUSTOMERS

- Create targeted retention programs (loyalty points, discounted packages, or “VIP customer” care) to reduce churn.
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## ADDRESS HIGH CHURN STATES

- Focus retention campaigns in states with the highest churn (e.g., Texas, West Virginia).
  - Provide localized offers or customer support initiatives.
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## REVIEW PRICING STRATEGY

- Reassess day and evening call charges in high-cost states.
- Introduce loyalty discounts or bundled packages to reduce cost-driven churn.

# Next Steps

- Deploy the churn prediction model → integrate it into SyriaTel's customer system.
- Act on predictions → target at-risk customers with loyalty offers and discounts.
- Monitor performance → track churn monthly to see if interventions work.



**THANK YOU!**