**Data Report on** **SyriaTel Telecommunication Company**

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**TABLE OF CONTENT**

**Business Understanding……………………………………………….1**

**Data Understanding……………………………………………………..2**

**Data Preparation.………………………………………………………...3**

**Analysis..……………………………………………………………………..4**

**Recommendations ……………………………………………………….5**

**Business Understanding**

**Business Overview**

SyriaTel is a telecommunication company that specializes in the provision of data and voice services. Like its competitors, the company’s overarching goal is profit maximization. However, one of the major challenges it faces is customer churn, which occurs when subscribers cancel their services and switch to competitors. This project seeks to address that challenge through data-driven methods.

**Problem Statement**

SyriaTel is looking to increase their revenue by reducing the number of customers that are canceling their services. At present, the company does not have a reliable system to predict which customers are most likely to leave. Without such a system, it is difficult to intervene in time to retain customers, which ultimately leads to reduced profits and loss of market share.