

ANALYSIS OF CUSTOMER CHURN AT SYRIATEL

By: Elsie Kiprop



Overview

SyriaTel is a mobile network provider based in Syria with a customer base of over 8 million. This project analyses customer churn and the factors that influence it



Business Understanding

SyriaTel experiences losses due to customers quitting using their services after sometime.

This project aims at finding factors that influence churning and providing optimal recommendations that will ensure SyriaTel retains more customers and minimise losses.

Data Understanding

The data used in this project was sourced from Kaggle.

Link: <https://www.kaggle.com/datasets/becksddf/churn-in-telecoms-dataset>

The target variable used was 'churn' which is categorical and shows whether a customer churned or not. It is a binary classifier.

Process

01 Data Cleaning

Checking for missing values and duplicates.

02 Modelling

Creating Various models and evaluating performance

03 EDA

Exploring and visualizing the variables.

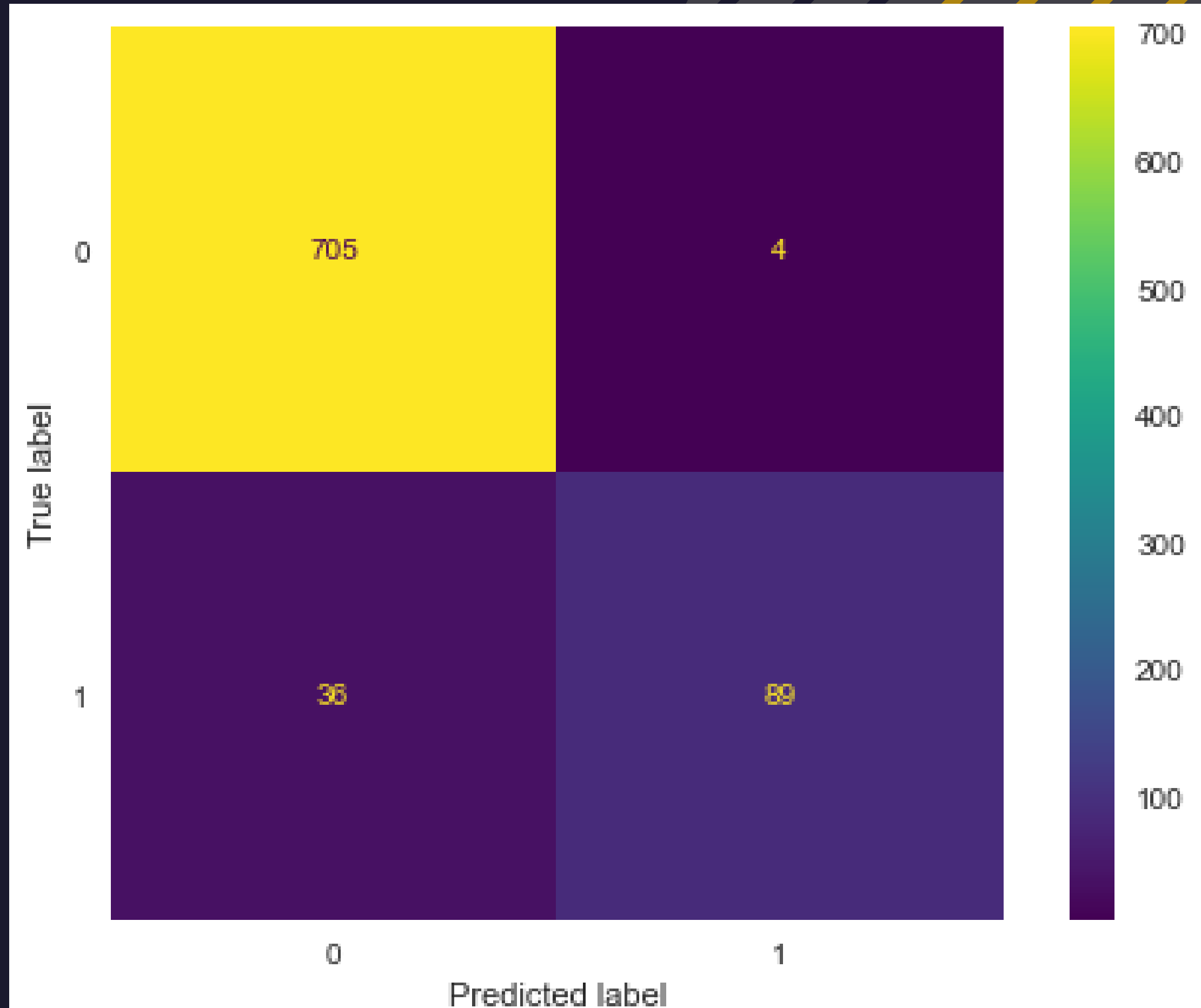
04 Conclusions and Recommendations

Finding the best model and drawing appropriate conclusions.

Final Model

The best model was a Random Forest Model.

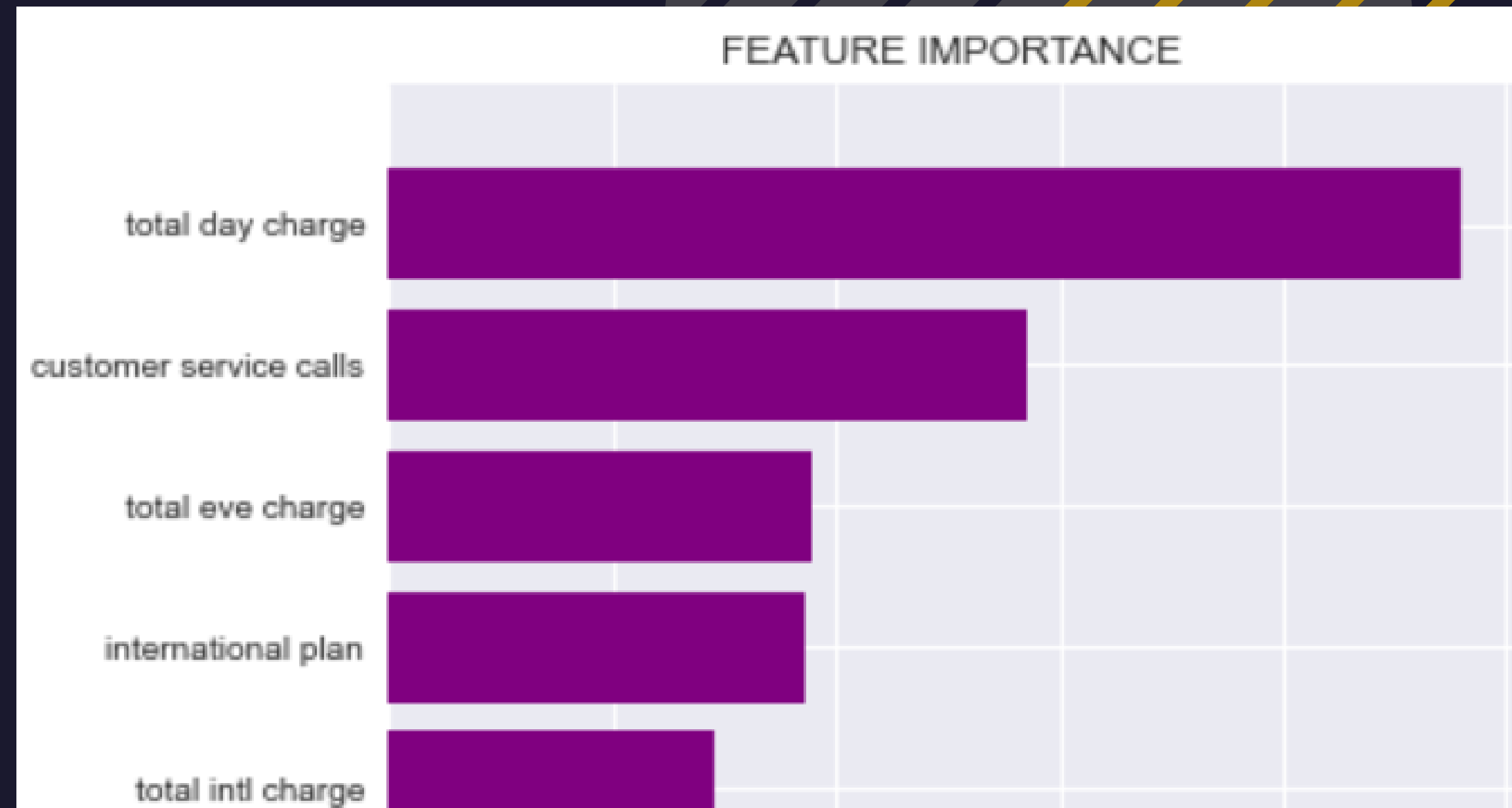
It was 95% accurate at predicting the churn in customers



Feature Importance

The top 5 factors that lead to customers churning include:

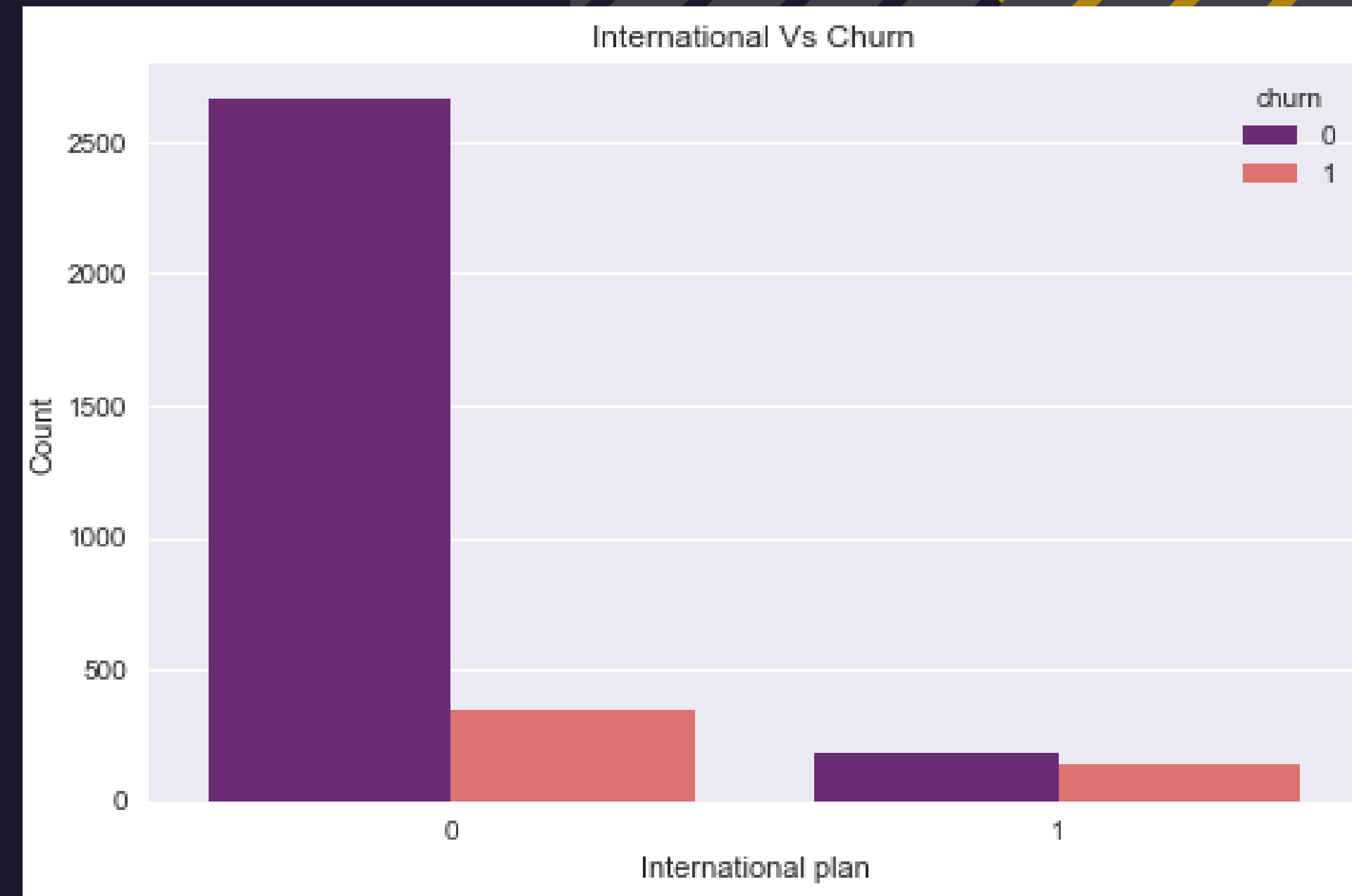
- Total day charge
- Customer service calls
- Total eve charge
- International plan
- Total international charge



International plan

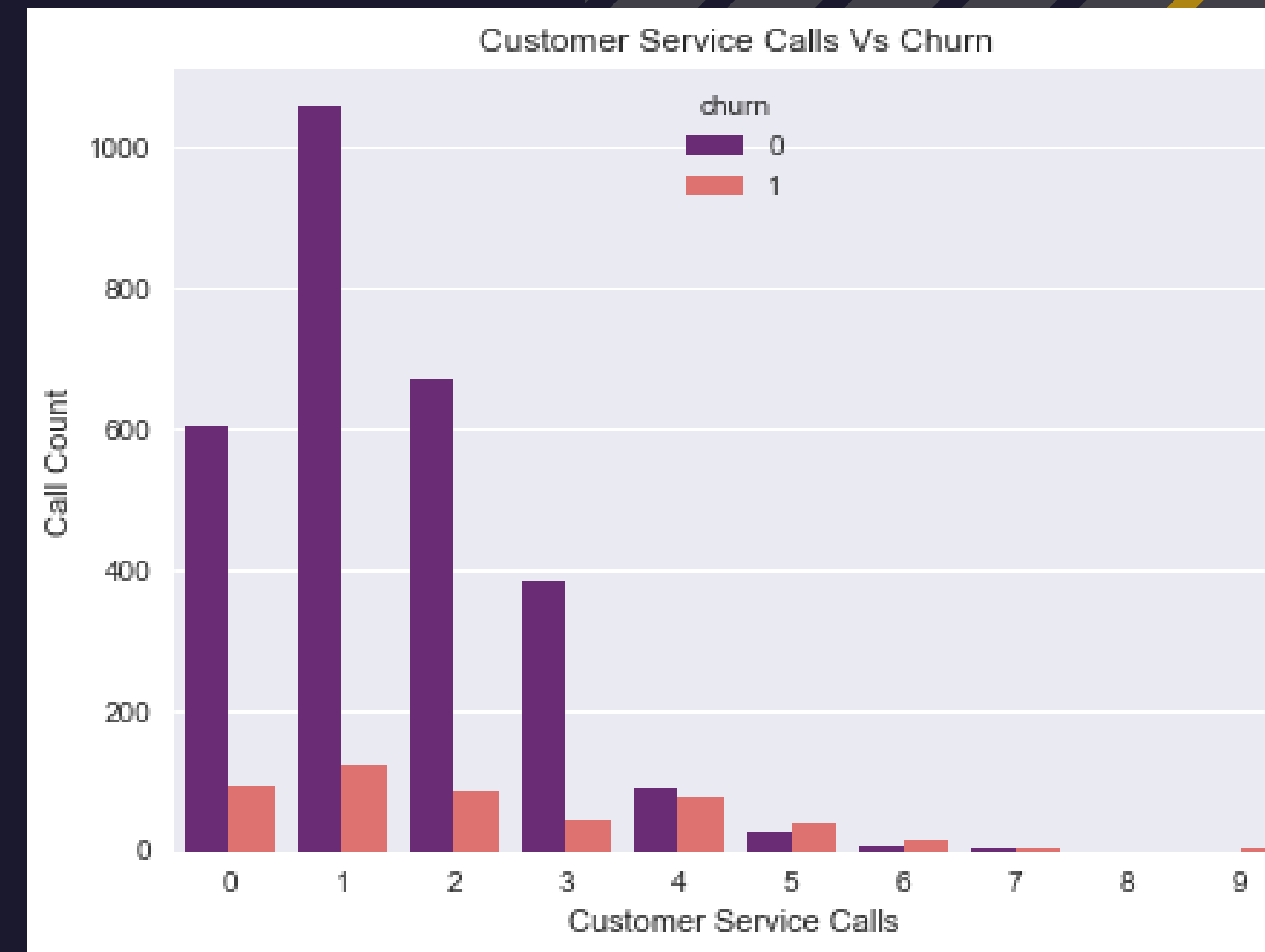
Majority of the customers do not have the international plan.

Majority of those that have the international plan end up churning



Customer Service Calls

The highest customer churn is experienced after one customer service call



Recommendations and Conclusion

The following are the recommendations for SyriaTel:

- Analyzing customer service calls to know what issues customers raise and make appropriate adjustments.
- They should lower the charges for the eve,day and international calls. They can even offer bonuses to customers who use their services frequently.
- They should revise their international plan as it is clear that most customers end up churning



THANK
YOU!!

