SyriaTel

Predicting Customer Churn

Presented by Garrett Hall

Presentation Overview

- Business Problem

- Data Exploration

- Model

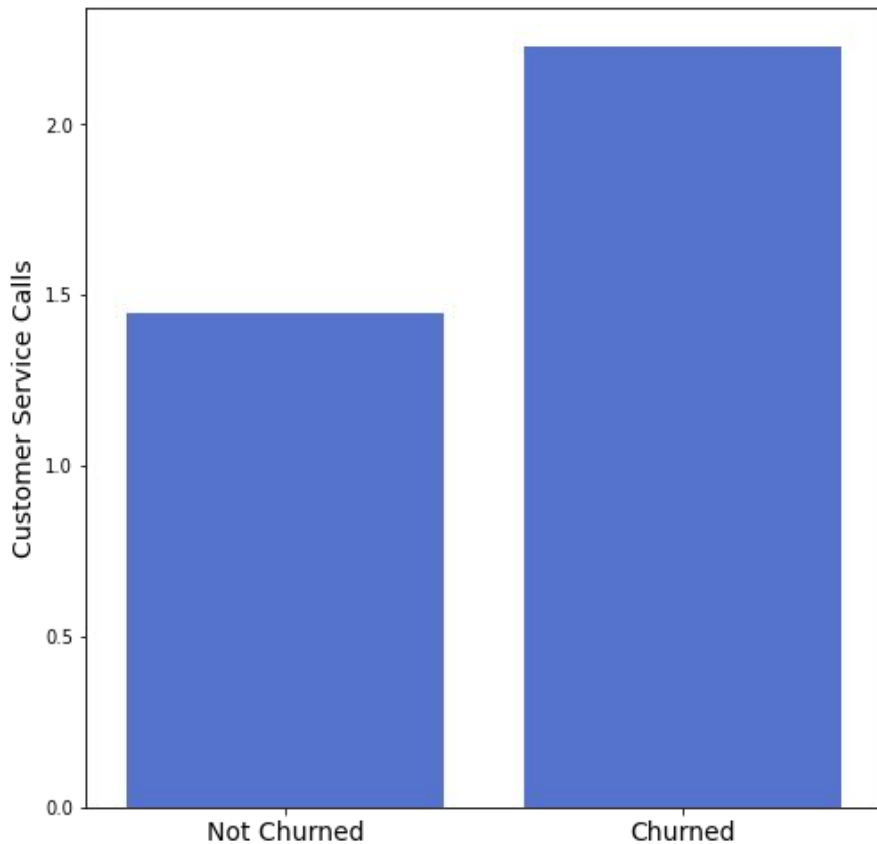- Model Performance

- Recommendations

Business Problem

- Customer Churn

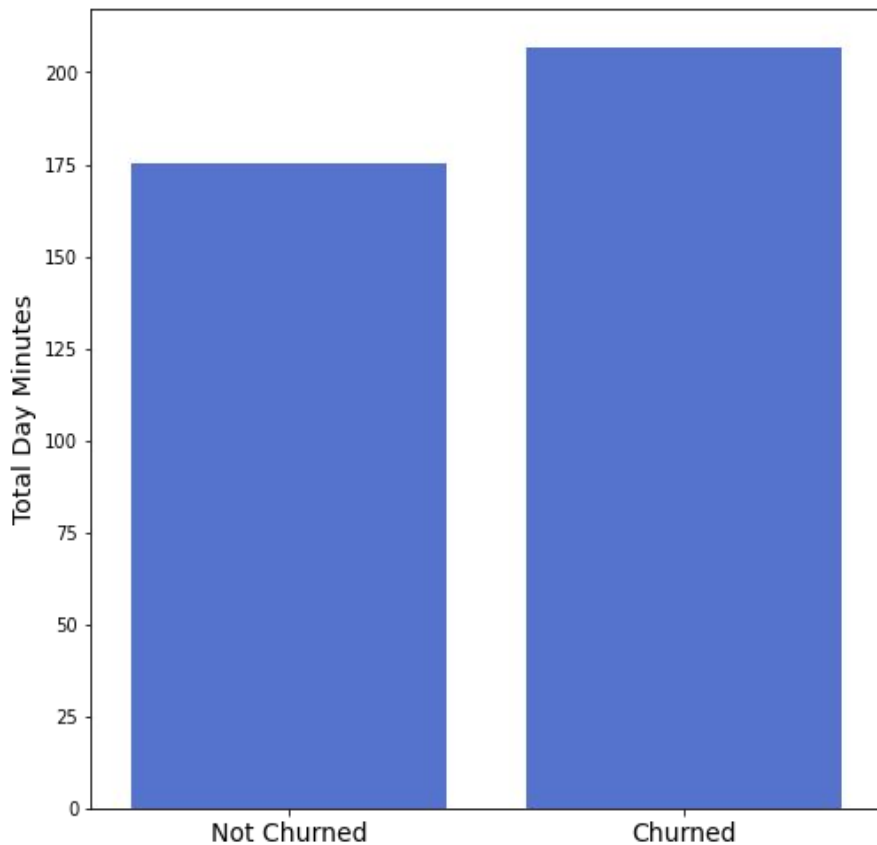- Customer retention vs Customer acquisition

- Predict customer churn

Data Exploration

- 3,333 customers
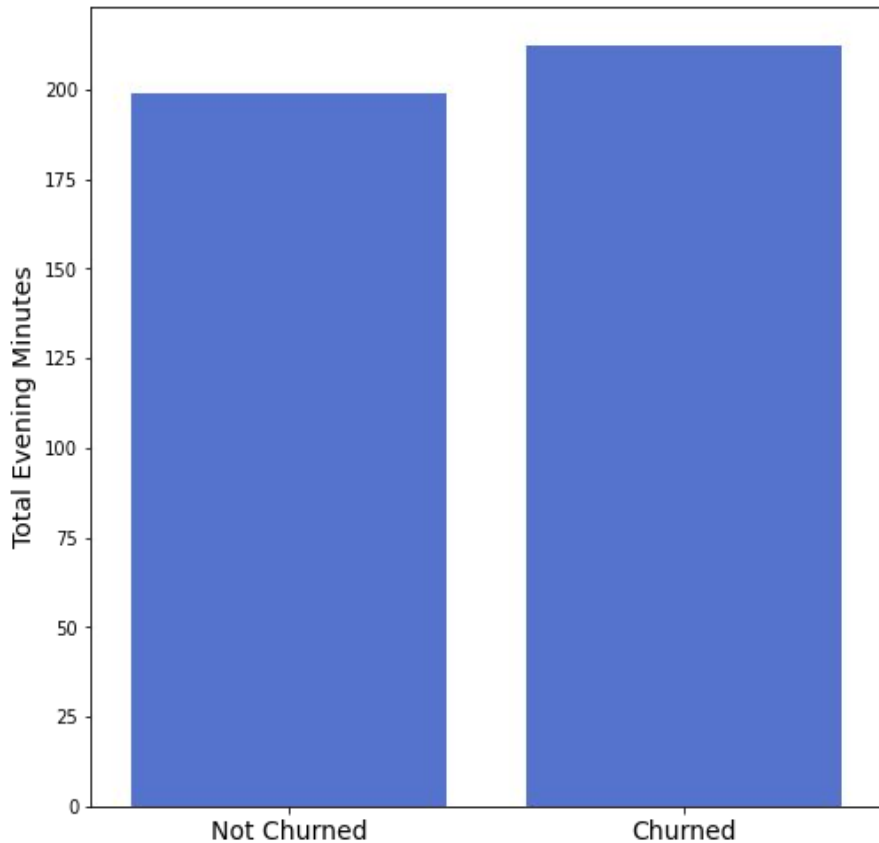
- 14% customer churn

- Churned vs Non-churned Customers

Customer Service Calls

Total Day Minutes

Total Evening Minutes

Model

- Goal of the model

- Predict whether a customer will churn

- 12 Features

Model Performance

- Tested model on 1,000 customers

- Accuracy score of 94%

- Recall score of 71%

Most Important Features

- Total day minutes

- International plan

- Customer service calls

- Total evening minutes

- Voicemail plan

Recommendations

- Provide incentives to customers likely to churn

- Improve customer service

- Improve international service

Thank you

Any Questions?

Contact

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[GitHub](#)

References

- https://blog.hubspot.com/service/what-is-customer-churn