



# SyriaTel Telecommunications



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# Understanding the Problem

## SyriaTel

A company that was founded in 2000, It is one of two companies that's available in Syria for telecommunications.

- They offer 3G, 4G / LTE

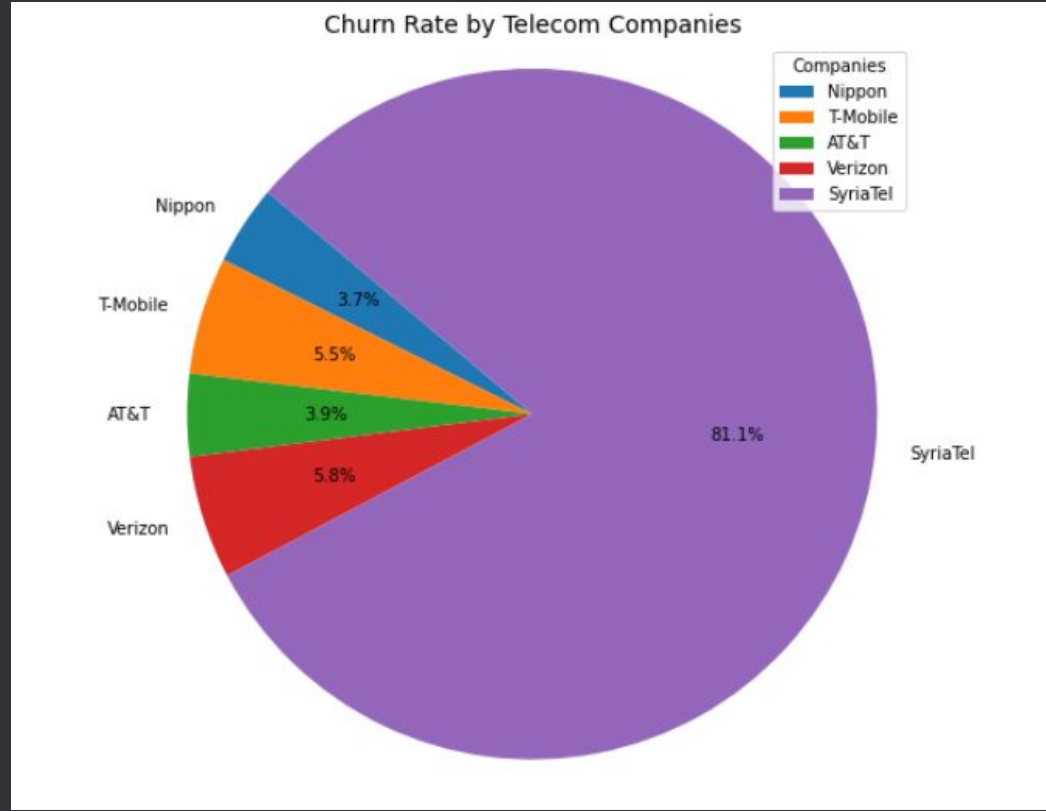
## The Data

A dataset was given on the customers who churned and have not churned.

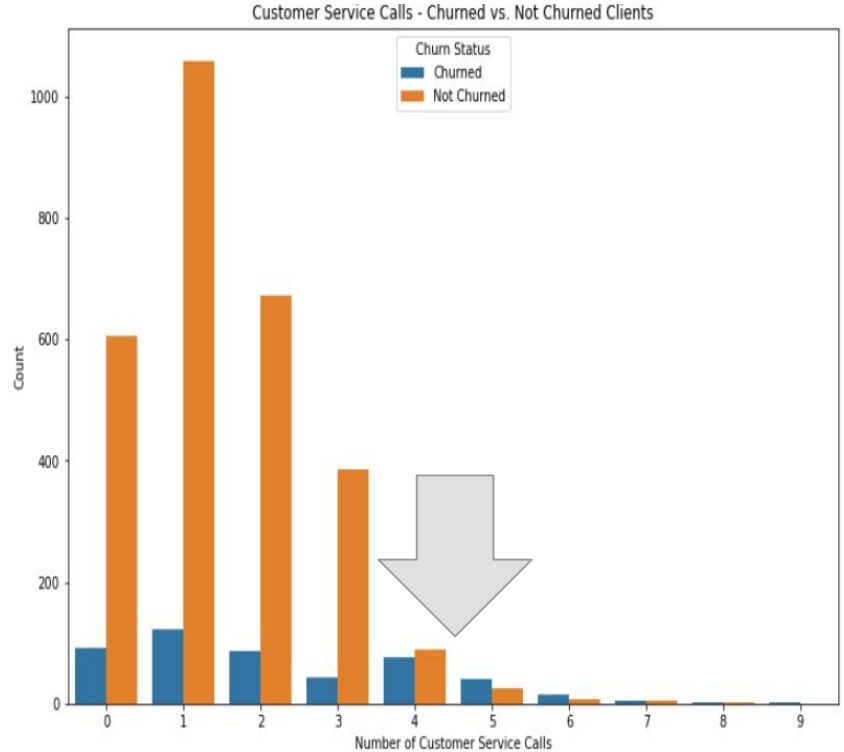
## The Goal

To keep customers from canceling their services .

# Let's Compare to the Competition

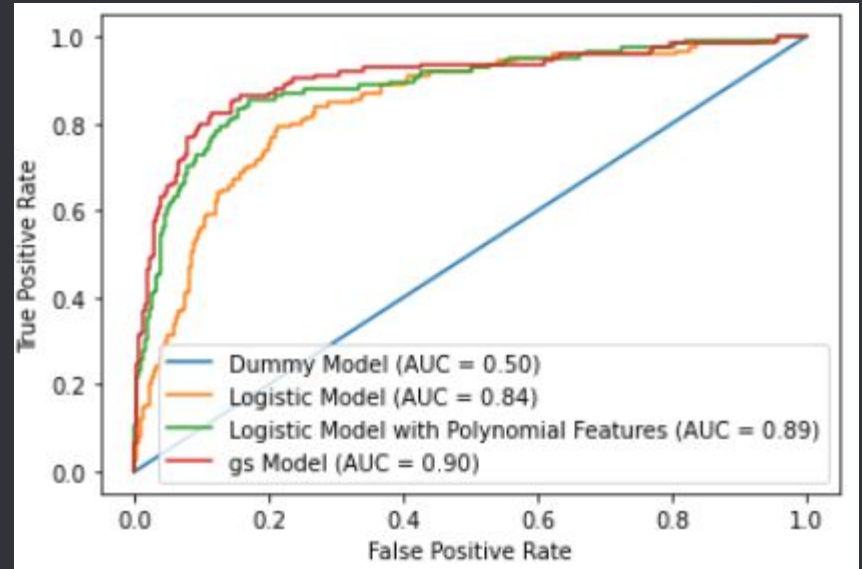


# Customer Service Calls



# Modeling

Using Logistic regression we can predict about 90% accuracy



# Recommendations

- Offer discounts on services.
- Better prepare customer service for complaints and how to handle those calls.
- Acquire more data from churned and not churned customers and compare those stats to other competitors.



# Thank you!



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