

# **SyriaTel customer churn Analysis and predictive modeling**

**Presented By Haender Michael Jean Louis .**

# Overview and Goal

## Dataset

“Churn in telecom’s dataset”

## Provenance

Kaggle

## About Datasets

contain Information about:

- customer churn
- customer service call
- account length
- Total calls per day
- daily charge
- etc

## Goal

Our goal is to :

- build a predictive model
- draw meaningful information
- provide meaningful insights

# Methodology

the different steps of our Analysis.



## EXPLORATORY DATA ANALYSIS



## STATISTICAL MODELING



## MAJOR QUESTIONS



## SUMMARY



## CONTACT INFORMATION

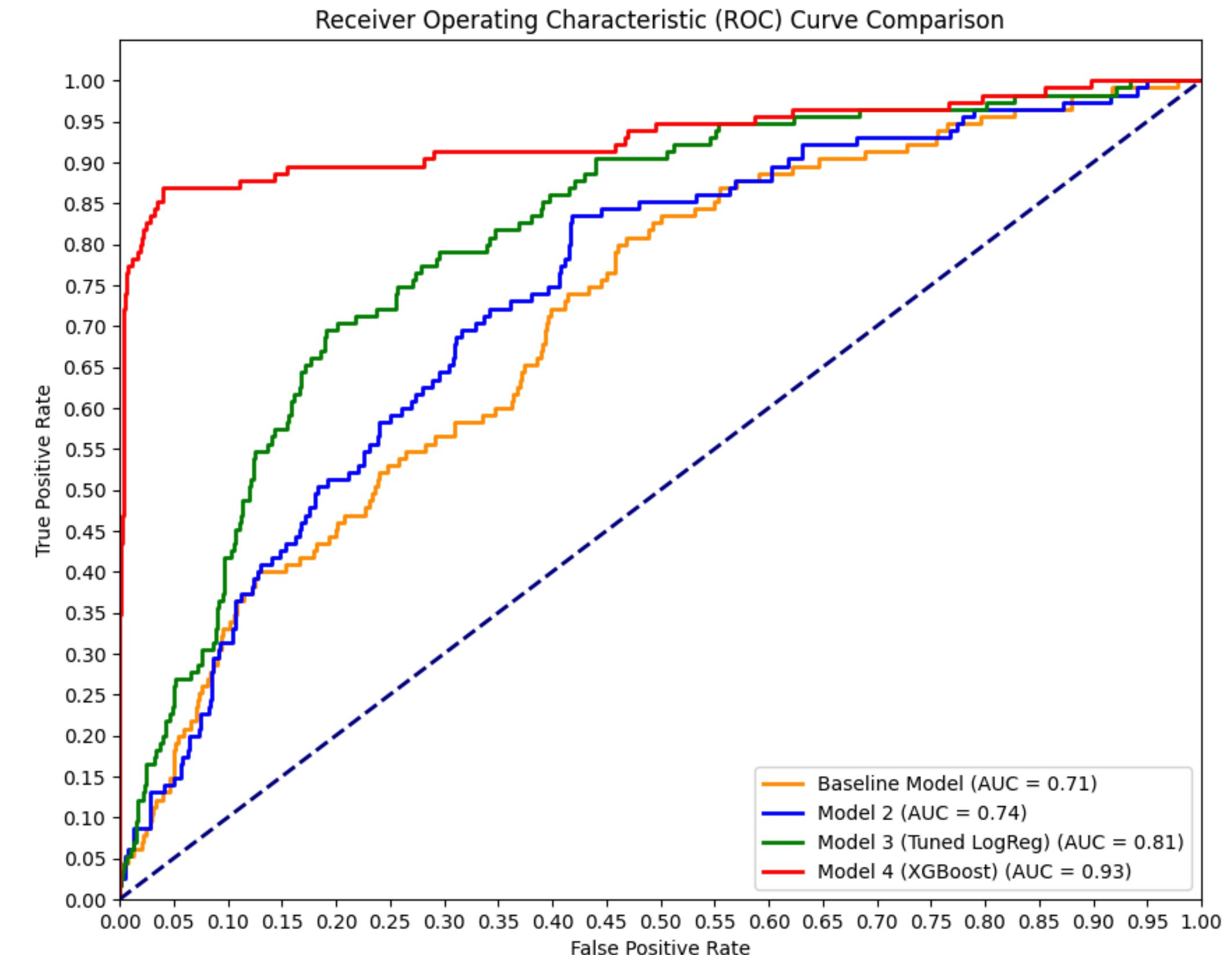
# Exploratory Data Analysis

1 **Data cleaning**

2 **Data/ business understanding**

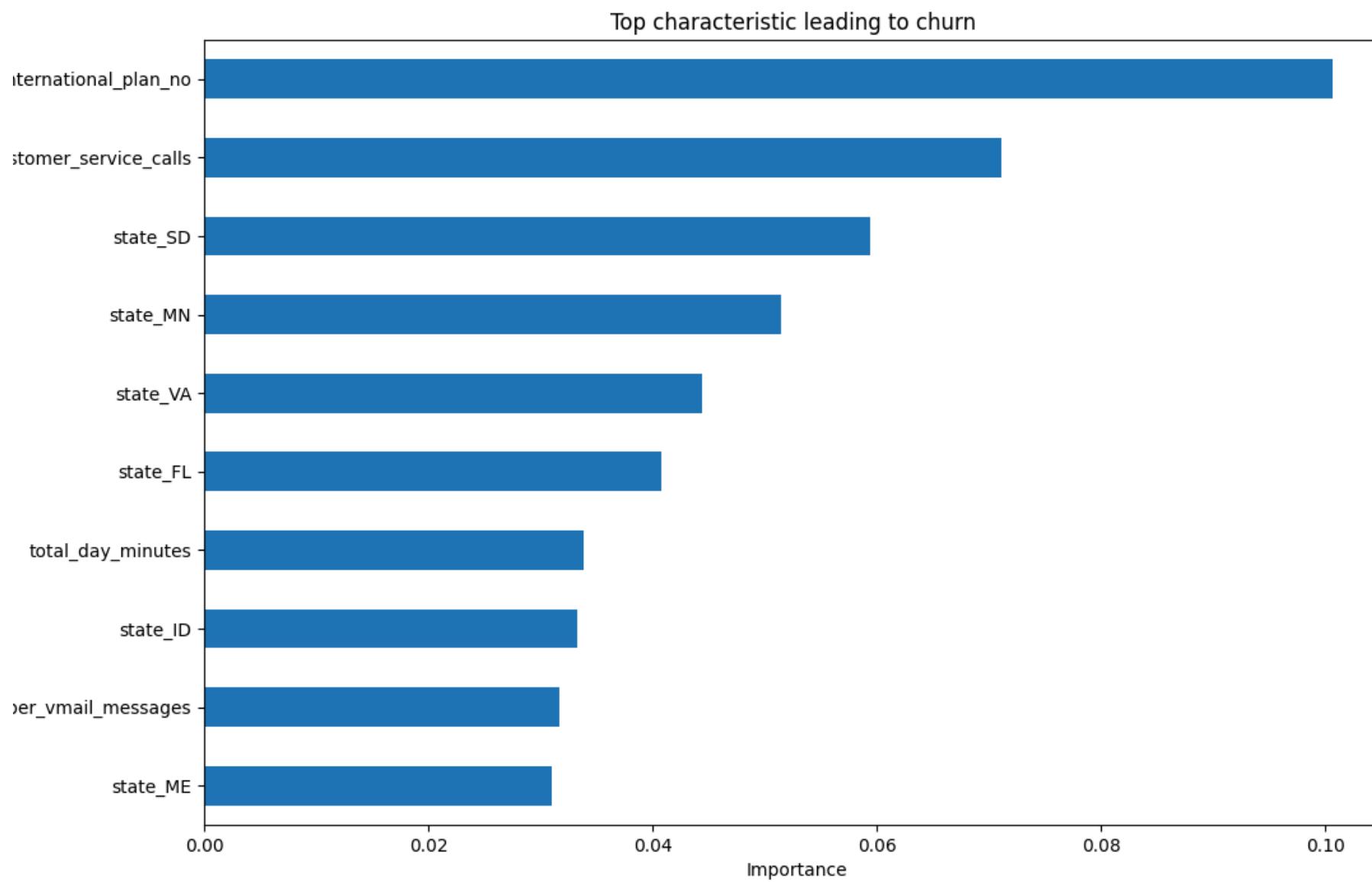
# Statistical modeling

- Baseline model
- perfecting model
- Final model



# Major questions

- What customers are most likely to churn ?
- Do customer service calls play a significant role in churn?
- Based on our analysis, what are actionable strategies to reduce churn?
- Which specific states have the highest churn rates?\n



# Summary

- Dataset used
- Methodology
- Exploratory Data Analysis
- Statistical modeling
- Major questions

# Recommendations

- additional data on international calls
- better customer service
- Pole on must recurrent state

**THANK  
YOU!**

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