

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

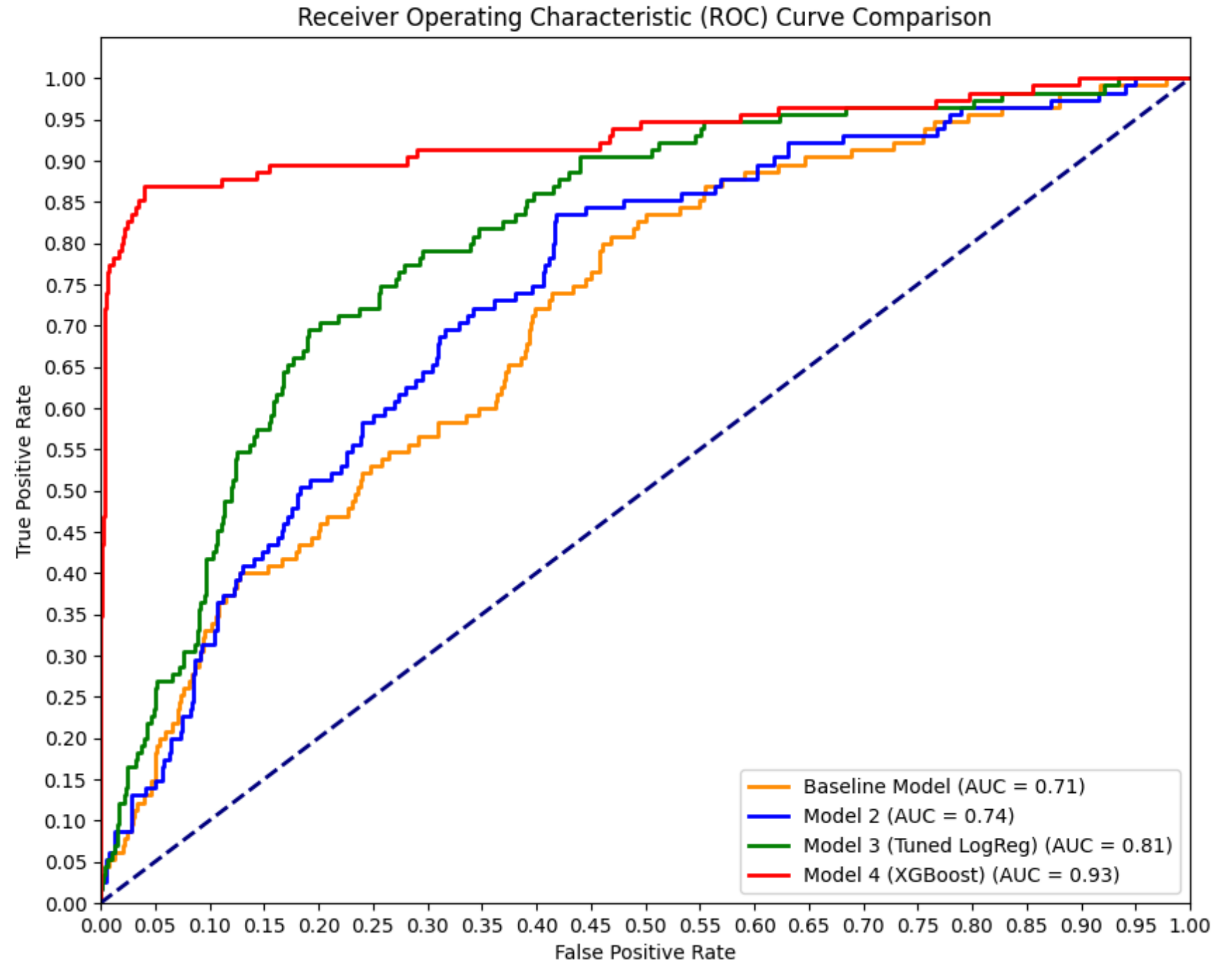
Data cleaning

2

Data/ business understanding

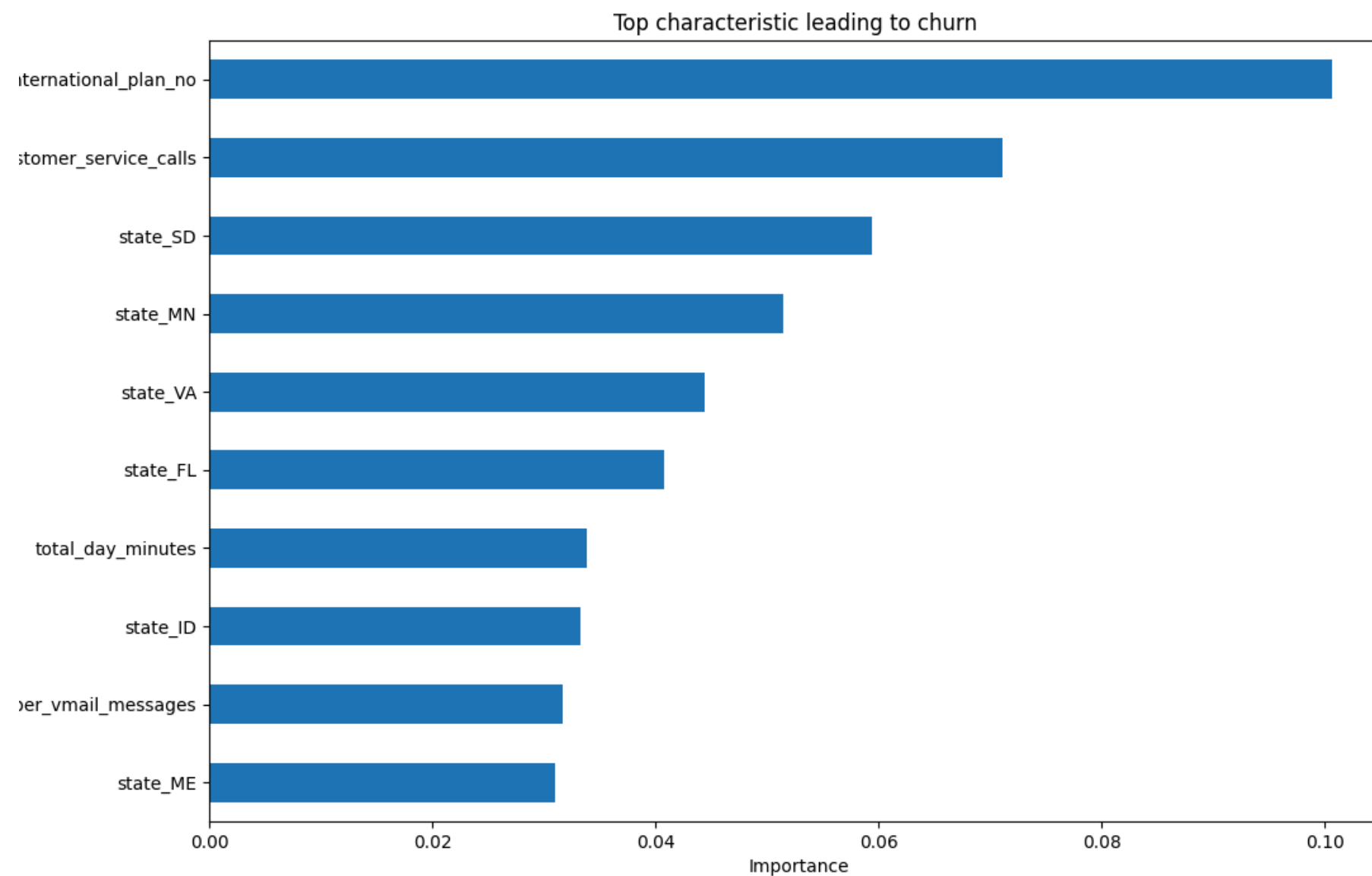
Statistical modeling

- 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!

Contact Information

First Name: Haender Michael

Last Name: Jean Louis

Email: michaelhaenderjeanlouis@gmail.com

Phone Number: +509 41 75 0264

Linkedin:

