

# **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**

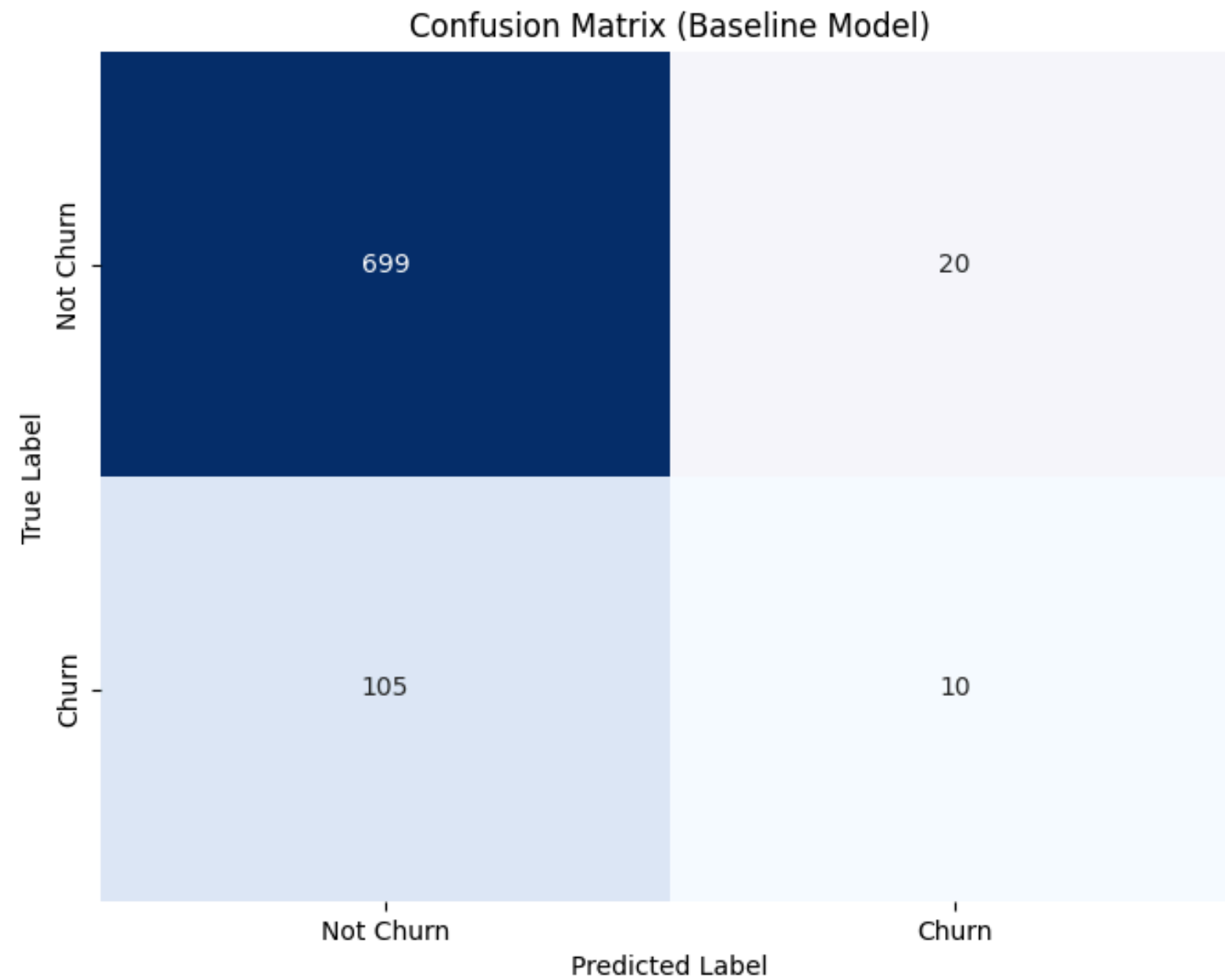


**SUMMARY**



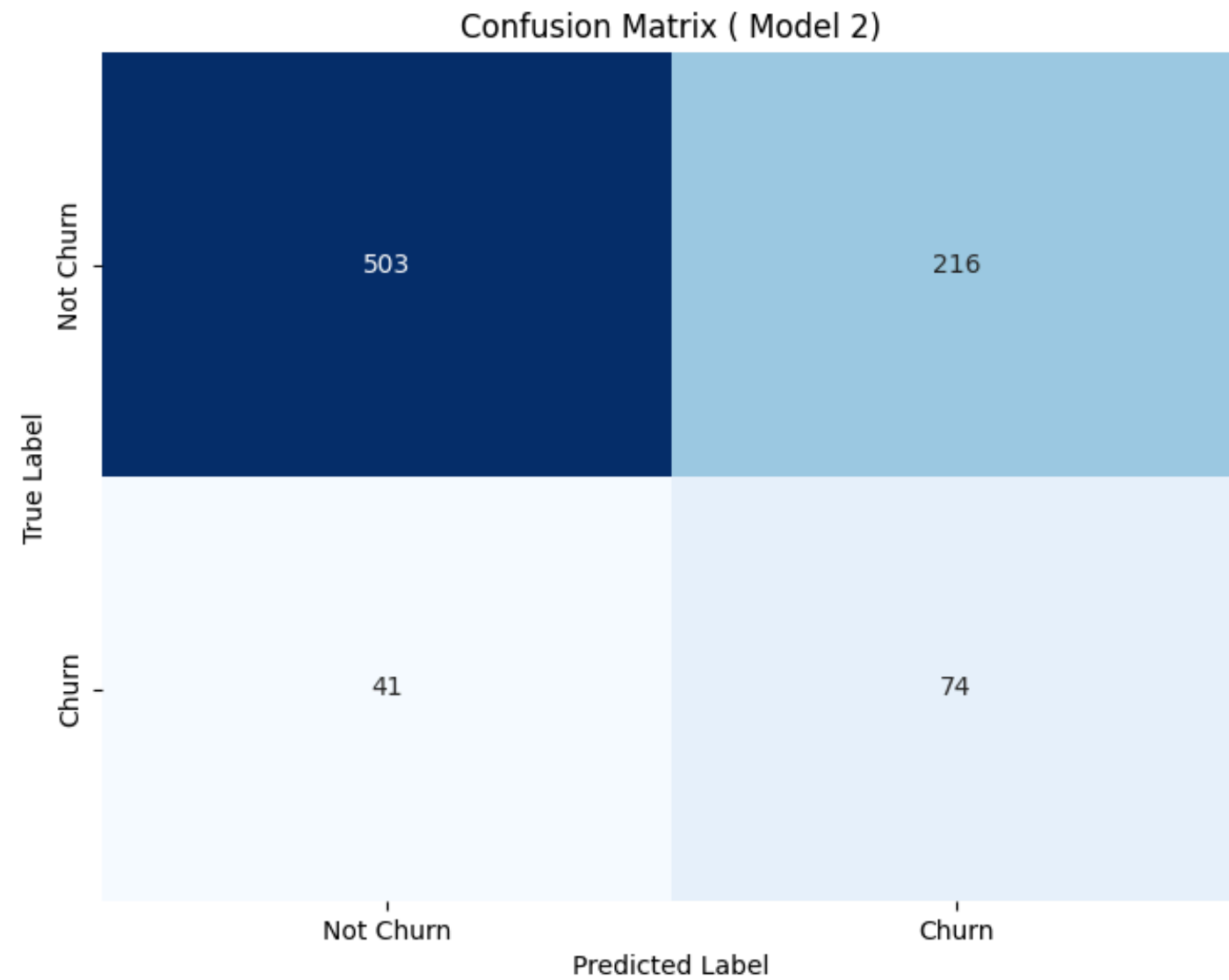
**CONTACT  
INFORMATION**

# First model



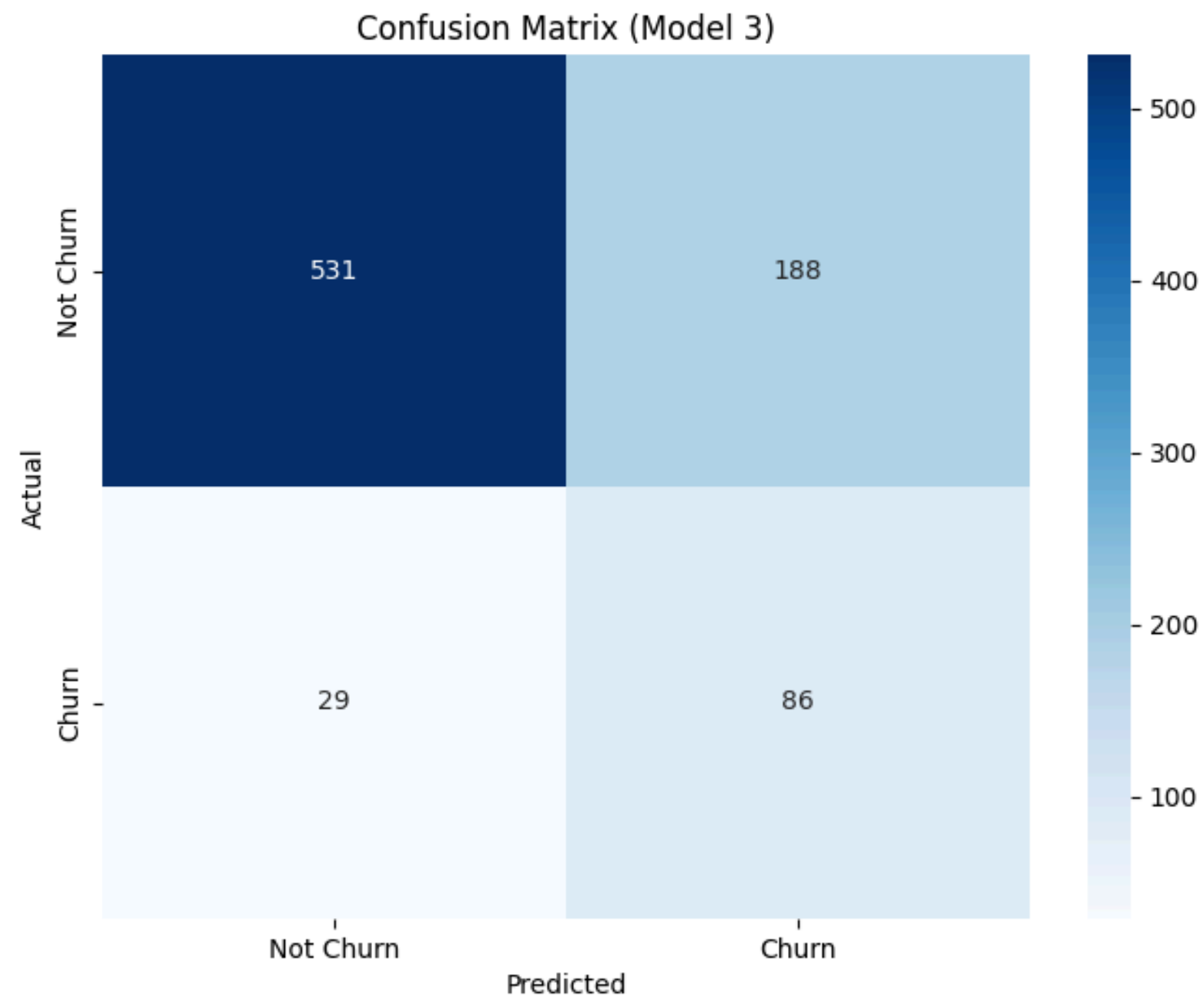
- High rate of false negative

# Second model



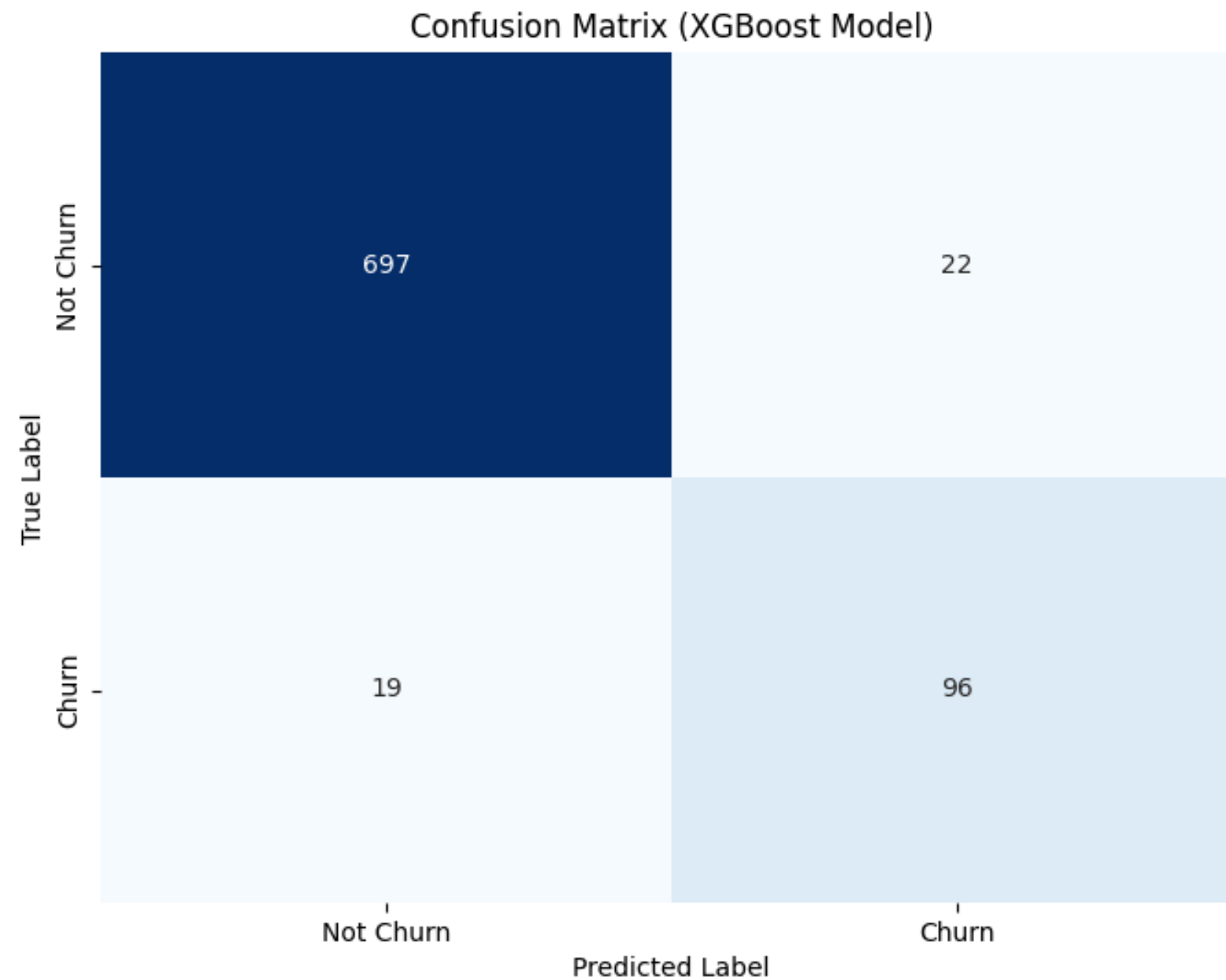
- High rate of false Positive

# Third model



- Model performs well

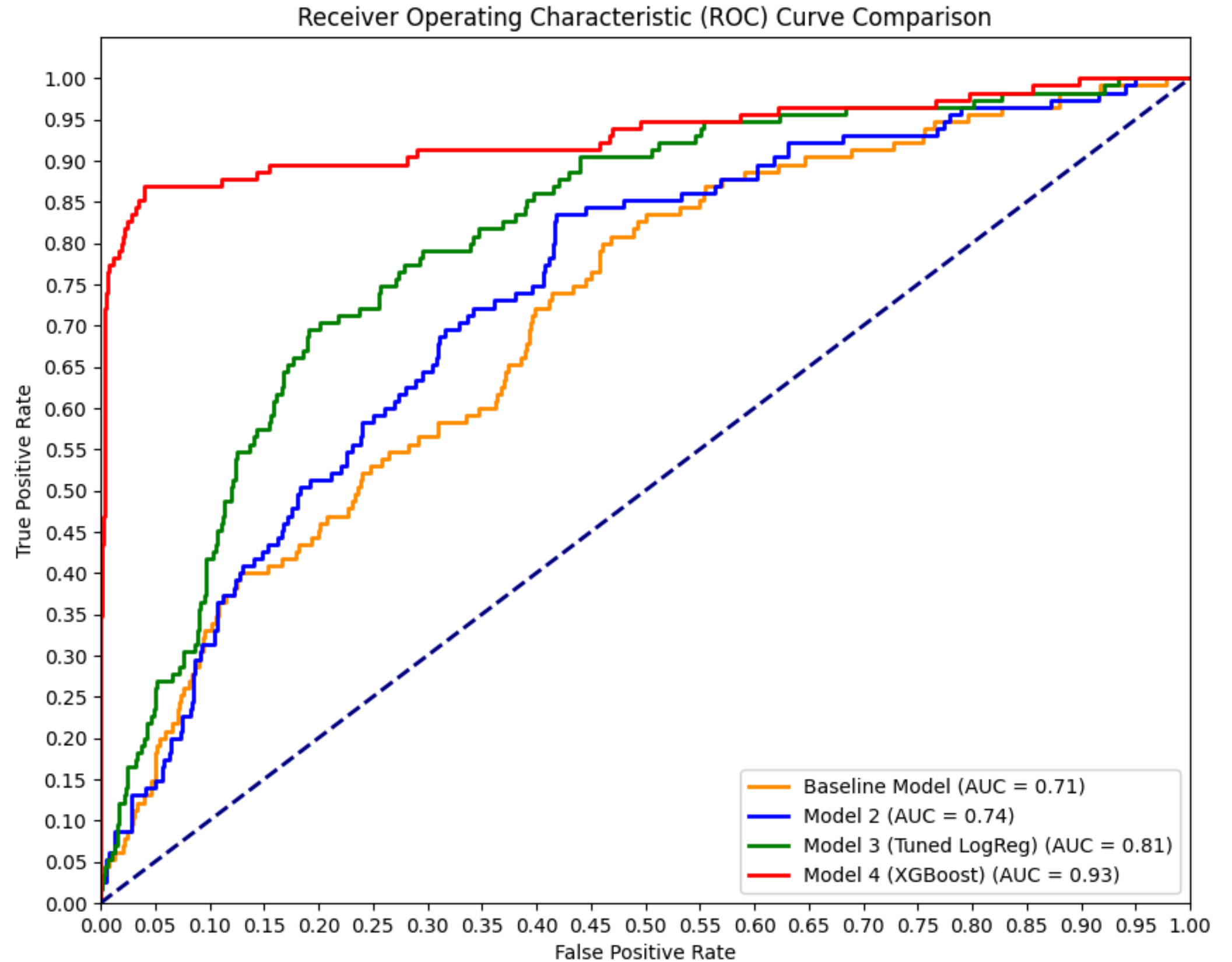
# Final model



- Model performs Better than Model 3

# Statistical modeling

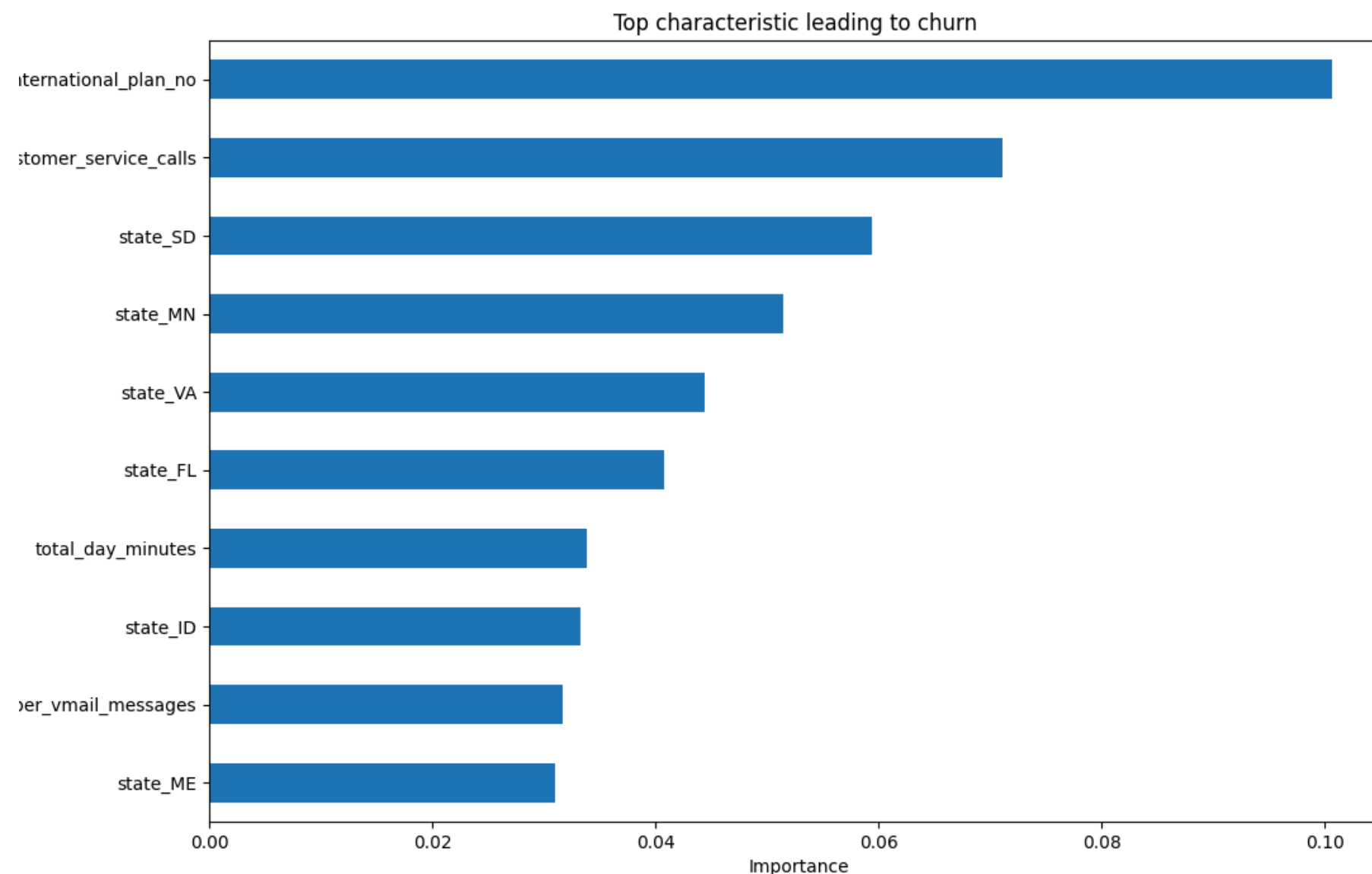
- Baseline model
- perfecting model
- Final model





# 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

The image features a white background with teal-colored dots arranged in a pattern that tapers towards the center, creating a sense of depth. The dots are more densely packed in the corners and become sparser towards the middle. Centered on the background is the text "THANK YOU!" in a bold, black, hand-drawn style font. The letters are thick and slightly irregular, giving it a personal, handwritten feel. The "Y" in "YOU" is particularly tall and slanted. The exclamation mark is simple and rounded at the top.

THANK  
YOU!

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