



SyriaTel Customer Churn

~Moving in the right direction~



Business Problem

SyriaTel Telephone Company has been having a high churn rate with their customers which has affected the profitability of their services and the growth rate of their customer base negatively so they want to understand why this is happening and what they could do about it. In addition, they are also interested in reducing how much money is lost because of customers who don't stick around very long.

Data and methods

The dataset used in this analysis contains information of customers of SyriaTel Company and it is also found in Kaggle.

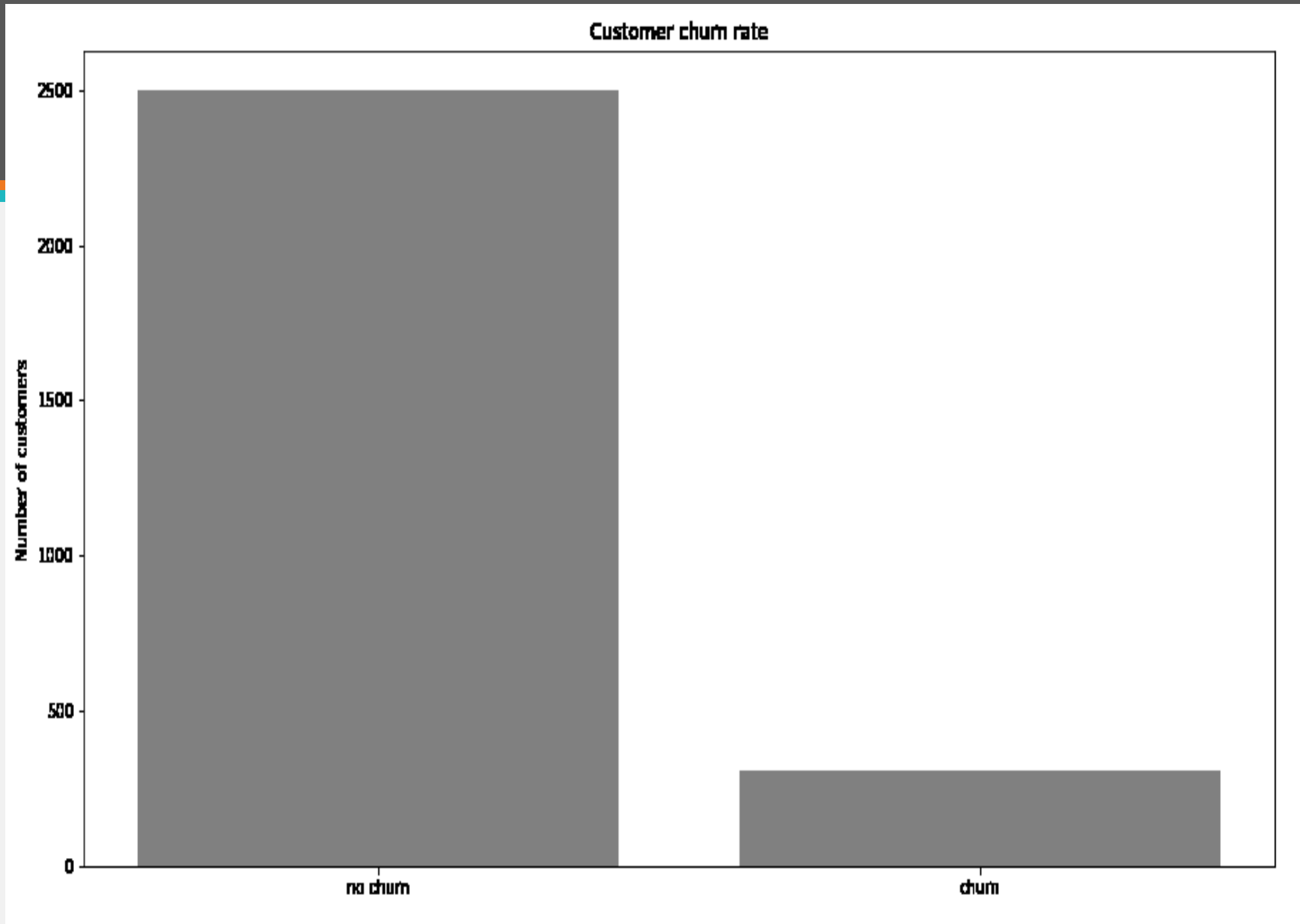
Exploratory data analysis and classification modelling was performed on the data.



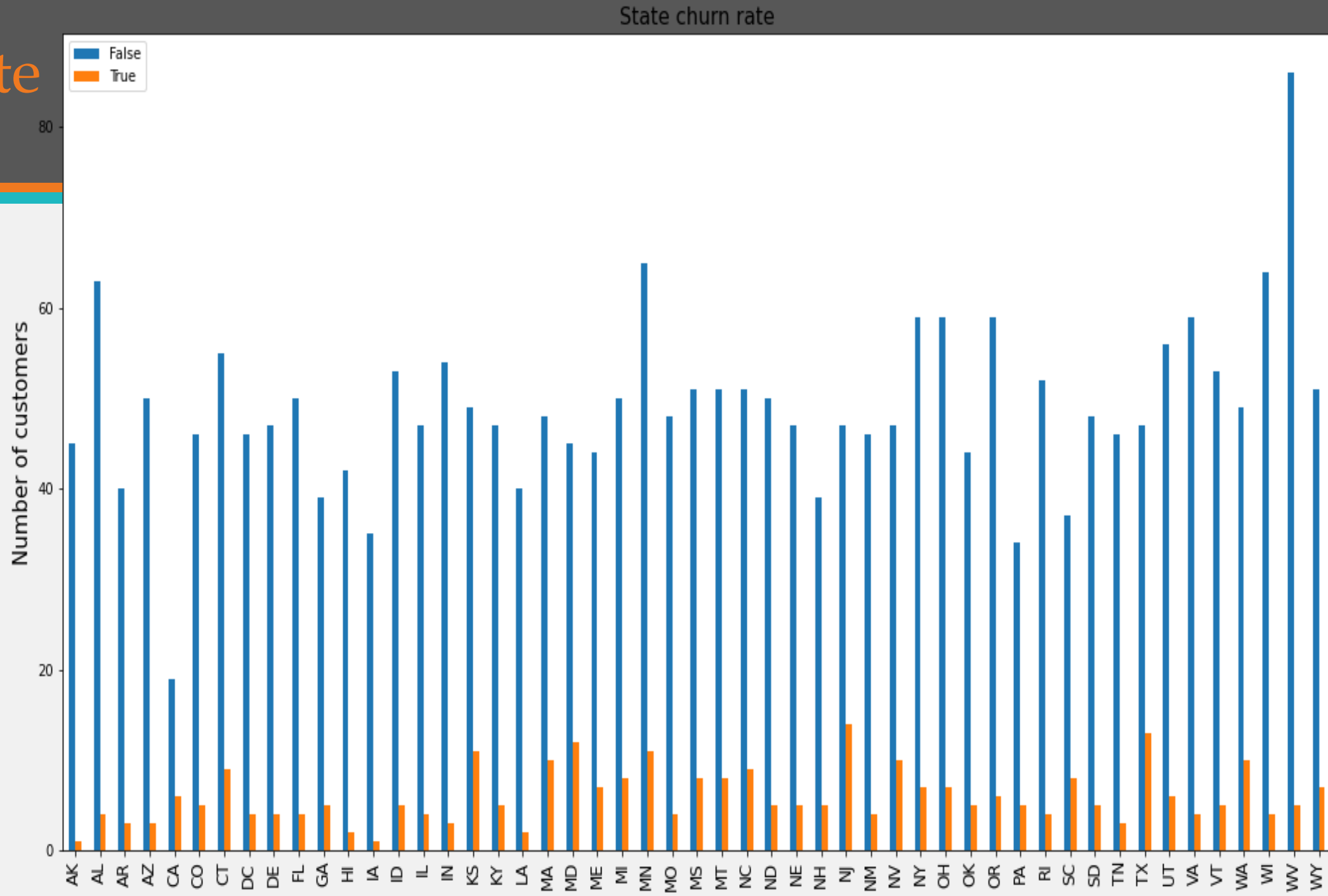
Results



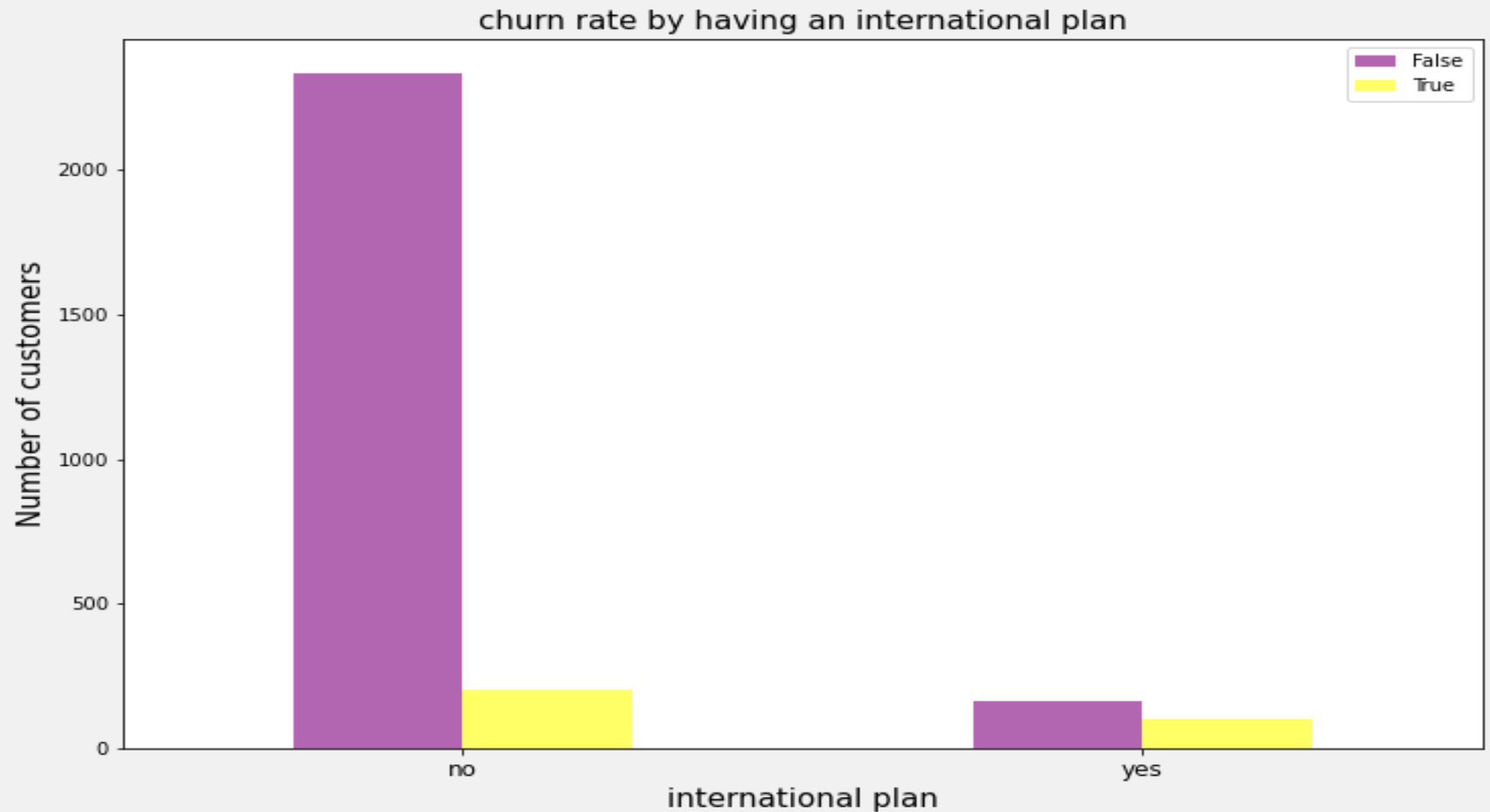
Number of customers who churn



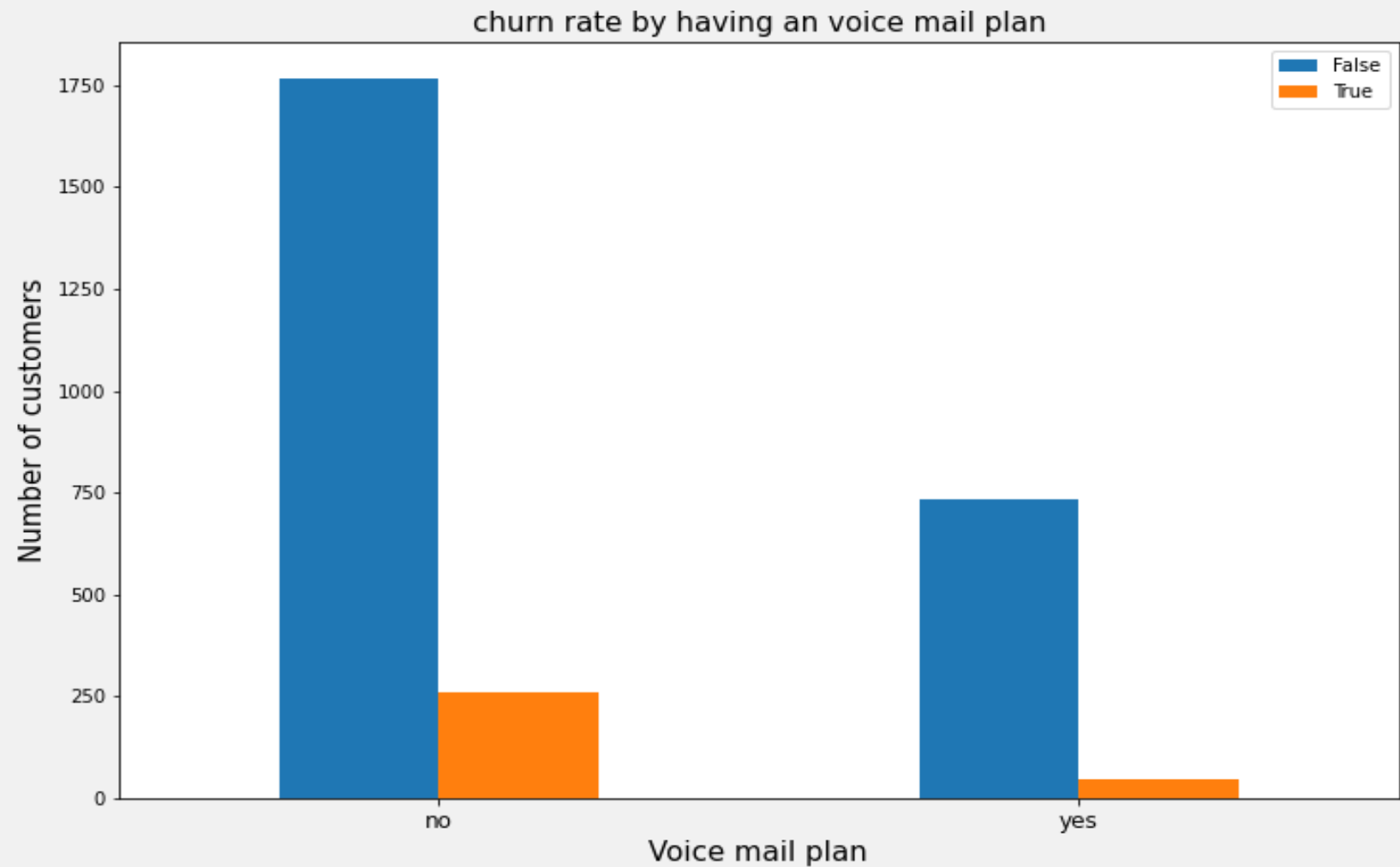
Churn rate by state



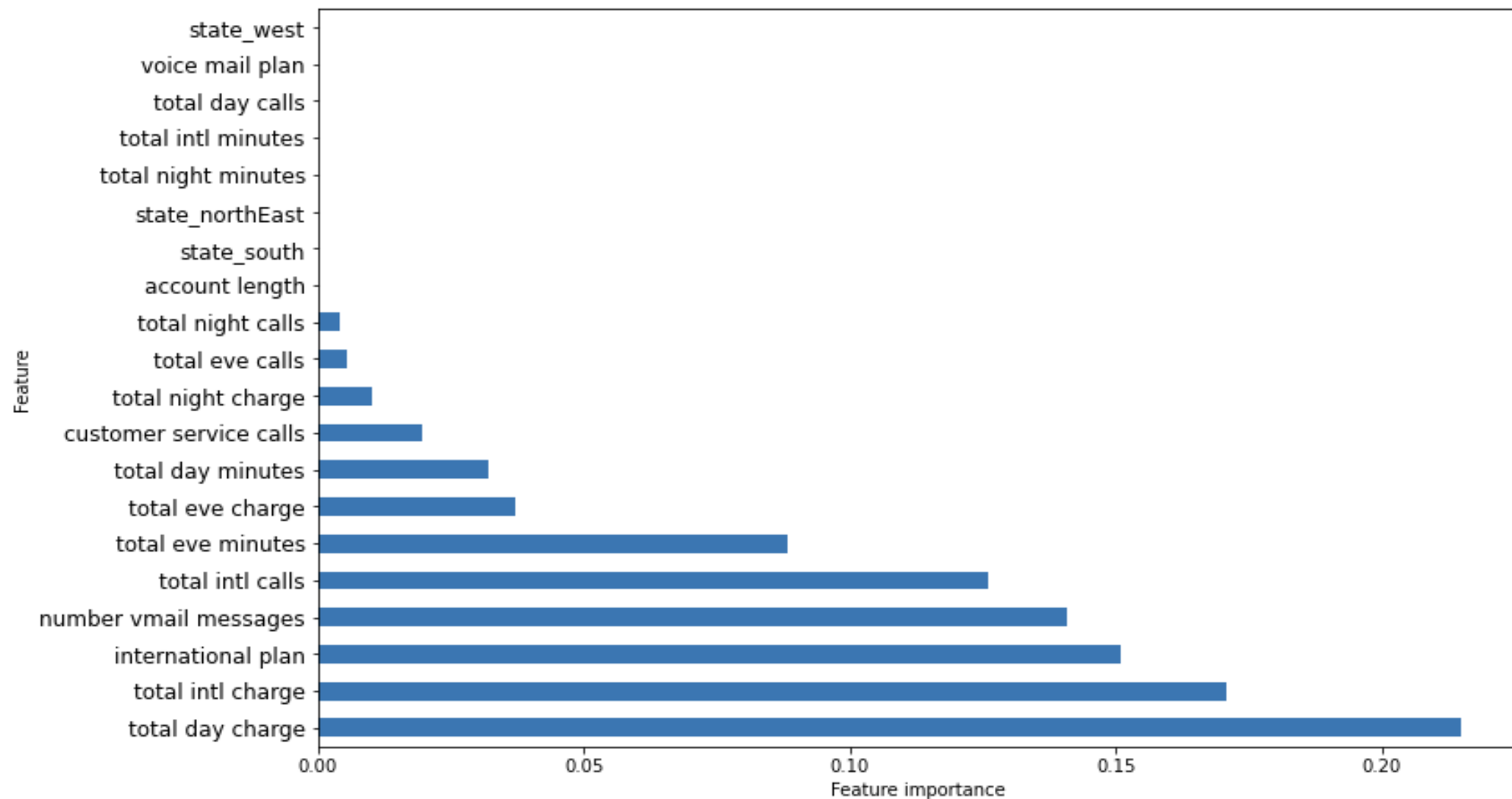
Number of customers who churn based on international plan



Number of customers who churn based on voice mail plan



Features the company should pay attention to based on its importance to the customers



Conclusions

- Increase in charge for international calls are more likely to make customers churn
- Customers who don't have any plan for whatsoever be it international or voice mail are more likely to churn
- If there is a decrease in number of international calls or voice mail messages ,the chances of churning are high
- In **New Jersey, Texas, Maryland, Kansas, Minnesota , Washington , Michigan, Massachusetts** states we have the most people churning.
- Its very important for the company to pay attention to the important features and make sure their customers are mostly satisfied in those specific important sectors.

Recommendations

- ✓ The company should look into the purchasing power of their clients and possibly lower prices for international calls and day calls.
- ✓ The company should persuade their clients to have telephone plans(international plan , vmail plan) in turn this will encourage the customers to make more international calls or send more vmail messages
- ✓ Since the company has already known from which states where people who churn come from, it could possibly have advertisements aiming to lure the people in these states to use their services
- ✓ Lastly the company could have special offers for their loyal customer to encourage customer retention.



THANK

YOU!