



Keeping You Connected: A Data- Driven Approach to Reducing Customer Churn

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Business Problem

SyriaTel are a telecommunications company based in the USA who are looking to better understand the reasons behind their customer churn so they formulate strategies to better counter it. Attracting new customers can be very expensive as seems that being proactive by retaining your customers is the key to effective churn management in a telecom company



Data Understanding

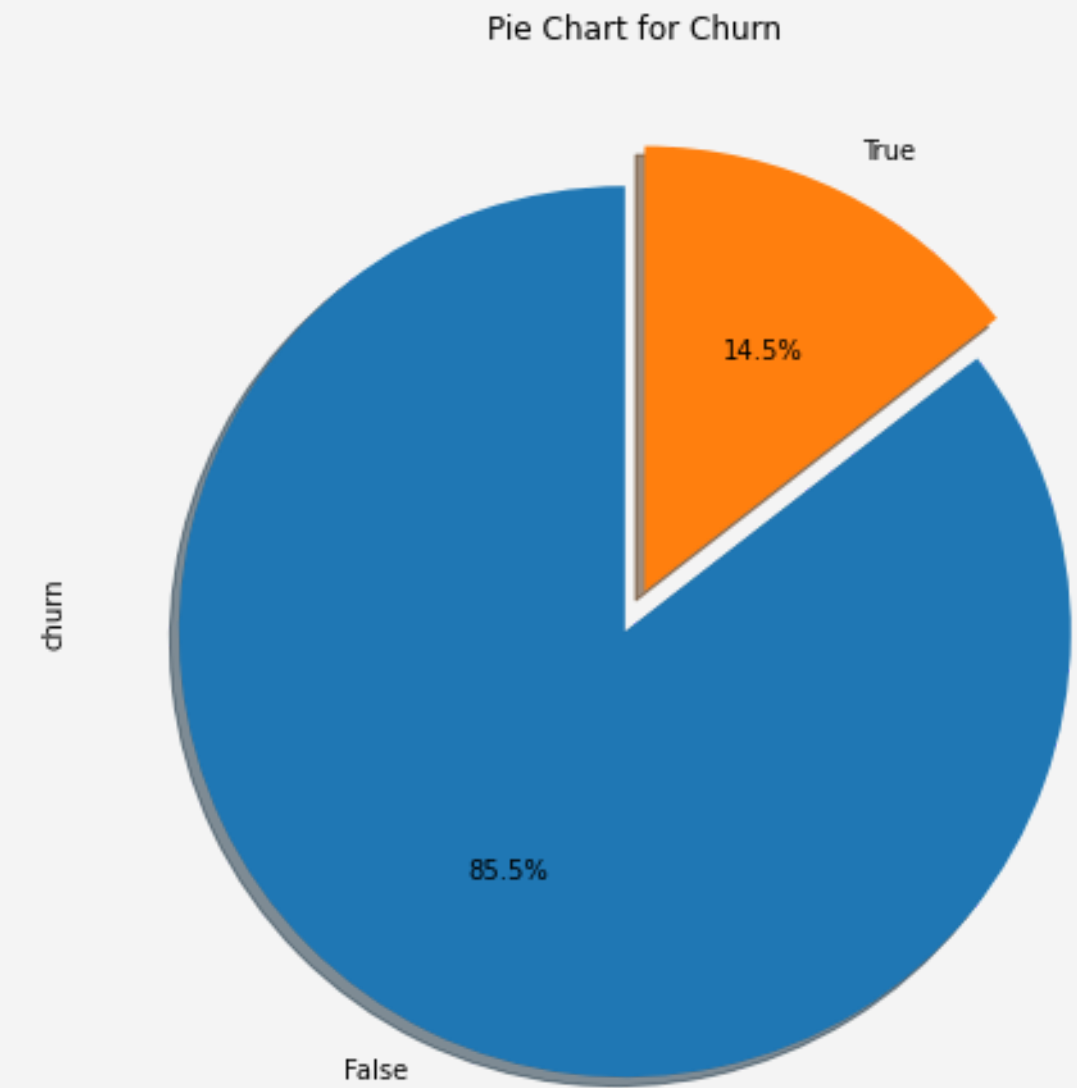
This project explores data provided by SyriaTel that in order to come up with insights and recommendations for the stakeholders that can be used to decide the best way forward based on the churnrate.





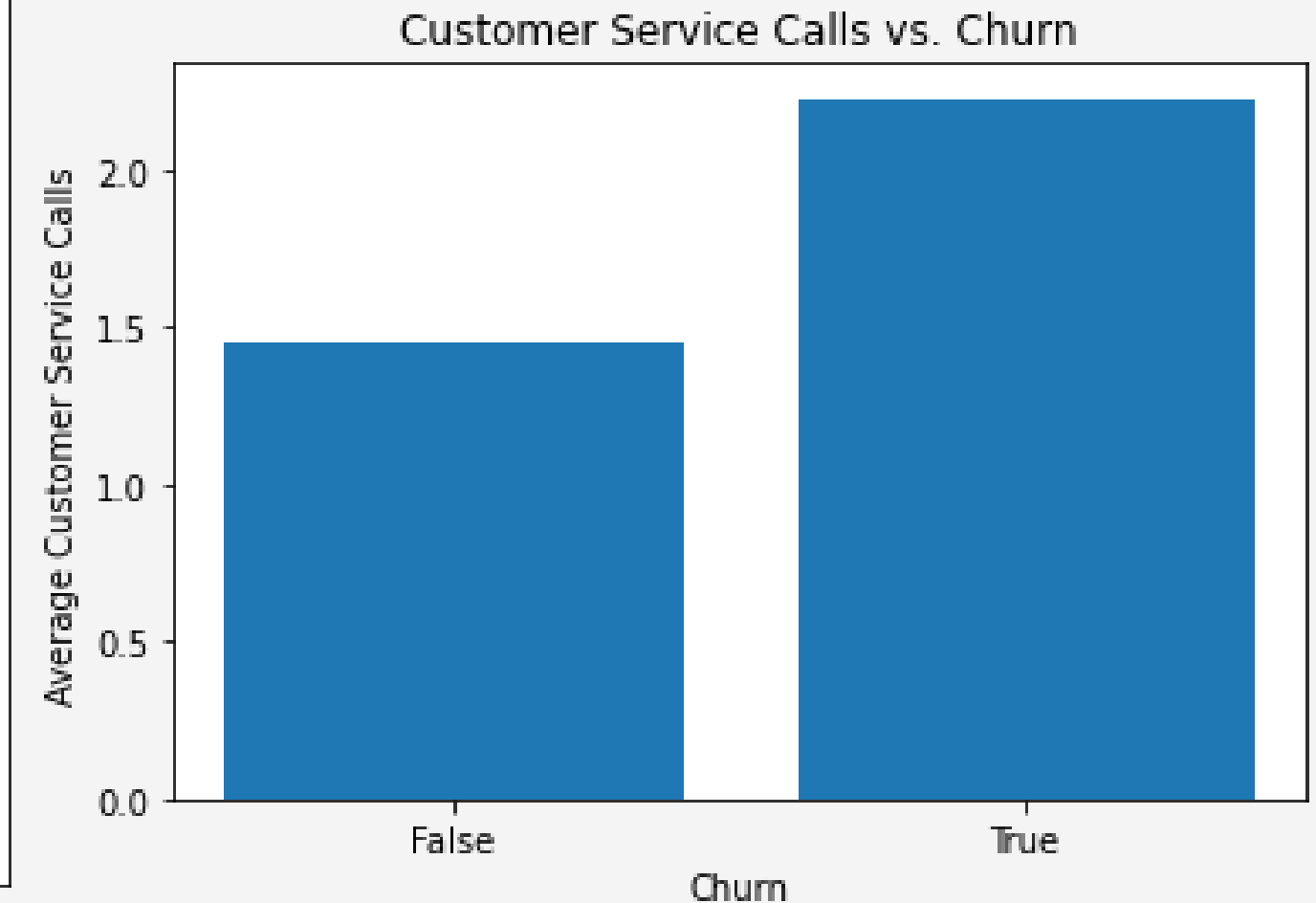
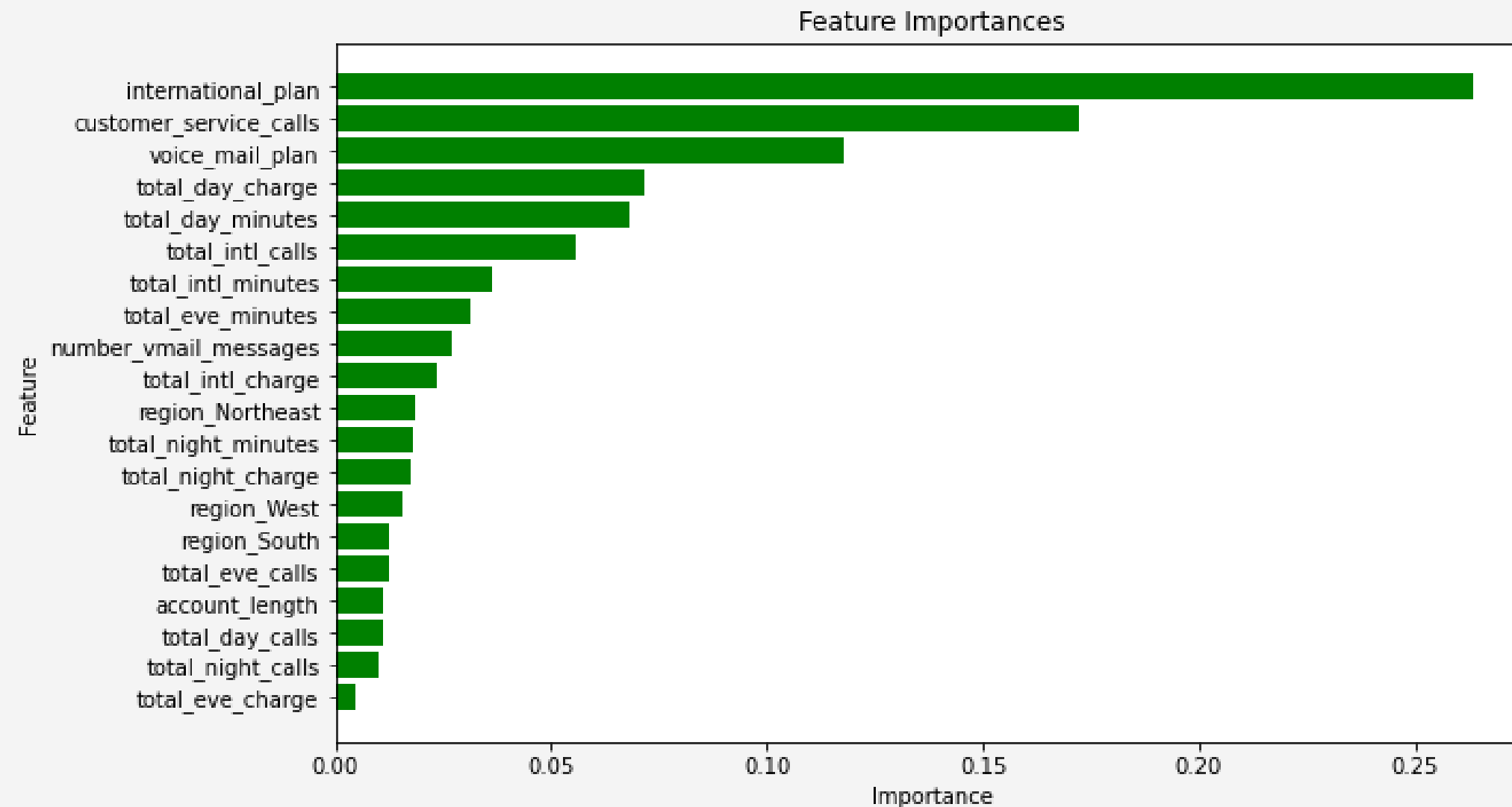
First Analysis

From this linechart , it is observed that SyriaTel has a churn rate of 14.5%.





Second Analysis



- Based on the model analysis. The three most important features for predicting customer churn are total_day_charge, international_plan, and customer_service_calls. This suggests that customers who have an international plan are more likely to churn, as are those who make day calls. In addition, customers who have made a larger number of customer service calls are also more likely to churn, this also evidenced on the barchart on the right.

Recommendations

Monitor customer retention rate

Keep track of customer lifetime value

Analyze customer feedback and complaints to identify areas of improvement

With this information, the telephone company can take steps to reduce churn and retain customers. For example, they could investigate whether their international plans are meeting the needs of their customers or if there are alternative plans that may be more suitable.

The company could also evaluate the importance of lowering day charges for customers, and consider the impact on churn rates if such plans are not offered. Finally, they may want to improve on their customer service to decrease the likelihood of churn.

Strategies to Reduce Customer Churn

Thank You!

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