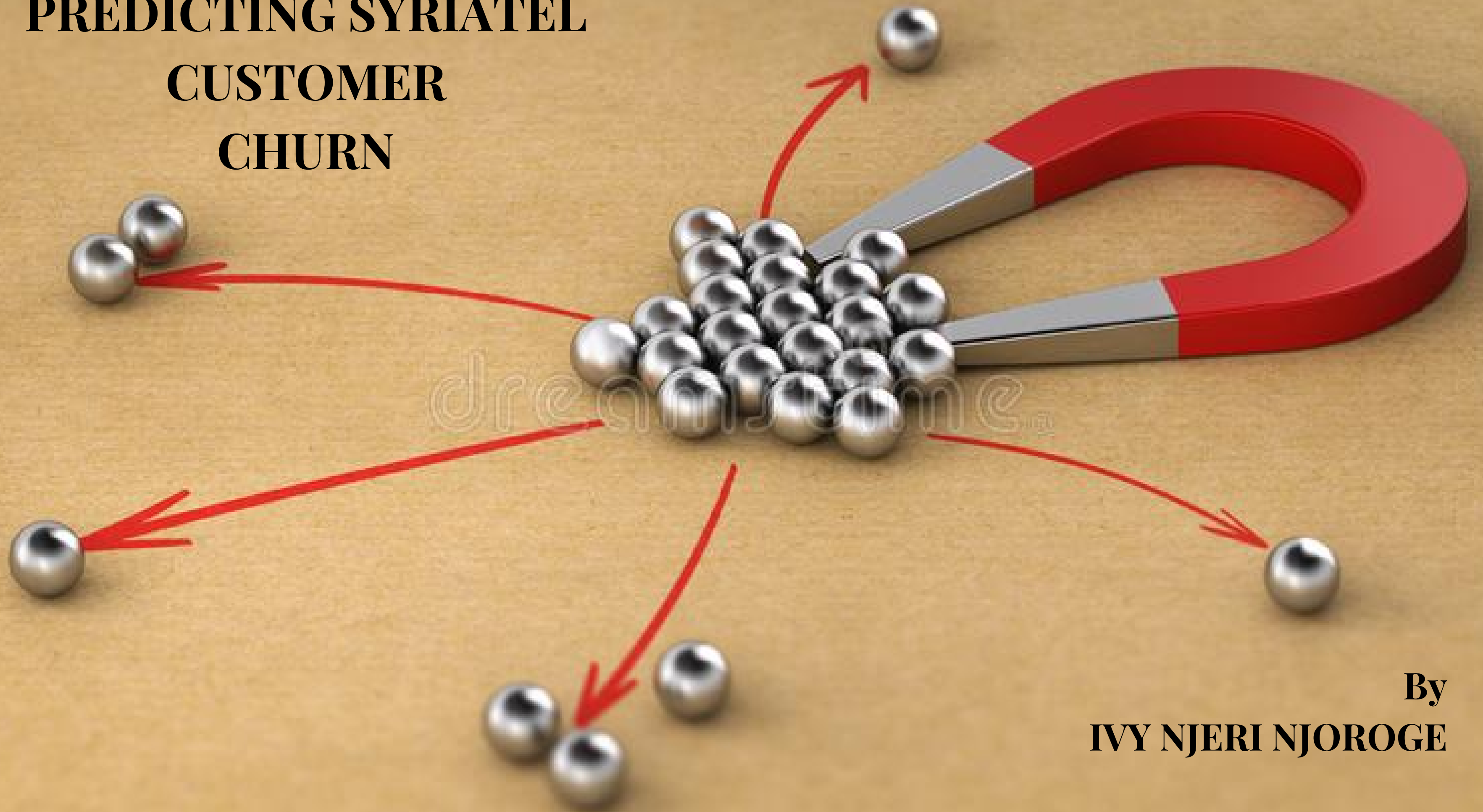


PREDICTING SYRIATEL CUSTOMER CHURN



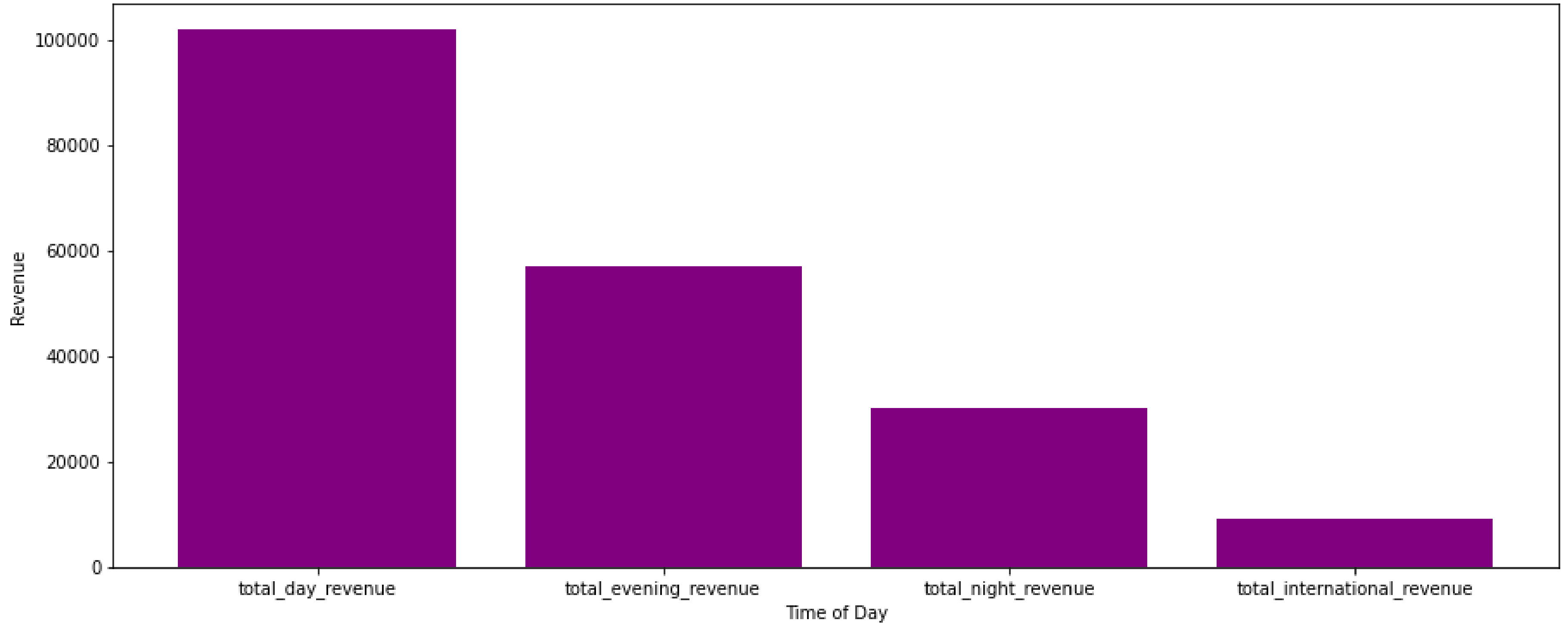
By
IVY NJERI NJOROGI

OVERVIEW

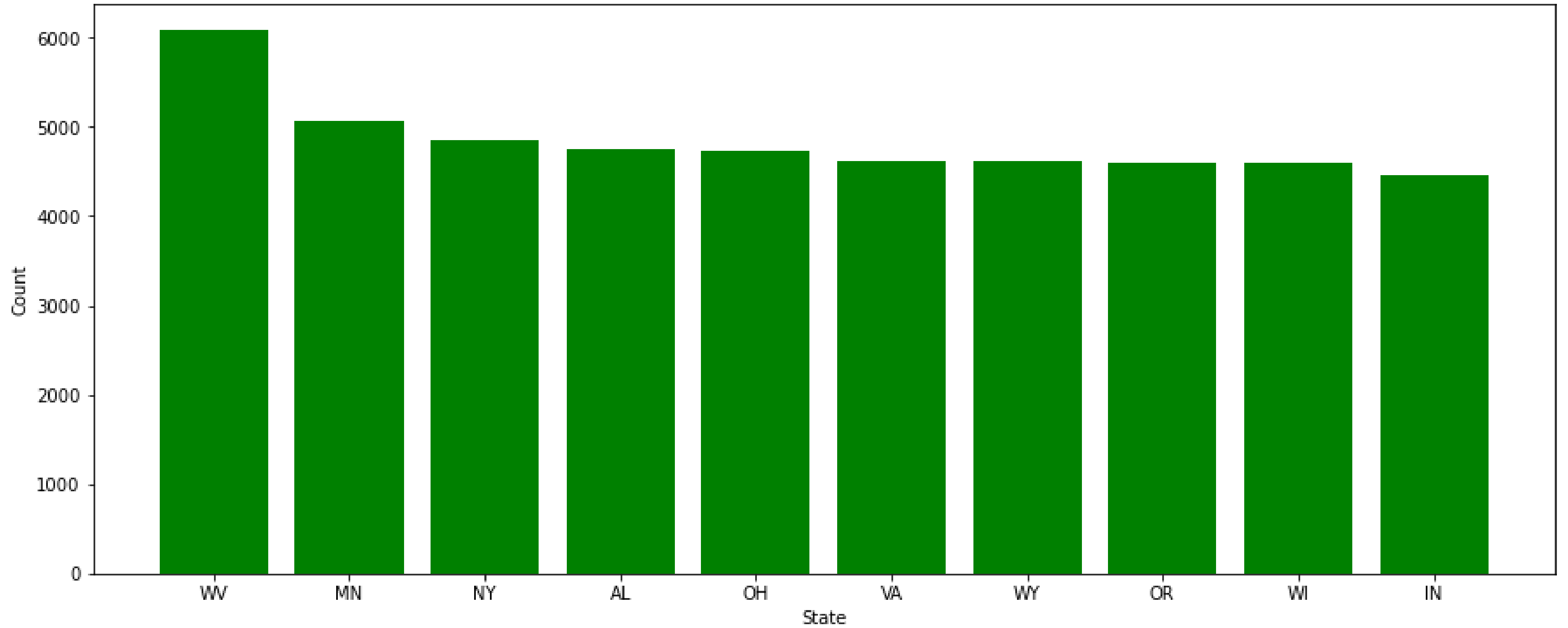
- Stakeholder
SyriaTel – A telecommunications provider
- Data
- Methods
- Evaluation
- Conclusion
- Recommendations
- Next steps

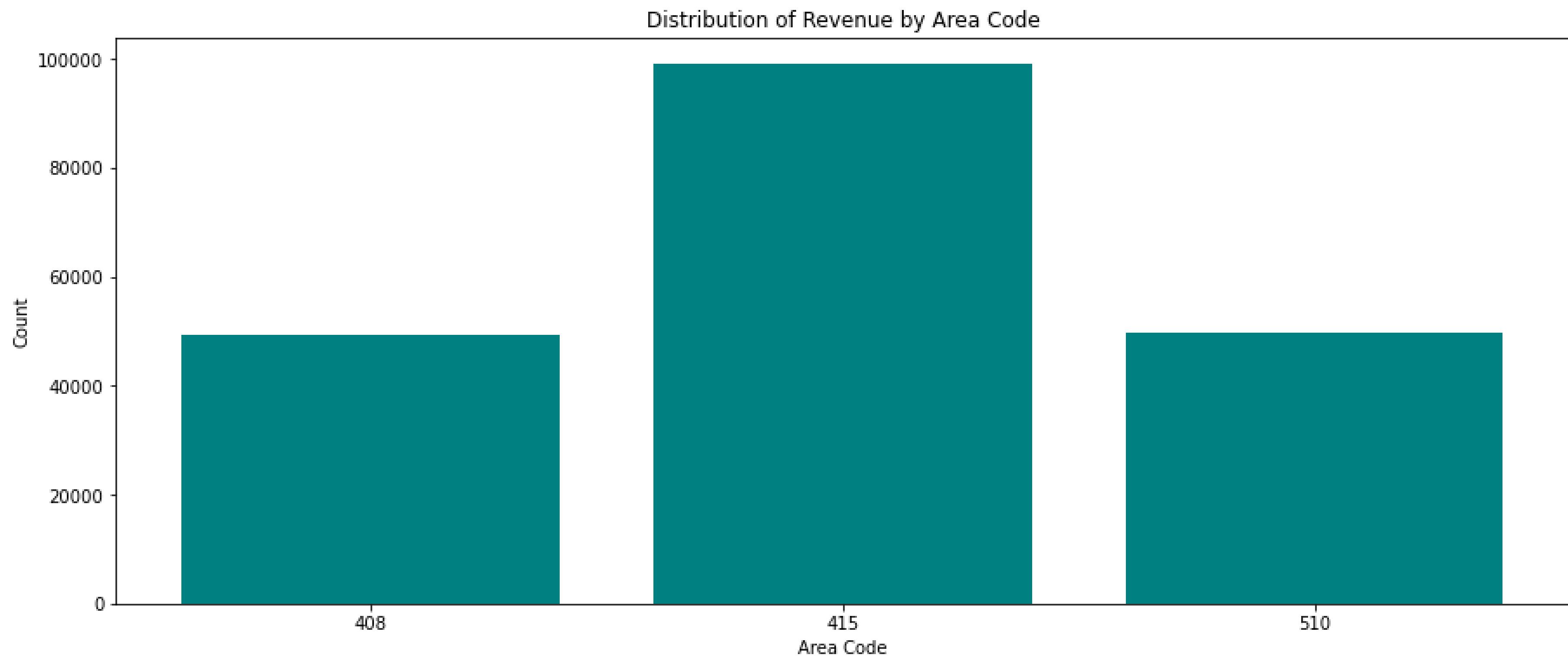
DATA

Distribution of Revenue by Time of the Day

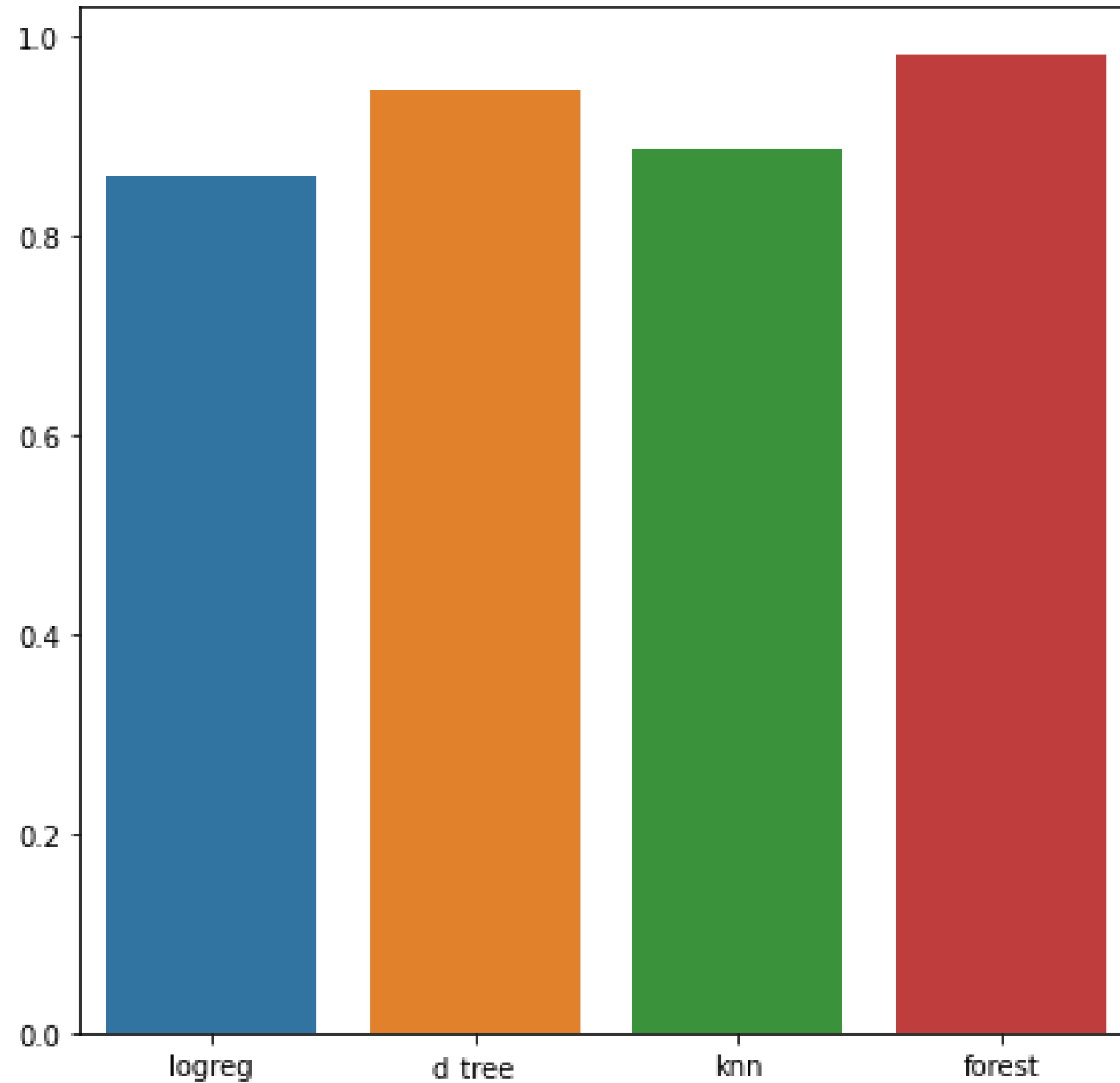


Distribution of Revenue by state



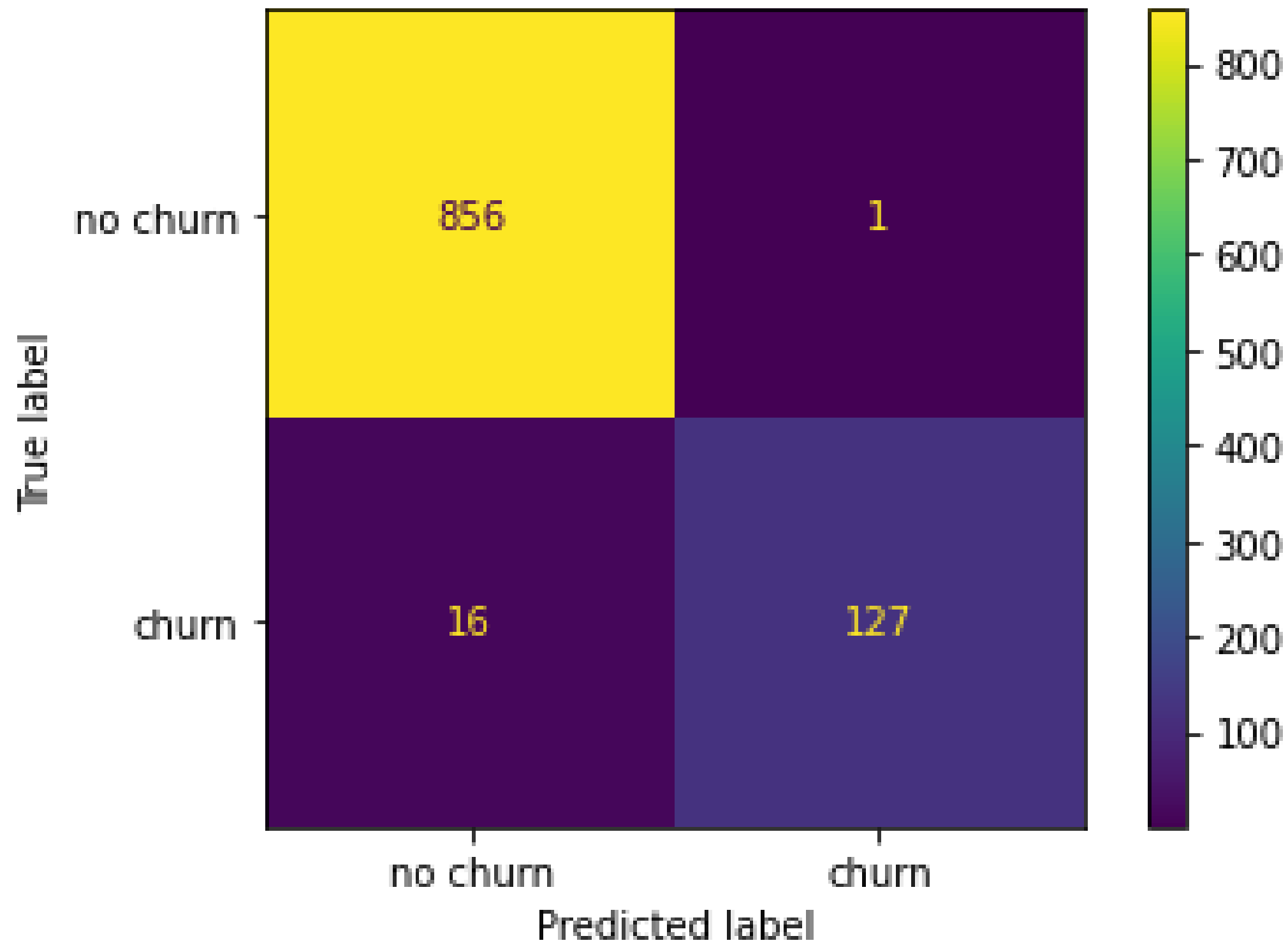


METHODS



- Logistic regression: 0.861
- Decision Tree: 0.983 (best performing)
- KNN: 0.887
- Random Forest: 0.83

EVALUATION



The model to use in the evaluation
is the Decision Tree
because it outputs the best accuracy.

CONCLUSION

This dataset showed different consumer trends and showed some possibilities. These two areas of opportunity addressed common retail pitfalls which include expensive products (International calls are the most expensive) and Day calls are the most common categories available. They have directly impacted most of the consumer's costs. These and future trends can be used to prepare for future trading.

RECOMMENDATIONS

- Developing plans for international, day, evening and night calls.
- Since total day minutes make up the majority of the minutes consumed therefore relaying to the largest percentage of the total cost. SyriaTel can create and market advertisements for consuming minutes during low peak business hours or consider changing their day pricing (adjusting evening, night and international costs to compensate).
- Reducing call rates in other states and running a campaign to advertise the reduction.
- Reducing call rates in other states and running a campaign to advertise the reduction.

NEXT STEPS

In the future, this analysis could be improved by adding additional data as it becomes available. Some of the area of interest that arose from these analysis that might be worth exploring further include;

- What makes a state perform better than its counterparts?
- What are some of the reasons why certain area codes spend more?

Additionally, it would be useful to have more current data, as the dataset used to train and test our model is from 2012.

Thank You!

Any questions?



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