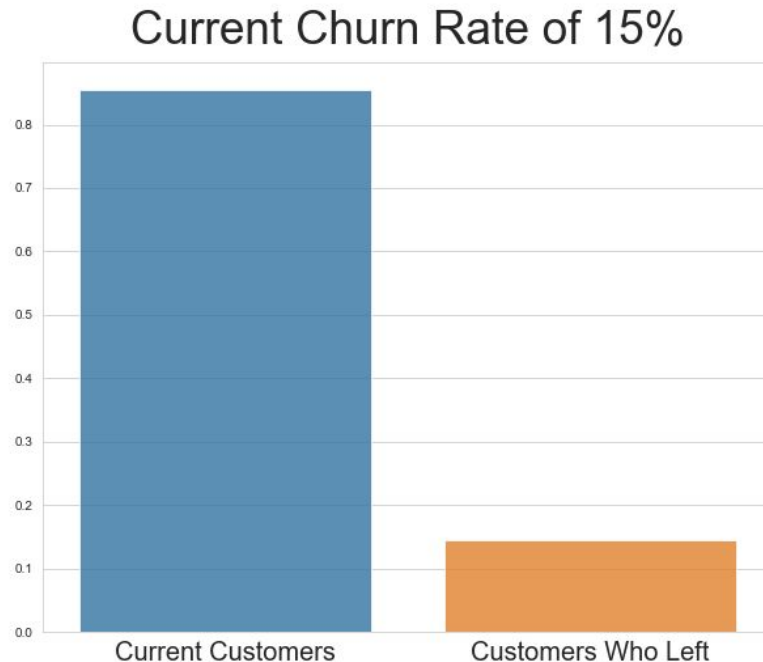# What is Driving SyriaTel's Churn Rate

Hunter Owen
Karim Oliver
Ozair Ahmed
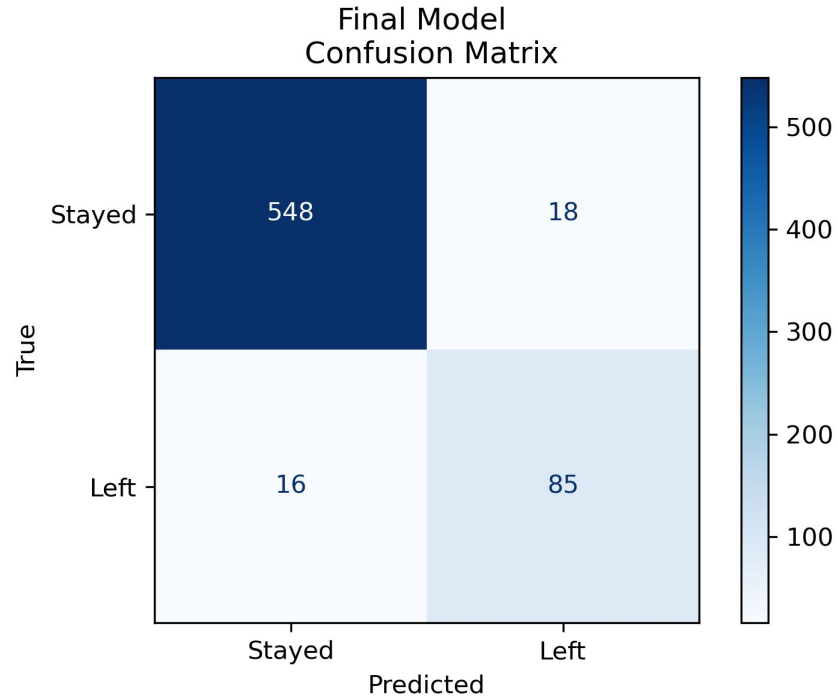
OUTLINE

- Brief explanation of the Methodology

- Final Model Performance
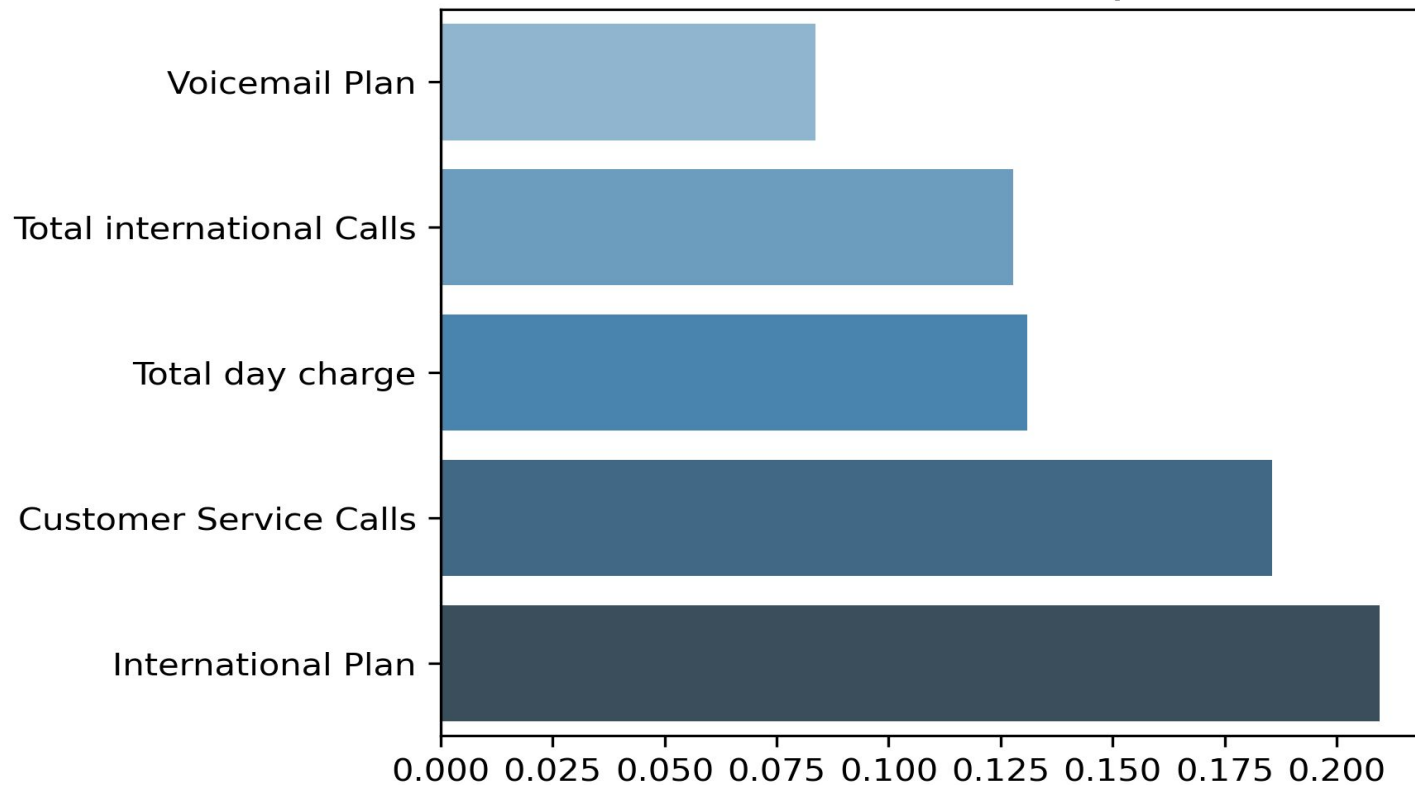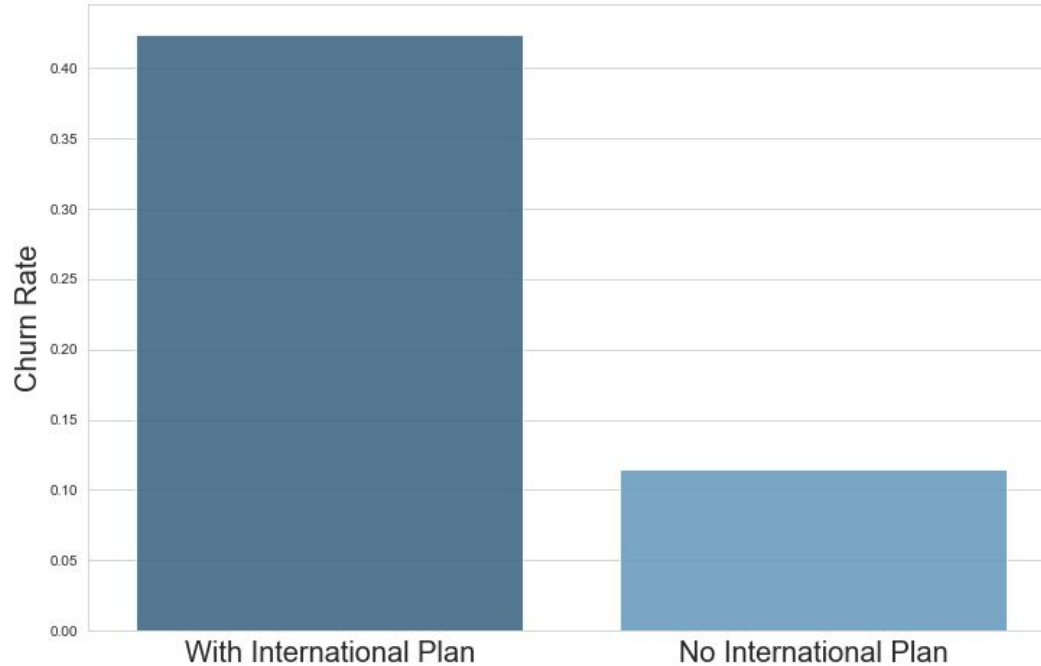
- Findings

- Recommendations

Current Churn Rate of 15%

FINAL MODEL

- Gradient boosting classifier

- Recall: 84% True

- Precision 97% False

Final Model
Confusion Matrix

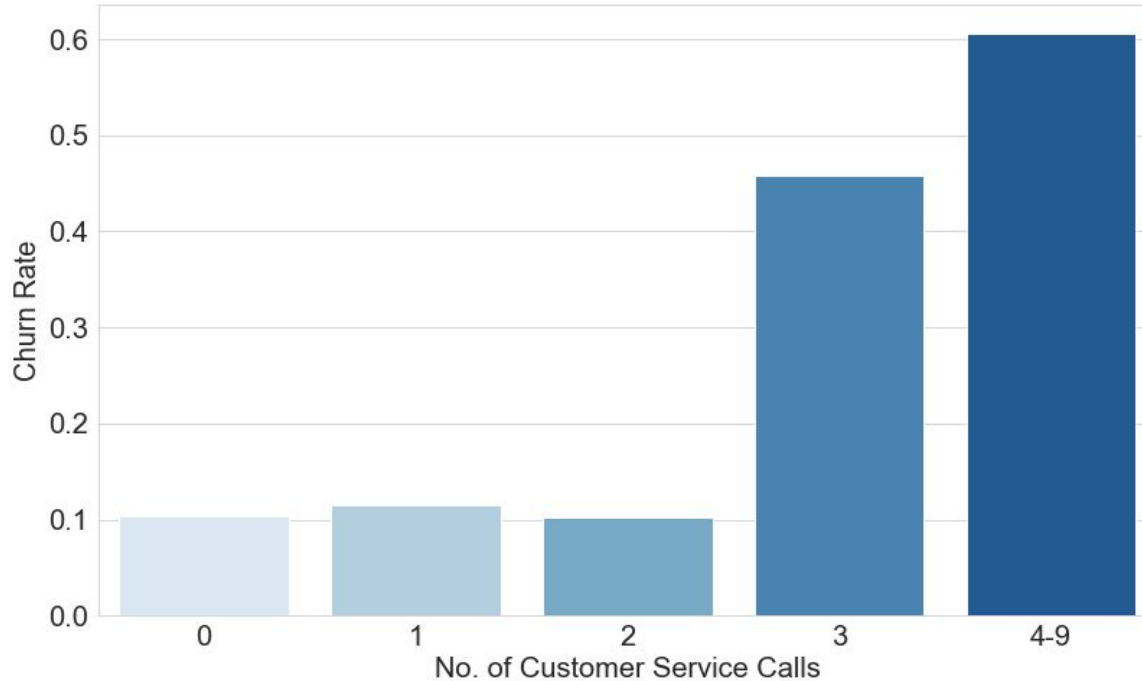Final Model Feature Importance

International Plan vs Churn Rate

Recommendation:

- Reach out to current international subscribers
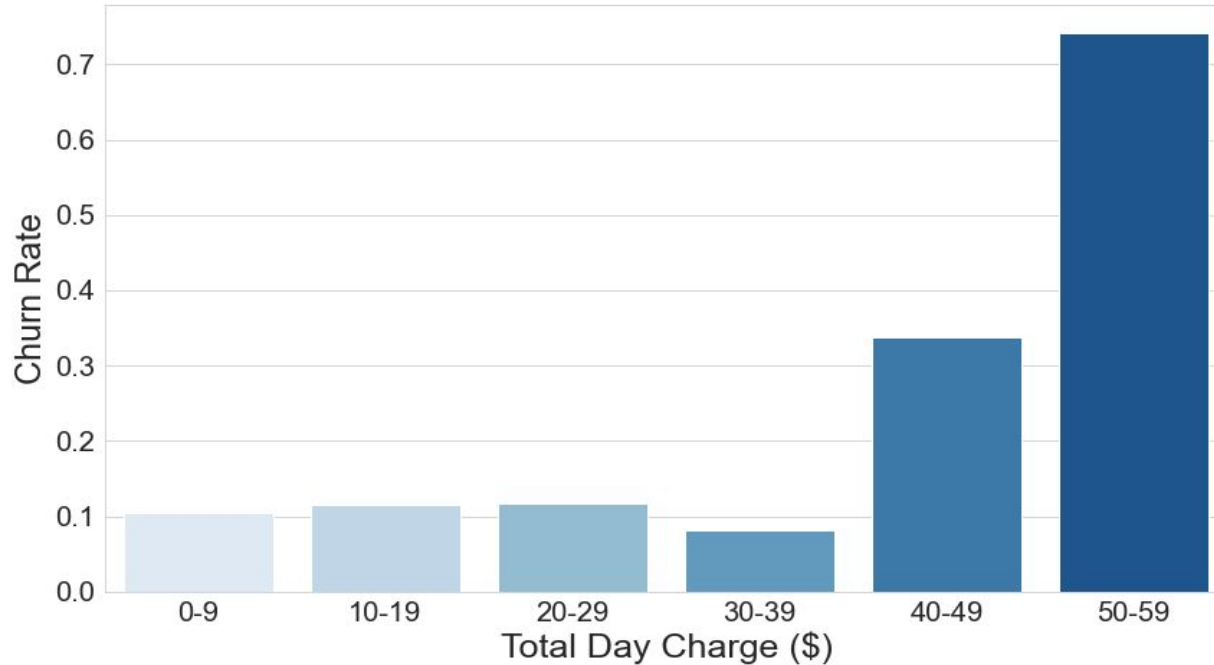- Ask what they like & don't like about the service.

Customer Service Calls vs Churn Rate

Recommendation:

- Reach out to customers who have made 3 or more customer service calls
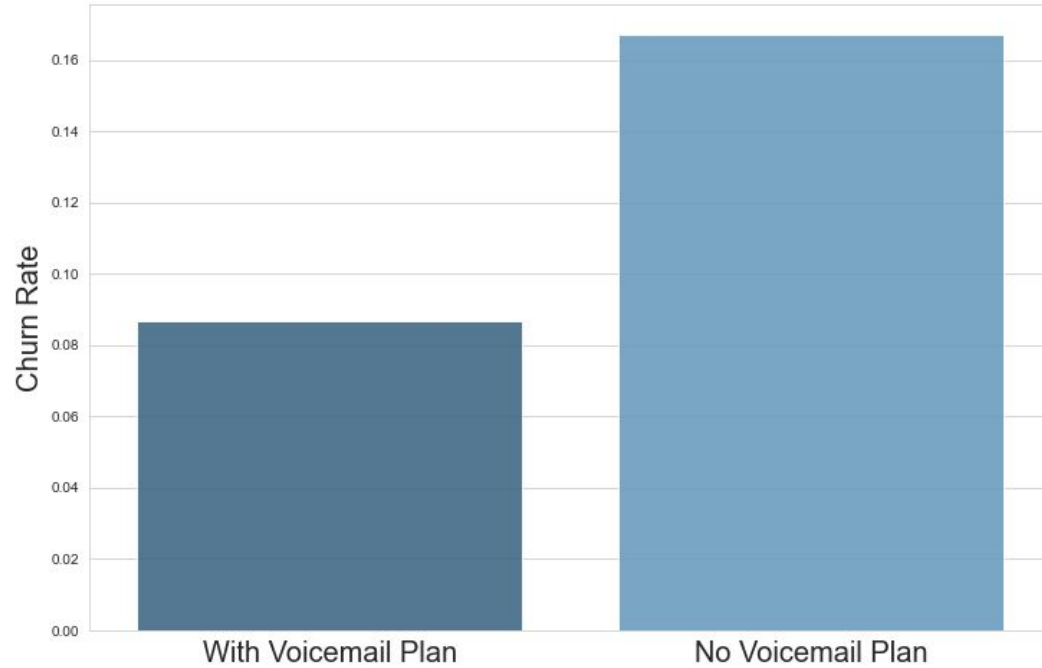- Inquire about, & address, their concerns

Total Day Charge vs Churn Rate

Recommendation:

- Reach out to customers using > 235 min/day
- Ask what they like & don't like about service

Voicemail Plan vs Churn Rate

Recommendation:

- Reach out to customers w/o a voicemail plan
- Offer them a voicemail plan as a promotion

IN SUMMARY

The following customer groups drive the churn rate:

- International Plan Subscribers

- Customers making > 3 customer service calls

- Customers using > 235 mins/day

- Non-Voicemail Subscribers

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