

Customer Retention Analysis for Syriatel Mobile Telecom

Analysis provided by
Kyle Weesner



Business Problem

Machine learning reveals indicators that are driving away customers

- Customer Service Calls
- Total Day Charge
- International Plan



Data

- Churn in Telecom's dataset

kaggle

Method

- Predictive Modeling of churning



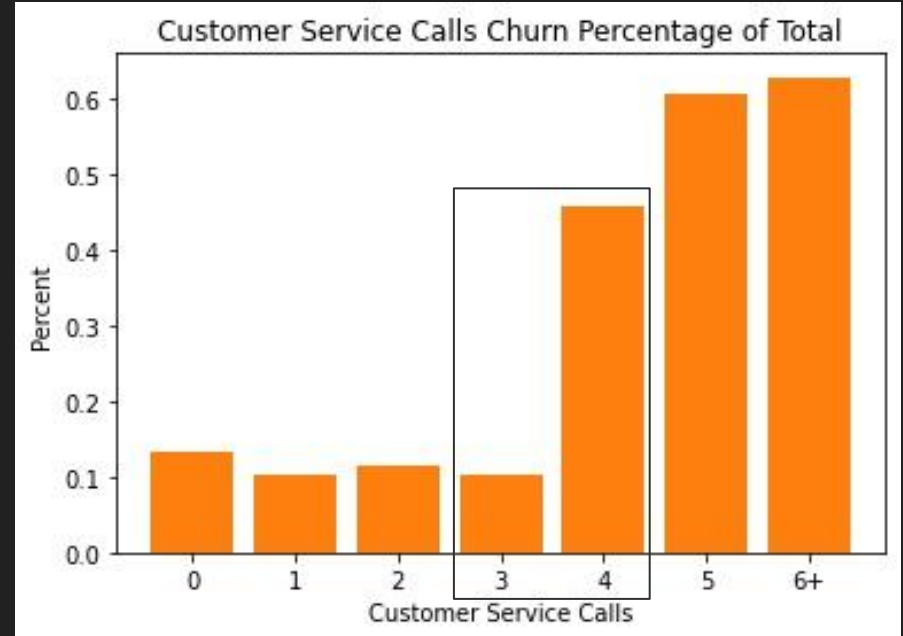
Predicting Modeling of Churning

- Takes in 15 features
- 95% accuracy



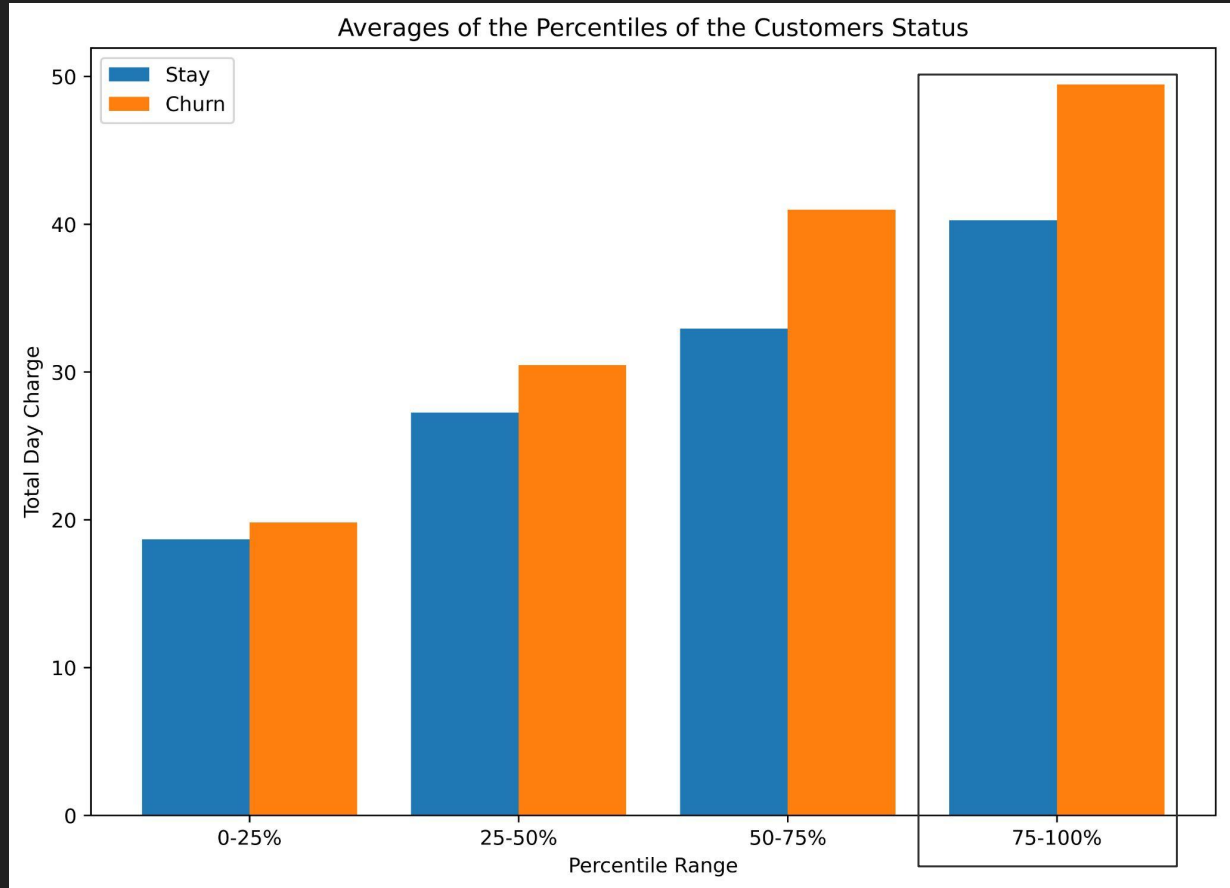
Customer Service Calls

- By 4 calls likelihood greatly increase
- Reduce the amount of times past 3



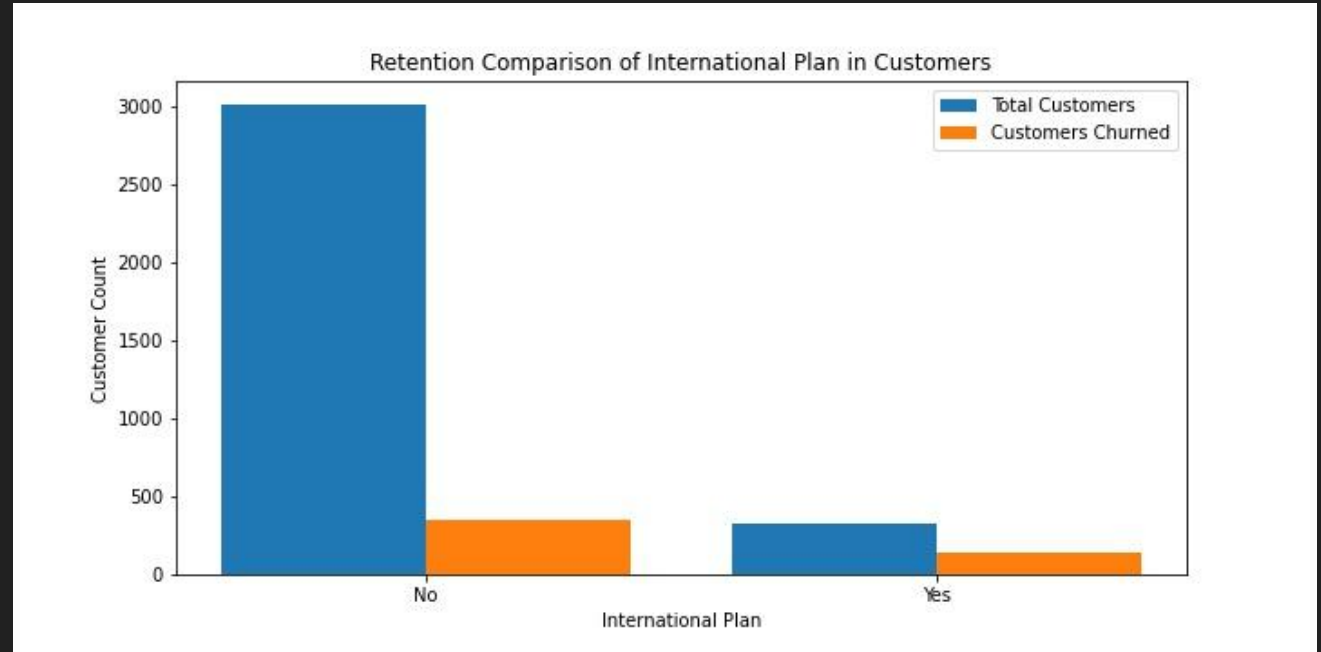
Total Day Charge

- Difference between stay and churn
- More usage = higher charge.
 - Unlimited plan
 - Monthly plan



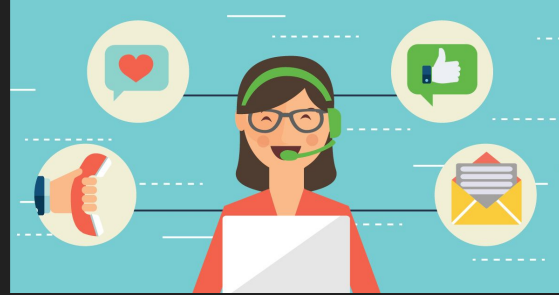
International Plan

- No international plan
11% Churn
- International plan 42%
Churn
- International Plan
needs to be changed



Recommendations

- Focus on keeping customer service calls under 4
- Implement new payment plans per amount of usage
- International Plan needs to be revised



Next Steps

- Improve model predictive ability
- Observe how well the model works with datasets
- Explore other features



Questions

Contact Information: weesnerkew@yahoo.com

