Thank you Mellissa,

The data set provide by SyriaTel includes information on the number of service calls by each customer, Billing details including the number of calls made, the number of minutes talking and the charges during the day, evening and night periods. And Personal data including State of residency, Area Code and the phone number. For privacy concerns we decided to remove the area code and phone number from our analysis. Currently, your current churn rate is 14.5%. Losing that many customers drastically hurts your bottom line.

Which brings us to our model, which was developed to accurately predict if SyriaTel customers will leave the company. Our model was designed to increase the recall score. Increasing the recall score means decreasing false negatives in our model. From a business perspective, a false negative would be our model identifying some one as staying, but in actuality they leave.

False negatives are doubly detrimental to the company because you lose the customer you thought you would retain and then you have to spend additional resources to regrow your customer base. With this being said our model minimized false positives and returned a recall score of 87 %

The model determined that 3 of the most influential factors of customer turn include, the number of customer service calls customers make, the total price of their bill and customers in states with higher competition.

the graph on the right show the distribution of customers total bill, the average bill of all customers is $59.45, the average bill of customer who stay is $58.45, and the average bill of those who left is $65.36, a 9% increase from the average of all customers. By offering a flat rate option of $59.99. Customers who spend more on average may be enticed to lower their monthly bill by enrolling in this program. By doing offering a flat rate, SyriaTel will retain more customers rather than pushing them away with higher fluctuating bills.

The graph visualizes where SyriaTel is losing the most customers. In all of these states, the company is losing 1 in 5 customers or more in that state. States like New Jersey, California, Texas and Maryland are more populated and have more competition. These states are primed for targeted marketing campaigns to rollout the customer service discount and the flat rate option. To wrap up I will hand it over to Mellissa.