



SYRIA TEL CUSTOMER CHURN

Overview of the Project

SyriaTel is a telecom company in Syria.

We will be focusing on the churn rate of its customers across different variables.

We will develop a machine learning model that will predict the likelihood of individual customers churning based on their unique characteristics and usage patterns.



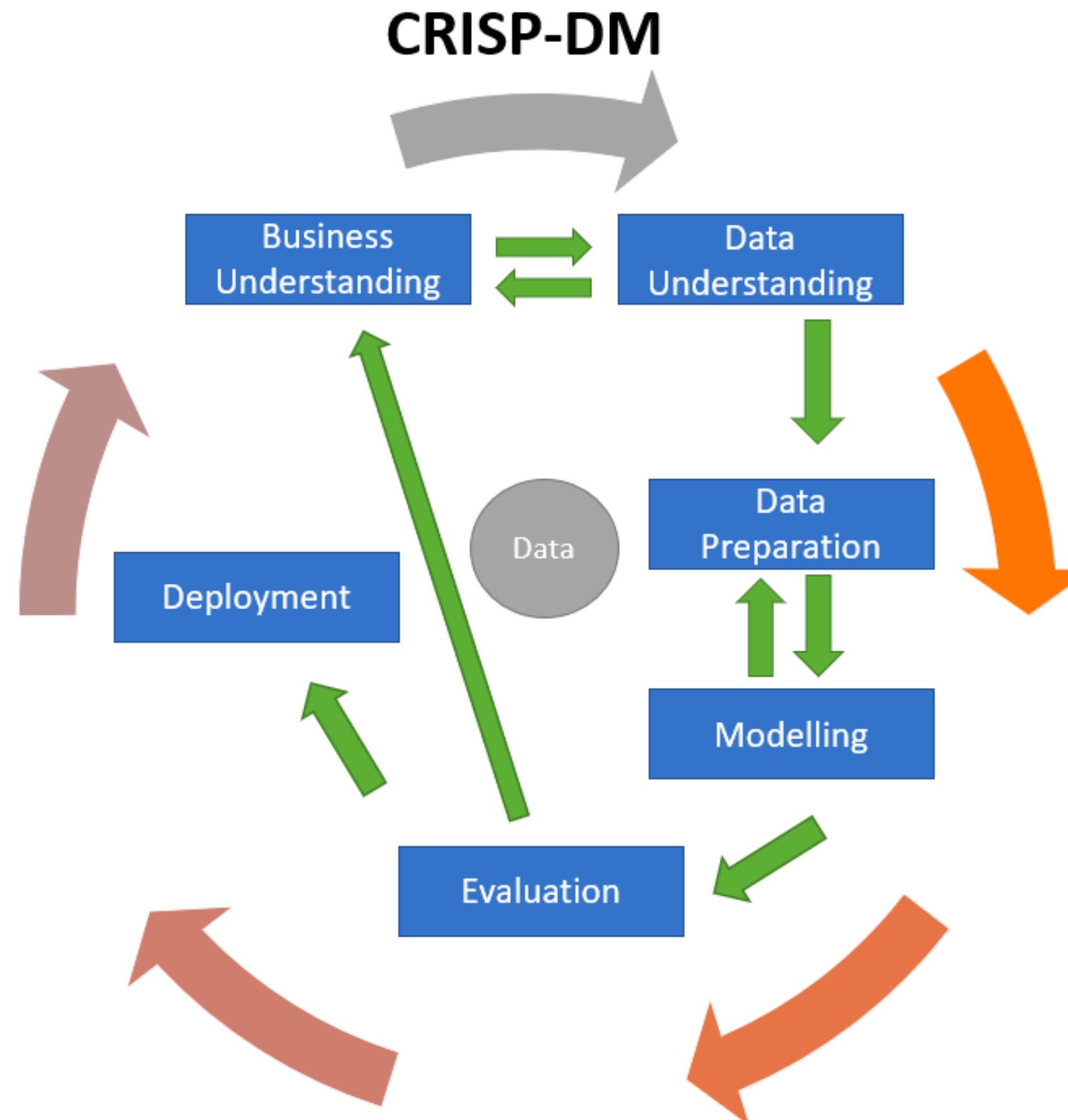
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Problem Statement



- Syria Tel, faces the challenge of customer churn, where customers discontinue their services. This will lead to loss of money from the company when its customers decide to exit.
- By identifying the key factors driving churn and proactively addressing them, Syria Tel aims to retain customers, improve satisfaction, and enhance overall business performance.

Methods taken to actualize the project:



Questions we aim to answer

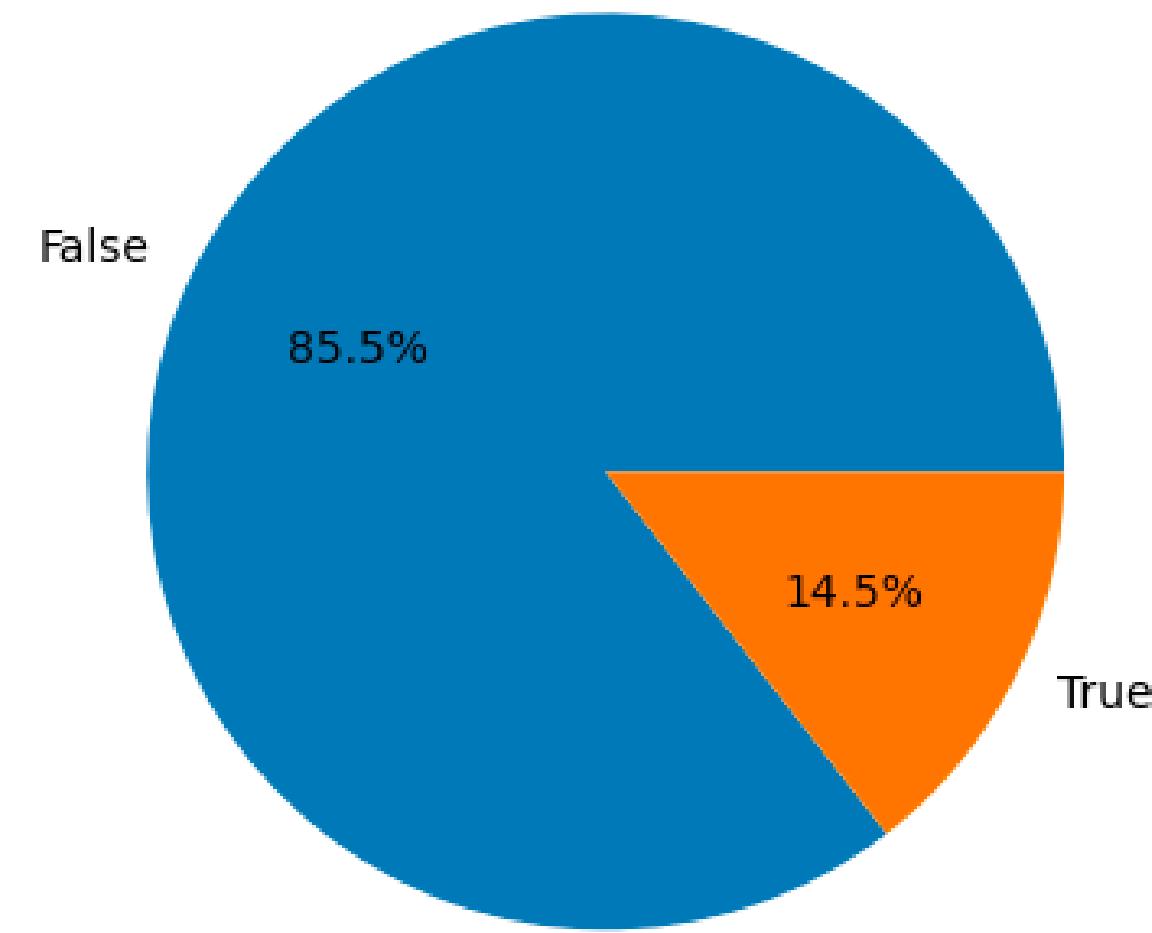
With the problem at hand with SyriaTel, our stakeholder will gain clarity and put things into perspective by us answering the questions posed:



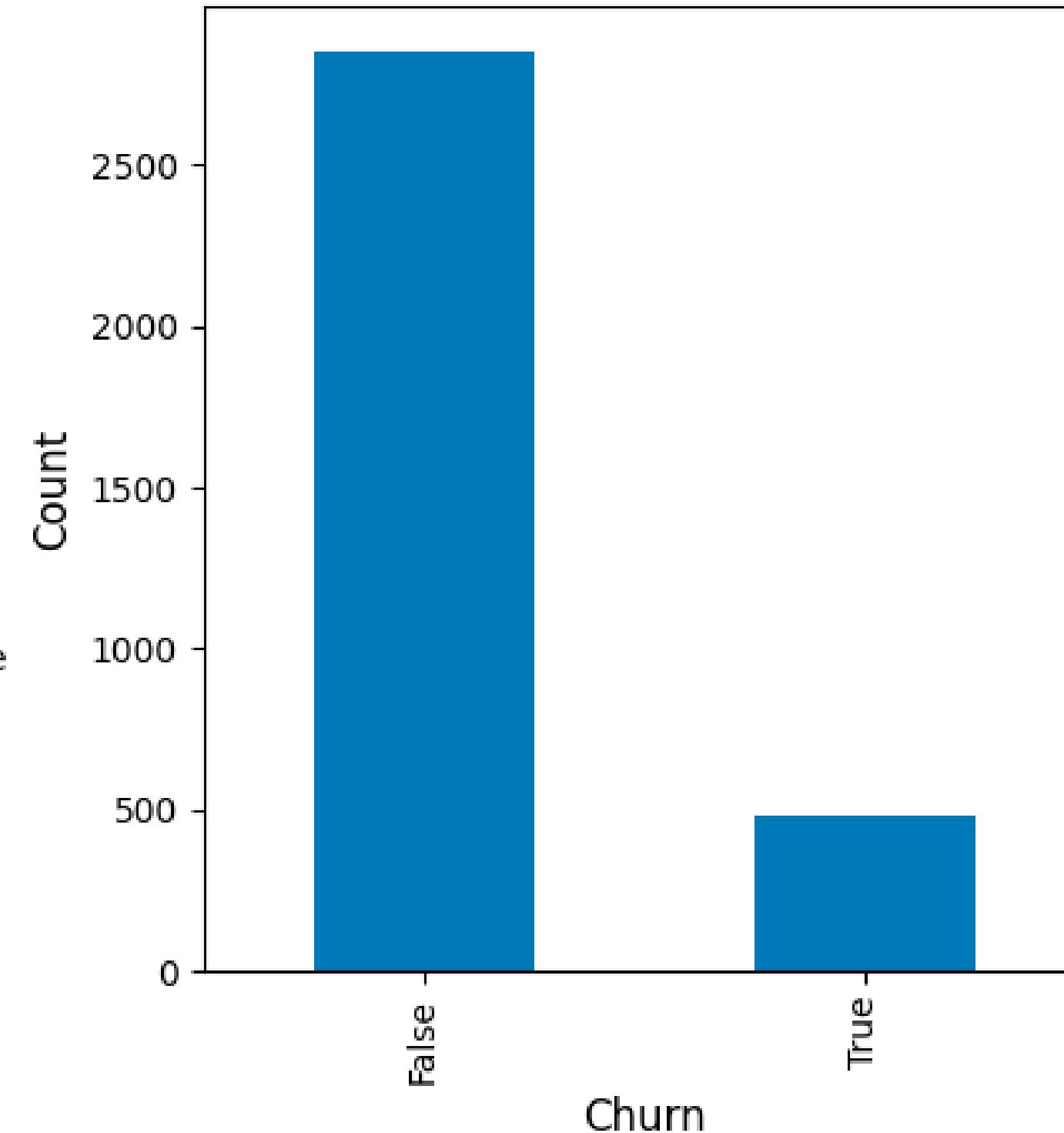
1. What are the most common reasons for customer churn?
2. How likely are the customers likely to churn, based on their usage patterns and customer characteristics?
3. How can the company prevent its customers from churning?
4. What retention strategies have been most effective in reducing customer churn?

Churn Analysis

Churn Rate



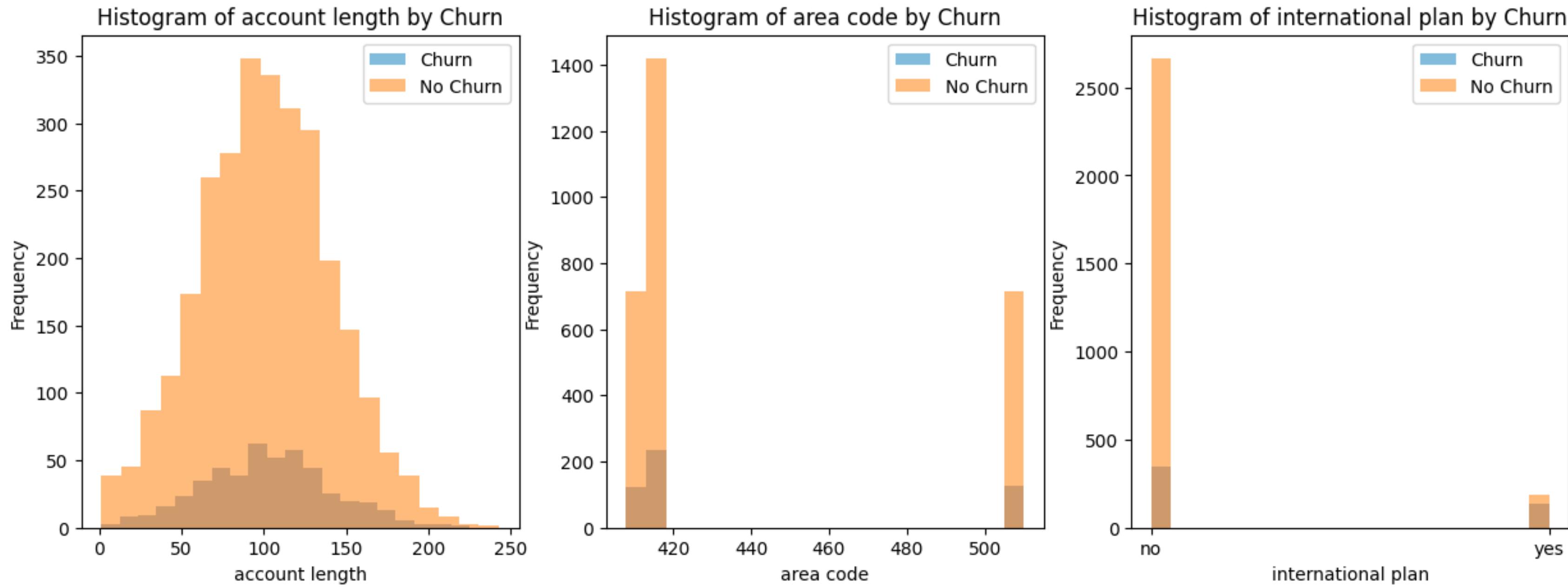
Churn Rate



Churn rate :

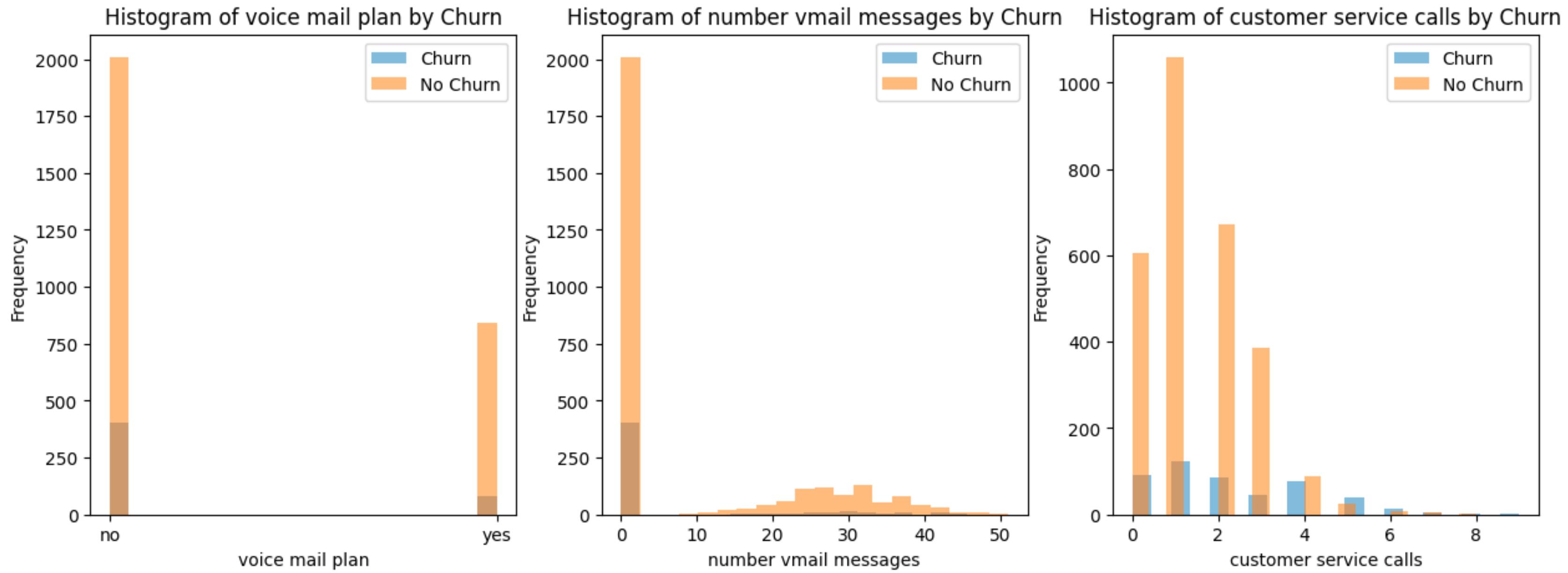
In this visual we see the churn analysis of SyriaTel's customers.

The churn rate the company is experiencing is at 14.5% which includes less than 500 customers as of the dataset provided.



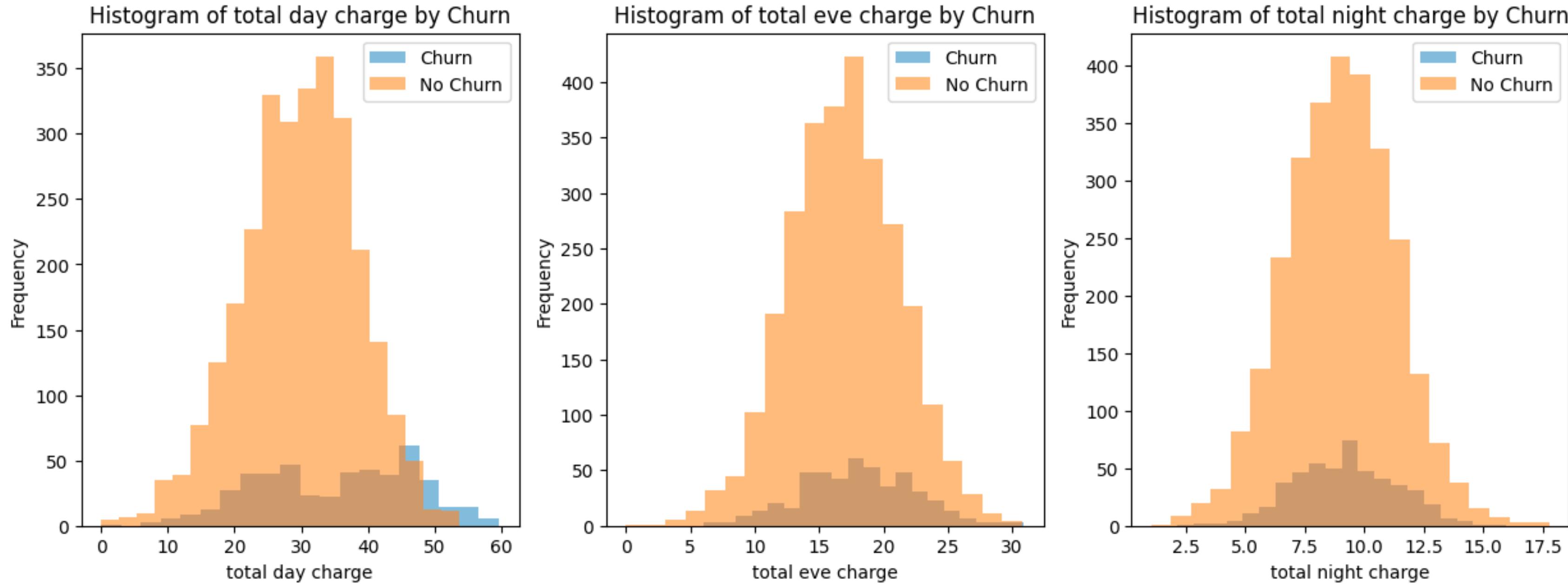
Our visuals here indicate the churn rate across a couple of factors, that is 'account length', 'area code' & 'customers on international plans'

1. Most customers left the company with an account length of approximately 90 to 120 days of being members.
2. Most customers are in the area codes under 420. The highest churn rate appeared to be on that specific area code.
3. The customers who do not have an international plan are more likely to churn.



The above analysis explains that:

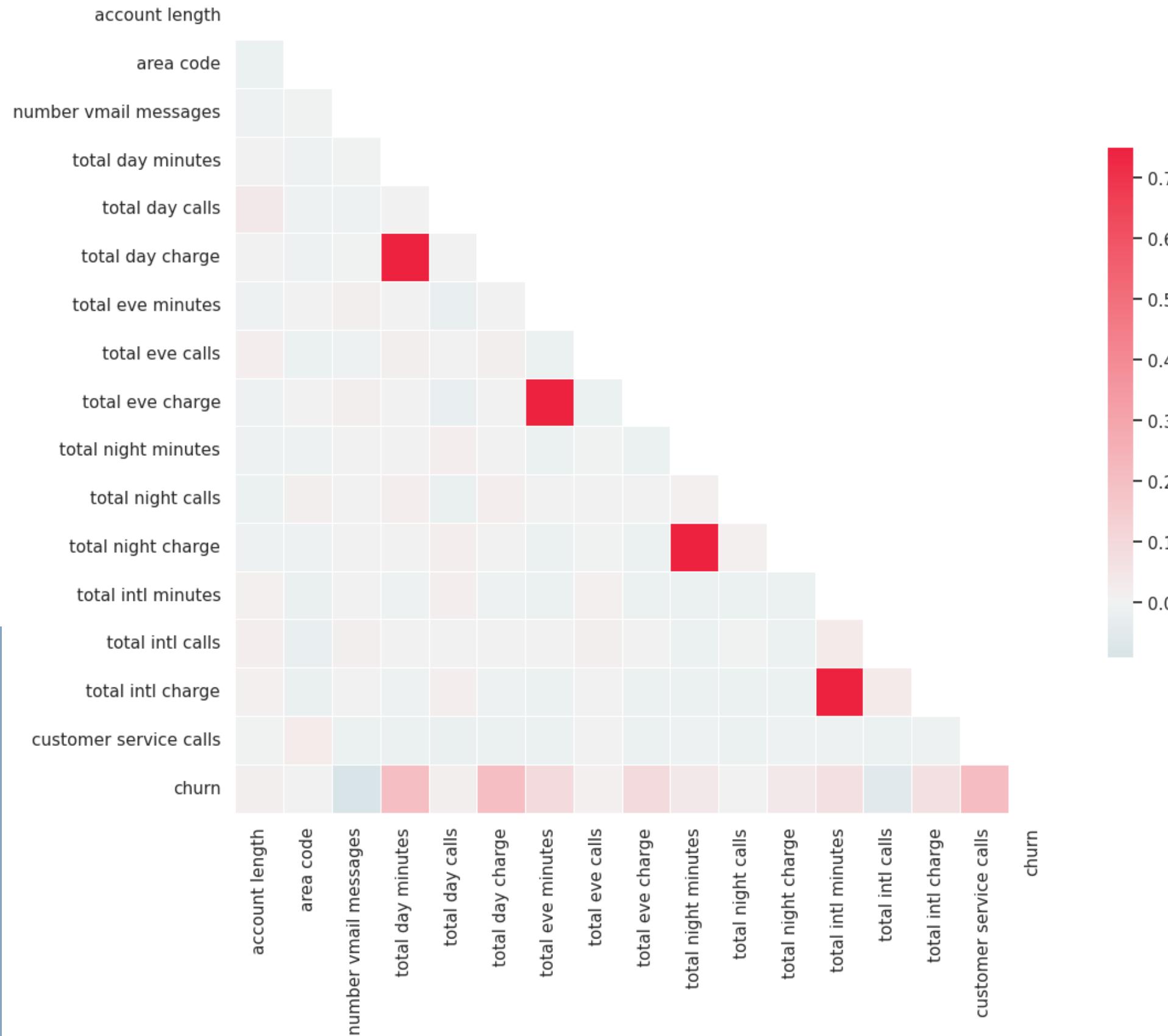
1. The customers who had no voicemail plan ended up having a higher churn rate.
2. The chances of the customers churning are higher when you have less vmail messages.
3. The less number of customer service calls made to the telecom company the higher the churn rate of customers.



The above analysis explains:

1. How the charges increase throughout different times of the day from daytime, evening hours to nighttime.

Results obtained:



From the visual some of factors that highly impact customer churn at SyriaTel:

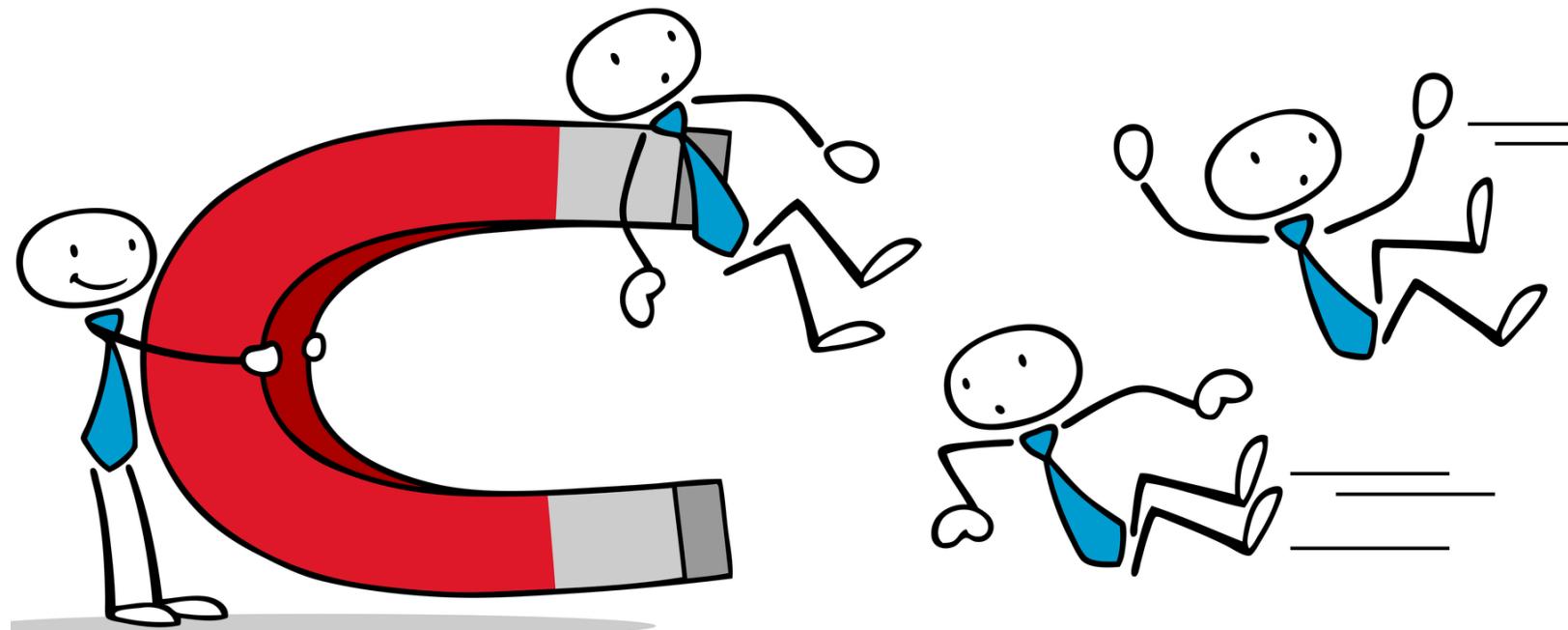
1. Total day charges
2. Total evening charges
3. Total night charges
4. Total international charges



RECOMMENDATIONS:

What can the company do to retain customers and what retention strategies can be adopted:

1. Customer-centric Approach: provide personalized and tailored services that enhance the customer experience.
2. Quality Assurance: maintain high-quality customer service across all touchpoints.
3. By conducting a thorough analysis, evaluating costs, considering customer value, assessing revenue impacts and exploring value-added services the company can strategically lower call charges while maintaining its competitive position and ensuring customer satisfaction.



RETENTION STRATEGIES :

A couple of retention strategies SyriaTel can adopt to maintain its customers:

1. Personalized Offers: Tailored offers and discounts to individual customers based on their usage patterns, preferences, and loyalty.
2. Proactive Customer Support: to include regular check-ins, timely responses to queries, and proactive troubleshooting.
3. Value-added Services that enhance the overall customer experience.
4. Provide special retention offers to customers who express their intention to switch to another provider.
5. Regularly review and adjust pricing strategies to remain competitive in the market.





A photograph of a modern, multi-story building with a curved facade made of dark glass panels. The sky above is a gradient from light blue to dark purple, suggesting dusk or dawn. Overlaid on the center of the image is a large, semi-transparent white rectangle containing the text "Thank You" in a bold, serif font.

Thank You