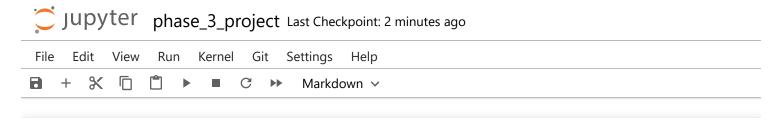
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## **BUSINESS UNDERSTANDING**

## Objective

SyriaTel seeks to identify the clients who are most likely to discontinue using its service. The business can ta problems, or giving exclusive deals, to keep these clients happy and prevent loss of customers by understar or move

## Why is it important?

The dataset provides key indicators related to customer behavior, which help explain why predicting churn

1. Usage Patterns & Charges:

Customers with low usage (e.g., total minutes, calls, and charges) may not be fully engaged and could be at international plan might lead to dissatisfaction due to high costs.

2. Customer Complaints:

Customer service calls could indicate frustration. A high number of calls may mean a customer is unhappy a

3. Plans & Features:

Customers without a voice mail plan or international plan might be looking for better alternatives elsewhere