

BUSINESS UNDERSTANDING

Objective

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

Why is it important?

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

1. Usage Patterns & Charges:

Customers with low usage (e.g., total minutes, calls, and charges) may not be fully engaged and could be at risk of churning. An 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 and considering switching.

3. Plans & Features:

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