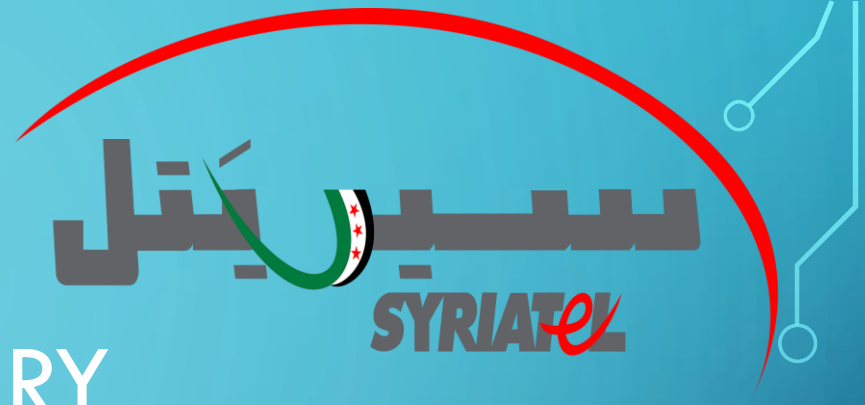




SYRIATEL CUSTOMER CHURN ANALYSIS

DATA-DRIVEN CUSTOMER RETENTION STRATEGY

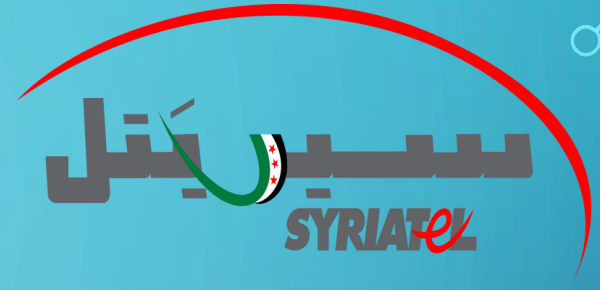
JULY 2025



EXECUTIVE SUMMARY

- ❖ Analysis of 3,333 customer records
- ❖ 14.5% current churn rate
- ❖ Identified key predictors of customer departure
- ❖ Actionable recommendations for retention

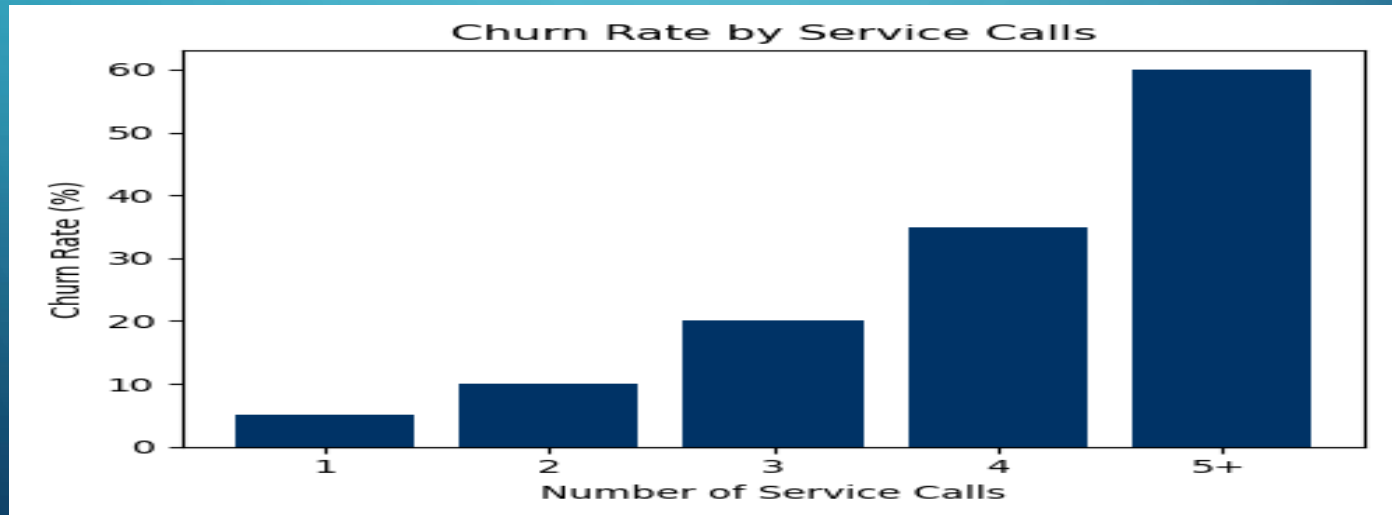
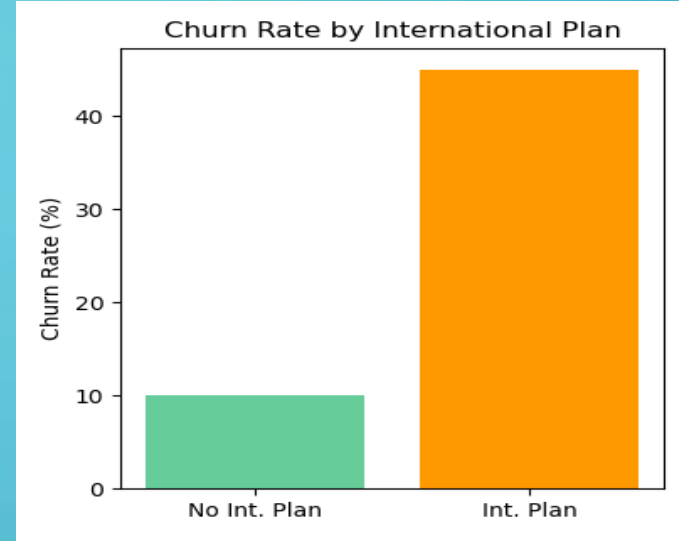
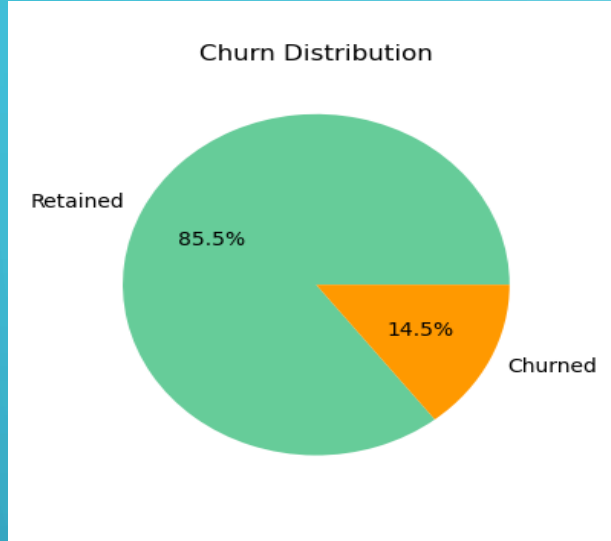
KEY FINDINGS



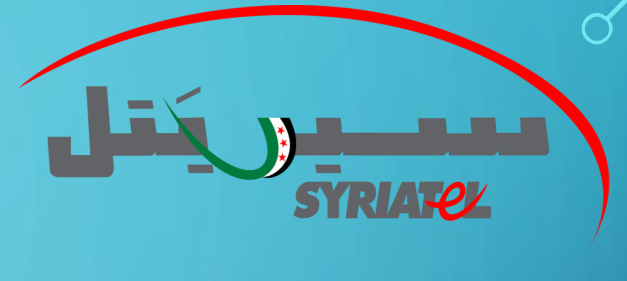
Three Main Churn Drivers:

1. Customer Service Issues: Multiple service calls indicate dissatisfaction
2. International Plan Problems: Higher churn rate among international users
3. Usage Patterns: High daytime usage correlates with churn

DATA INSIGHTS



ACTION PLAN

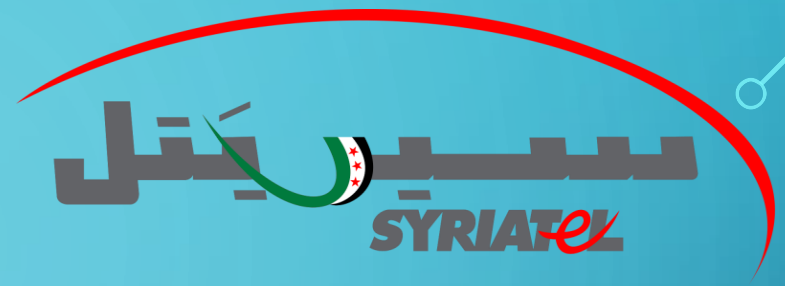


Immediate Actions (0-3 months)

- Customer service response protocol
- International plan pricing review
- High-usage customer program

Long-term Strategy (3-12 months):

- Service quality improvements
- Predictive churn monitoring
- Staff training program



EXPECTED RESULTS

- ✓ 20% reduction in churn rate
- ✓ Improved customer satisfaction
- ✓ Increased revenue retention
- ✓ Enhanced service quality metrics