



Syriatel Churn Predictions



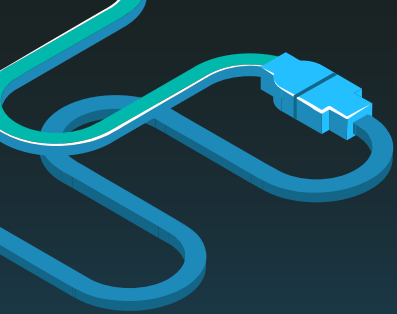


Table of contents

01

Business Understanding

Model Evaluation

03

02

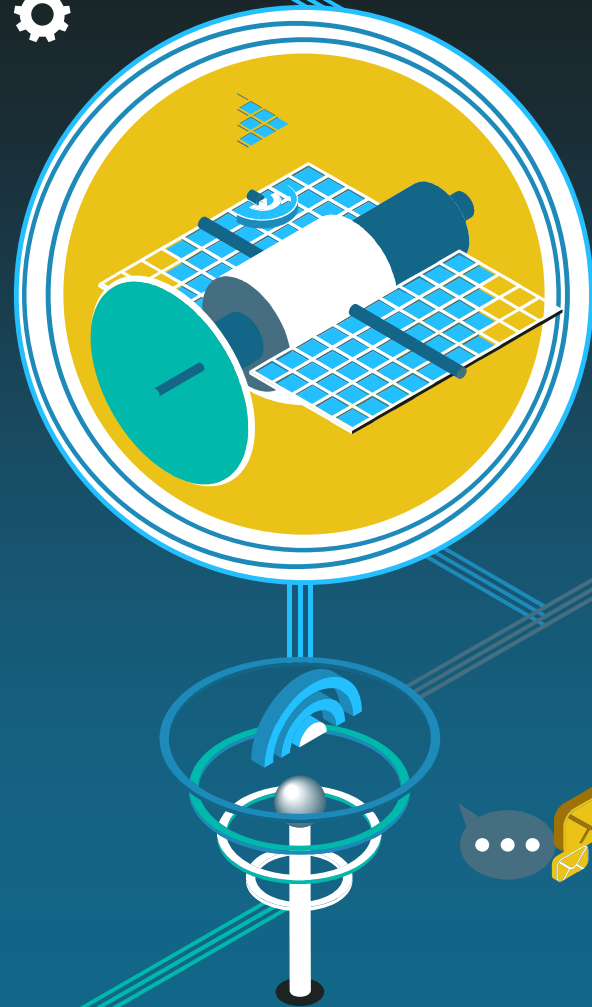
Data Analysis

Recommendations

04

01

Business Context





Problem

Syriatel is tackling customer churn, which impacts revenue and increases acquisition costs. By using predictive analytics to identify at-risk customers early, the company can take targeted actions to retain them, reduce costs, and strengthen long-term growth and investor confidence.



Stakeholders



Internal

These are the people or groups within the organization who influence or are influenced by business decisions and how well they work.

- Leadership Team (CEO, CTO, CFO)
- Marketing Department
- Customer Support Team



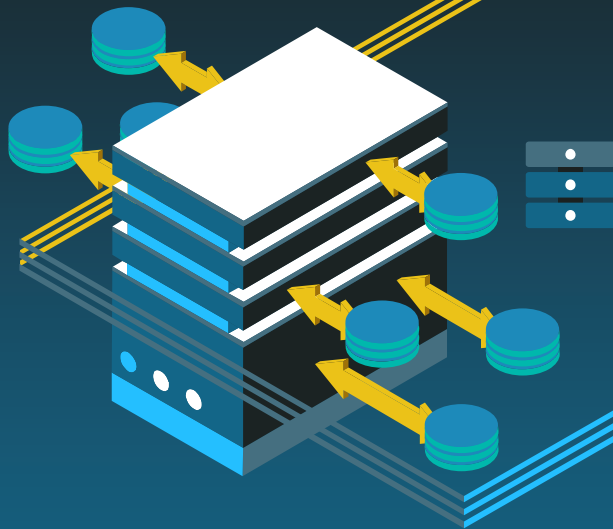
External

People or groups outside the company who are influenced by or care about the company's performance.

- Customers
- Investors

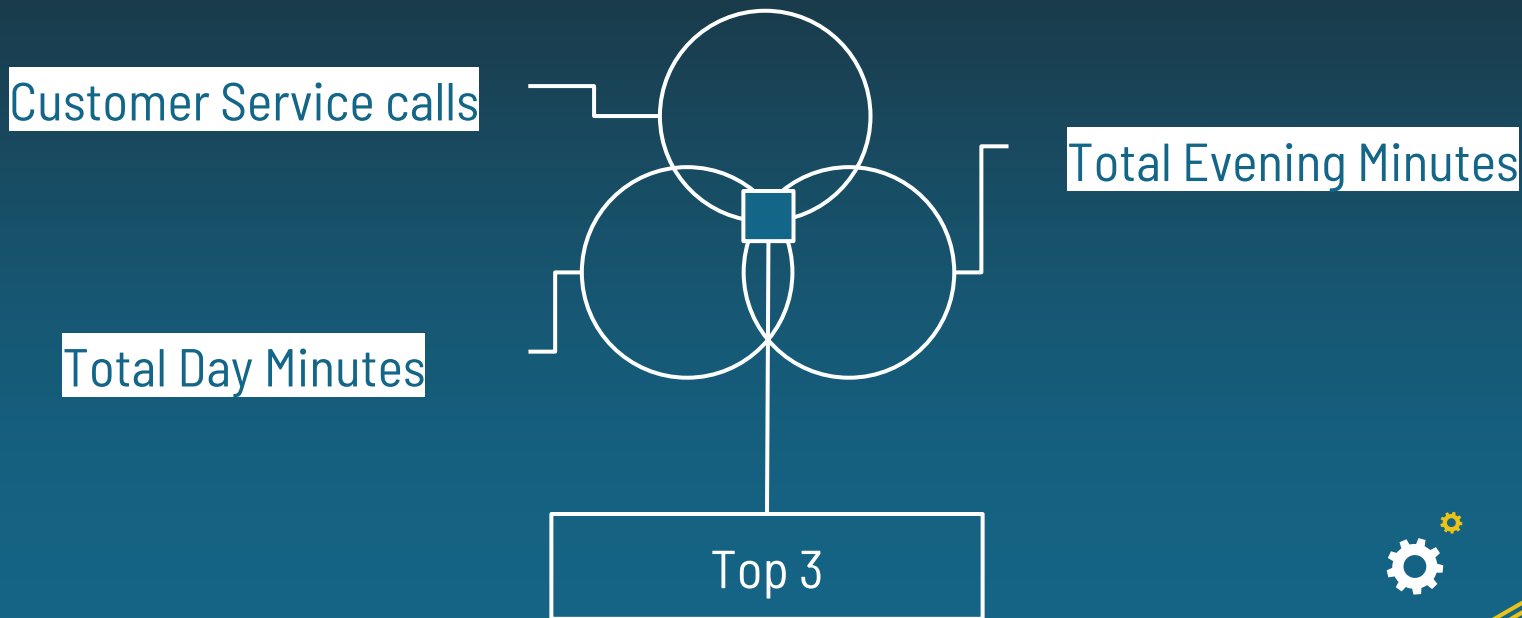
02

Data Analysis

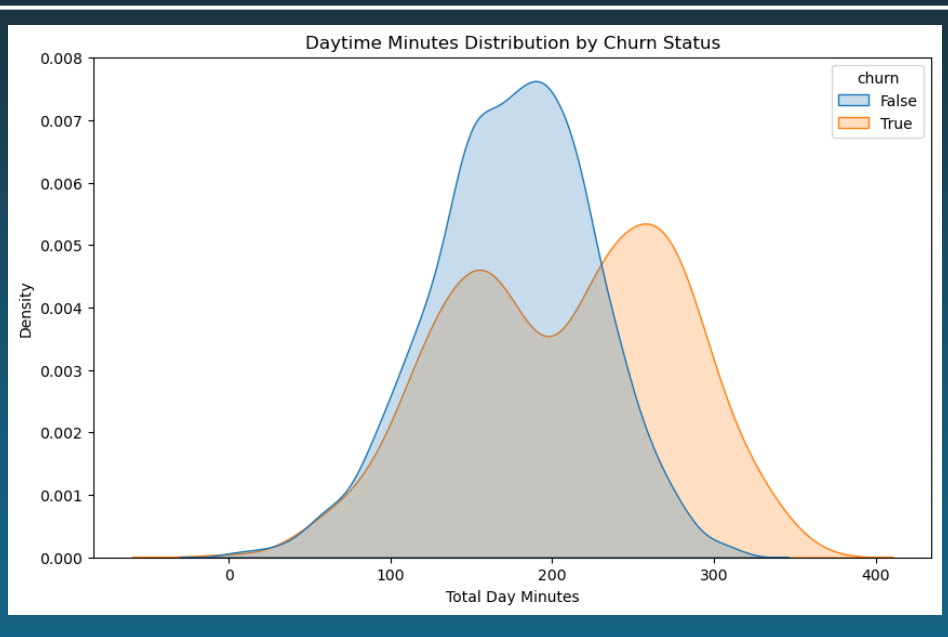


Top 3 Features Driving Churn

Our exploratory data analysis revealed the following characteristics as having the strongest correlation with customer churn:

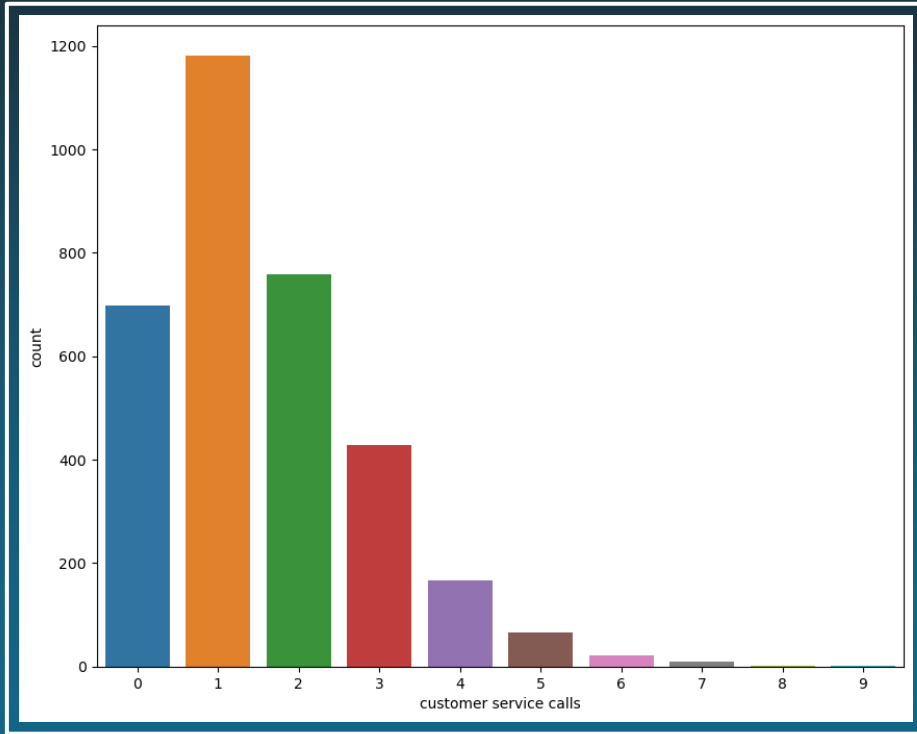


Total Day Minutes by Churn



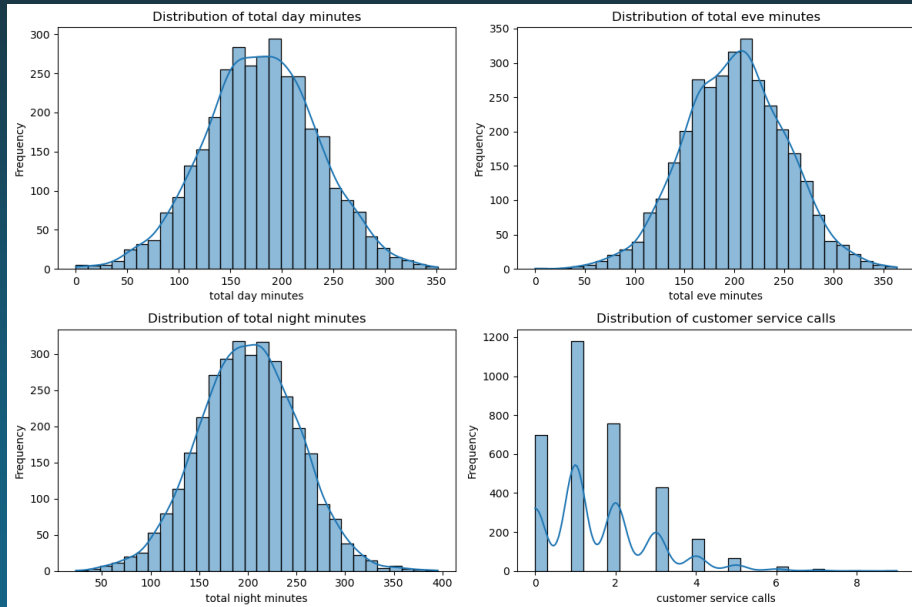
The KDE analysis of Total Day Minutes shows that customers who leave consistently use more daytime minutes. This is seen by the red "churner" curve being to the right of the blue "non-churner" curve, which shows a clear link between higher daytime minute use and a higher probability of leaving.

Customer Service Calls by Churn



The count plot study of customer service contacts shows a clear positive link between the number of calls and the chance of churn: the more calls there are, the higher the churn rate, especially for people who call three or more times. This threshold effect shows that frequent service outreach, especially after three calls, is a substantial predictor of attrition risk. This shows how important it is to quickly resolve issues and follow up with customers who are very engaged with support.

Distribution of Key Usage Metrics



The superimposed histograms for Day Minutes, Evening Minutes, and International Minutes show that churners are more likely to be customers who use the service a lot, especially during the day. All three usage indicators go up for churners, but the daytime usage distribution shows the biggest change to the right, followed by the nighttime minutes and then the overseas minutes. This picture shows that as customers use more services, they are more likely to leave. This means that high-usage groups need special retention efforts, like personalized pricing plans or proactive engagement to deal with possible cost concerns or service problems before they decide to leave.



Set up automatic alerts for clients who make three or more service calls so that you can reach out to them personally and speed up the resolution of their support issue. To lower the risk of losing heavy users, offer tailored retention packages, such as discounted daytime minute bundles or loyalty prizes depending on usage.

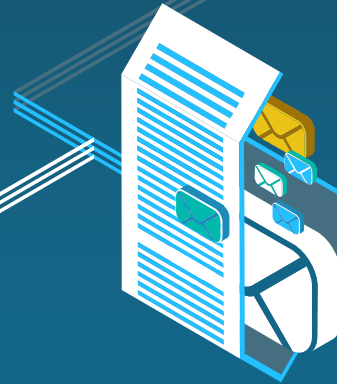
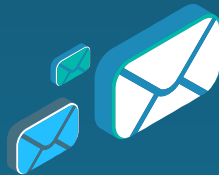
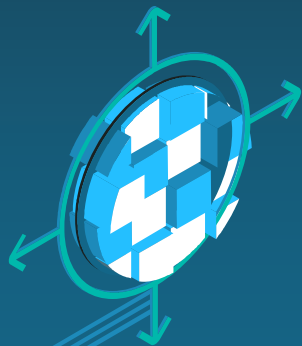


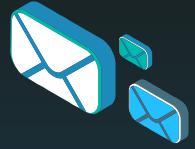
Actionable Insight



03

Model Evaluation





Decision Tree Metrics

F1-Score

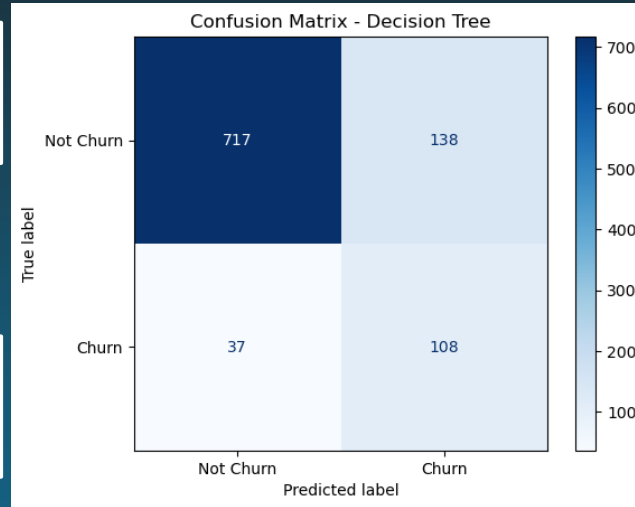
Strong performance in identifying loyal customers

0.71

Recall

It captures 68% of true stayers

68%



82%

Accuracy

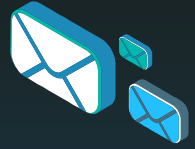
The model accurately classifies 82% of all customers

75%

Precision

When the model predicts a customer will stay, it is correct 75% of the time

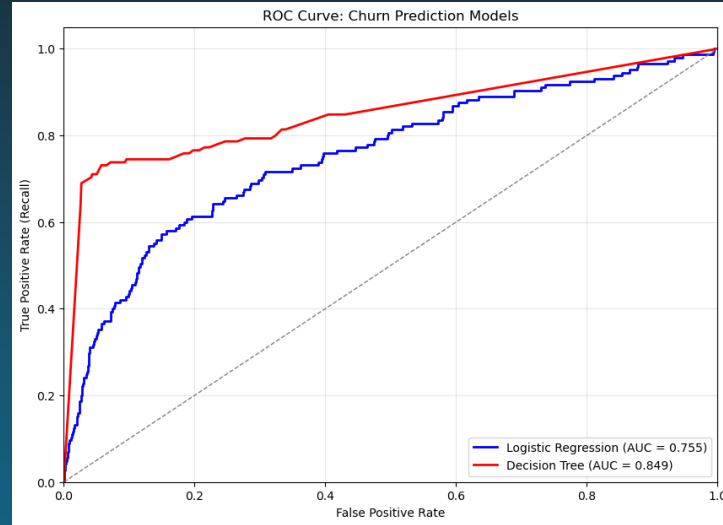
The confusion matrix comprised 717 true negatives, 138 false positives, 37 false negatives, and 108 true positives.



ROC Curve & AUC Comparison

Decision Tree AUC

0.85



Logistics Regression
AUC

0.76

Area Under the Curve (AUC) The ROC Curve shows how well a model can tell the difference between classes. In this situation, the decision tree's AUC of 0.85 is better than the logistic regression's AUC of 0.76.



Why the Decision Tree Is Preferable



Non-Linear Boundaries

Without having to do any manual feature engineering, it captures complicated interplay between churn drivers.



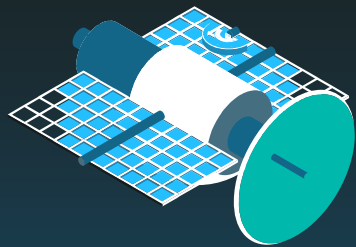
Interpretability

It is easy to see and talk about the tree structure with stakeholders.



Robustness to Outliers & Missing Data

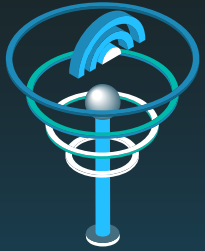
Less sensitive to excessive use values and can automatically deal with missing entries.



04

Recommendations





Strategic Action Plan to Maximize Customer Retention Value

Use precision-recall and cost-benefit analysis to find the best threshold for the Decision Tree. Then, run a 10% A/B pilot to make sure it works and gives you a good return on investment. Add daily churn scoring to Syriatel's CRM so that it may send automatic, personalized messages. Real-time dashboards and drift alarms will help keep performance up. Quarterly retraining with cost-sensitive measurements and clear stakeholder training will make sure that things keep getting better, that people leave less often, and that revenue grows in a way that can be measured.





Thanks!