

SyriaTel Customer Churn Analysis

By: Reyn Chagami

Objectives

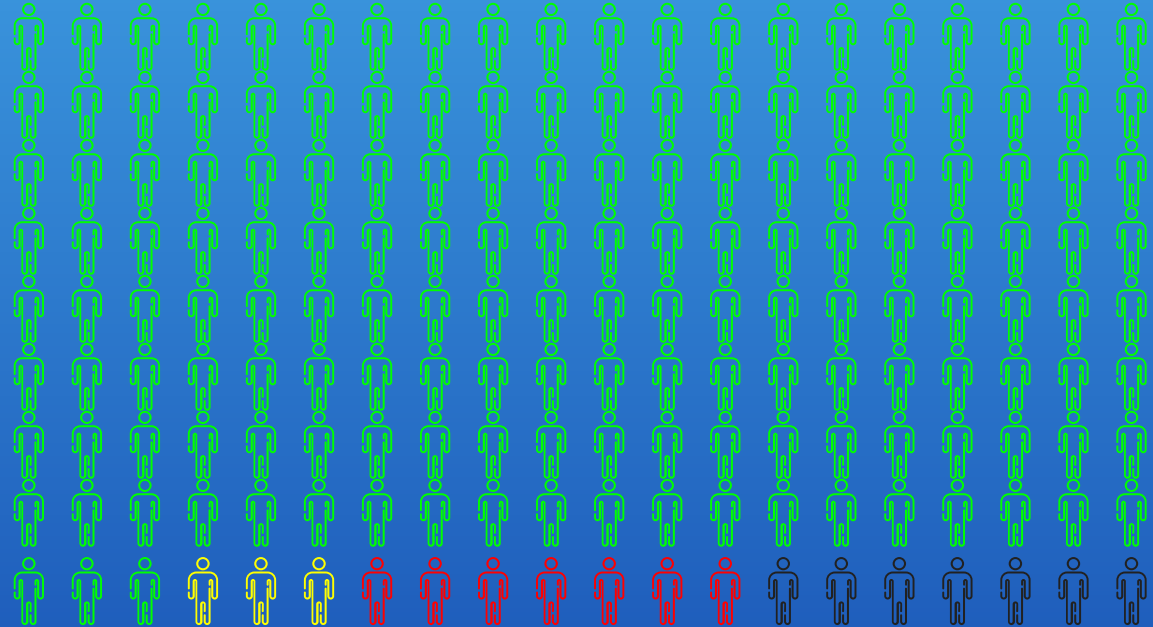
- Maximize Retention
 - Build a Predictive Model
 - Identify
 - Prevent



Cautious Model

Specifications:

- 90% Accuracy
- 51% True positive rate



No churn

Misidentified churn

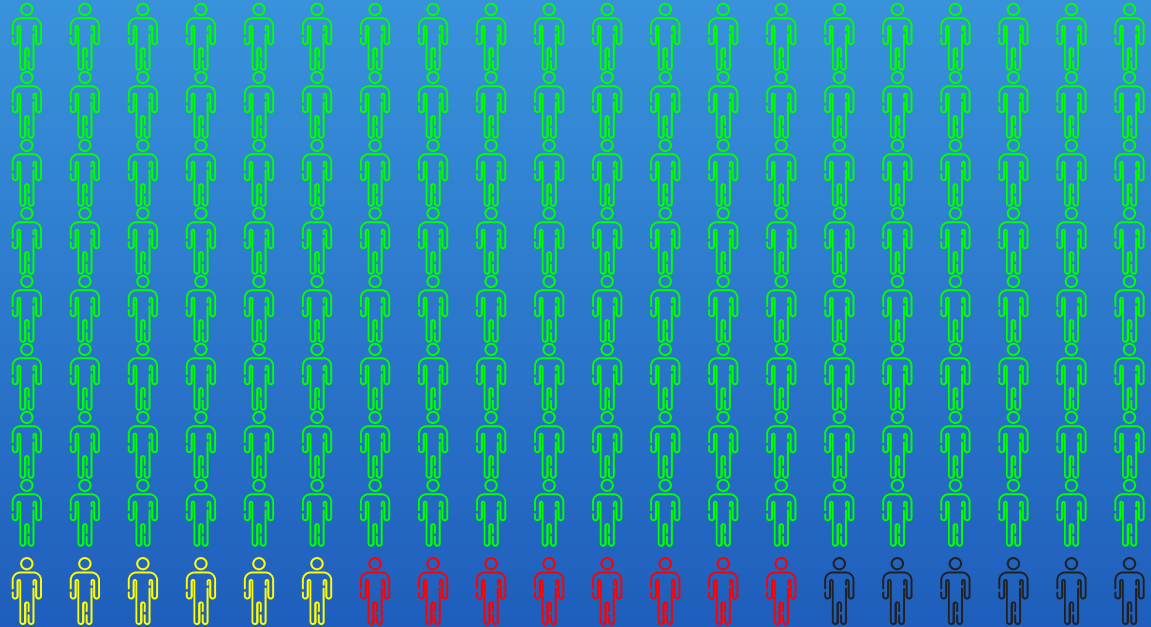
Identified churn

Unidentified churn

Aggressive Model

Specifications:

- 86% Accuracy
- 57% True Positive rate



No churn

Misidentified churn

Identified churn

Unidentified churn

Largest Churn Changers



International Plan



Customer Service calls



Voicemail Plan

Recommendations

Next Steps

**Further
Investigate Large Churn Changers**

01

Pricing

Calculate the cost and benefit of churn predictions

02

AB Testing

Find optimal solution to address churn

03

Thanks!

Do you have any questions?

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<https://github.com/Reynch/dsc-phase-3-project>



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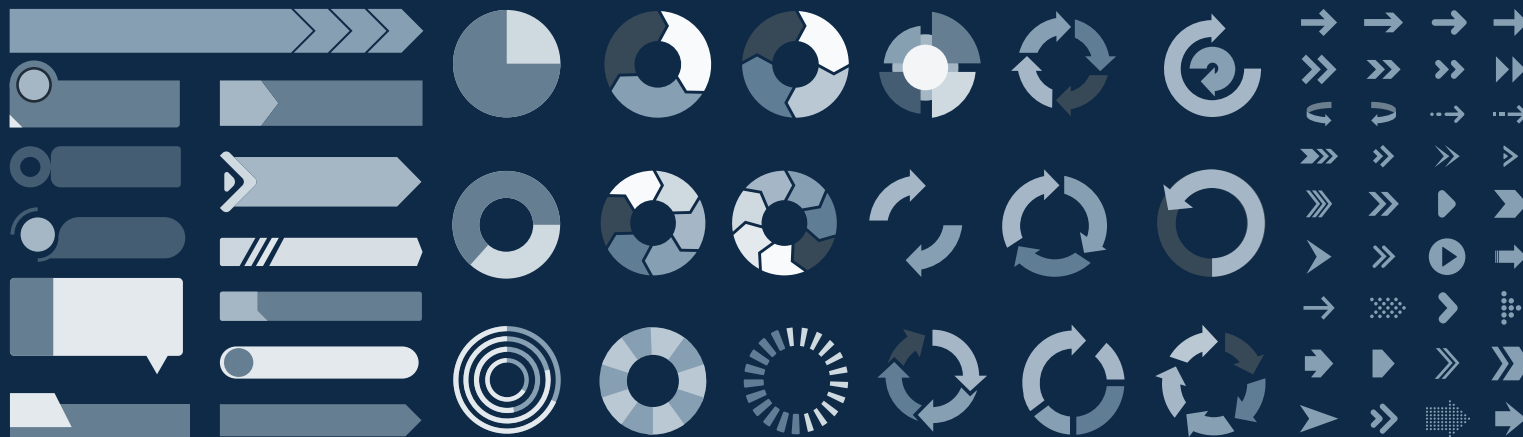


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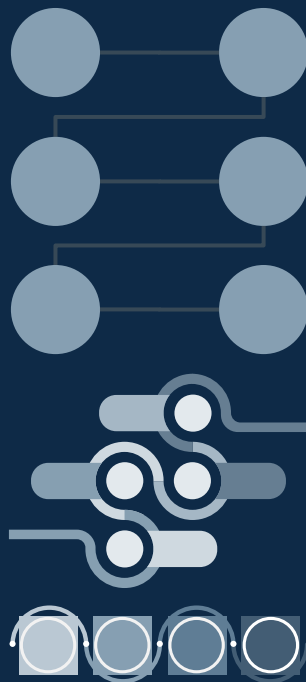
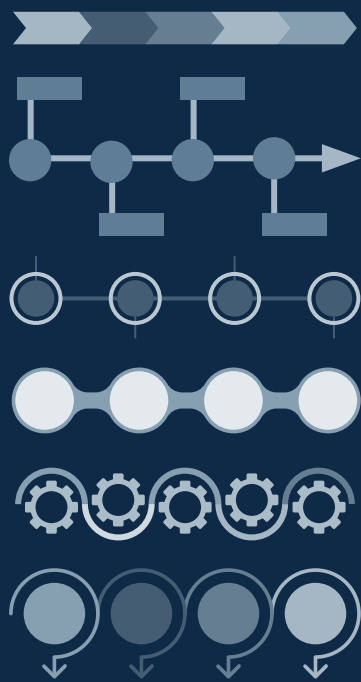
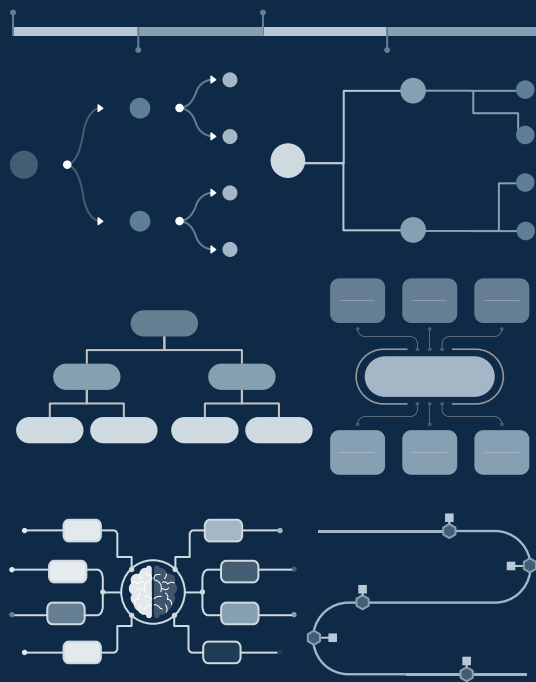
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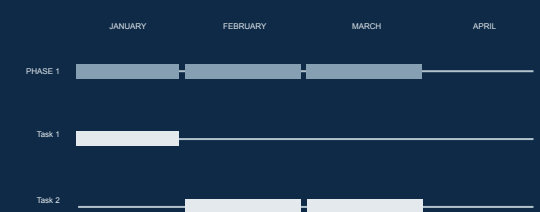
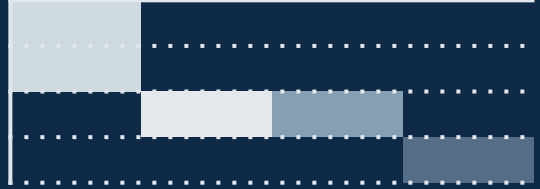
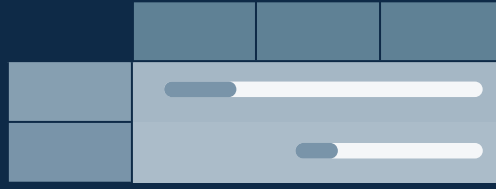
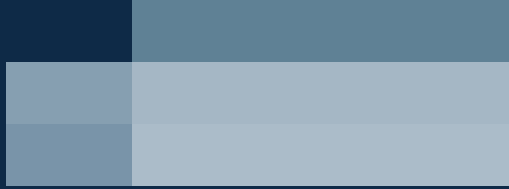
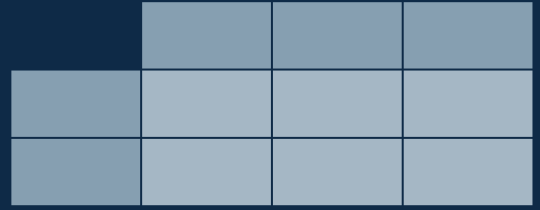
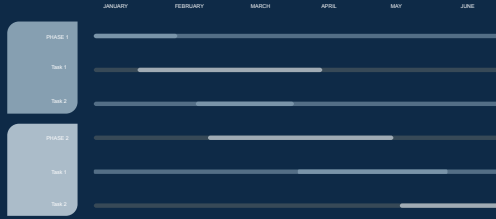
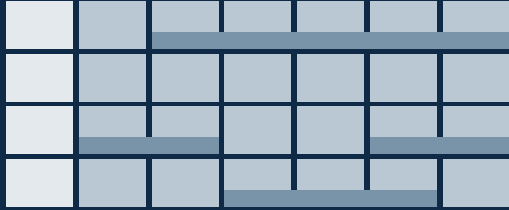
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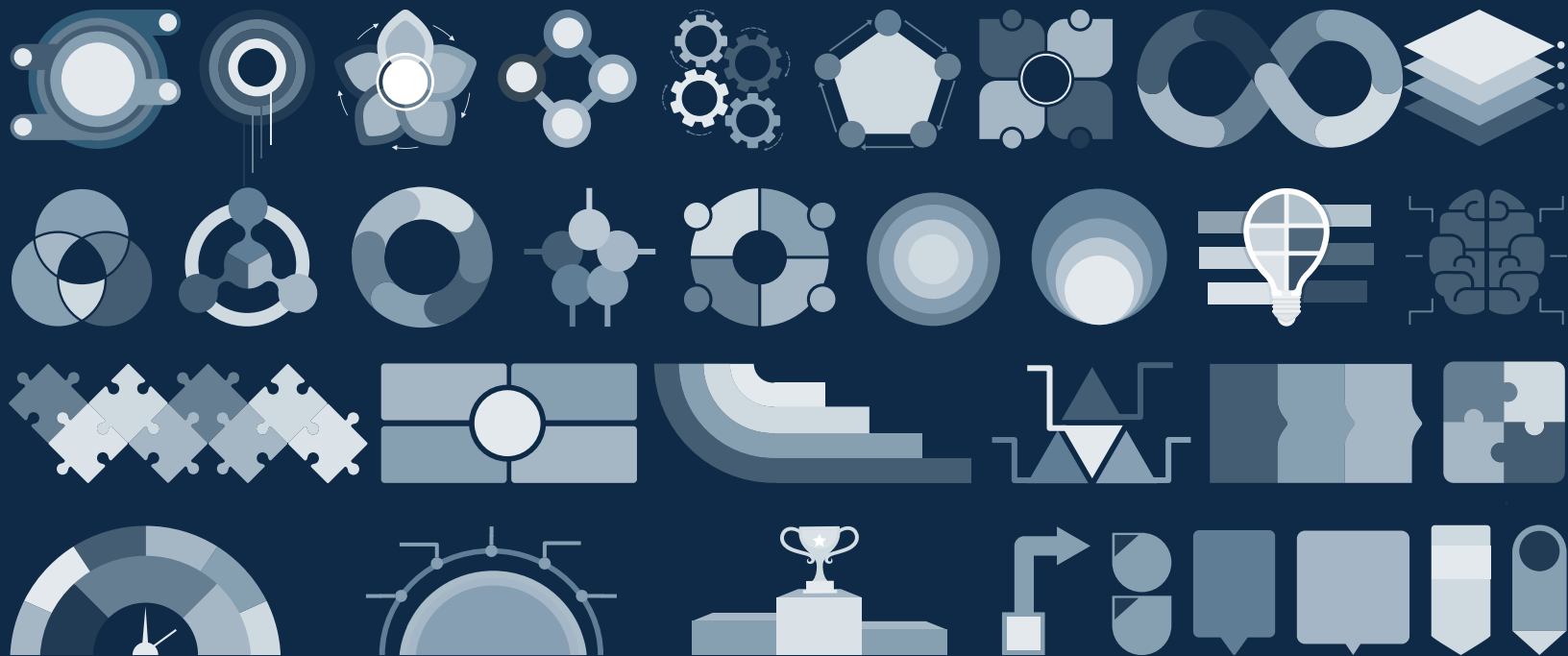
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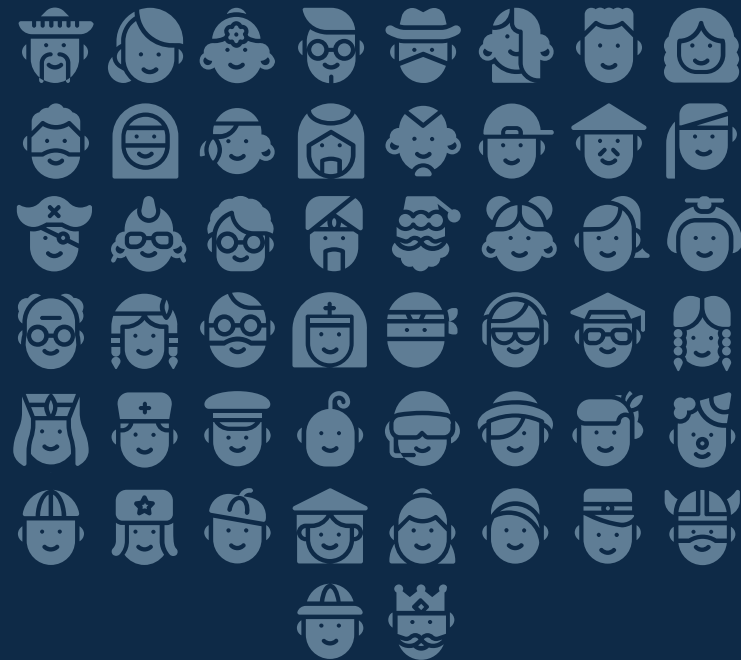
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