




SyriaTel Customer Churn Prediction

- Helping SyriaTel Save Revenue by Keeping Customers.

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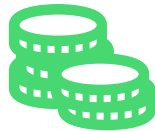
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Why This Matters



Losing customers (churn)
costs SyriaTel money.



Keeping customers is
cheaper than finding new
ones.



Goal: Predict which
customers might leave to
offer them better service or
deals.



Benefit: Save revenue by
reducing churn.

What We Used



How We Predicted Churn



Used advanced analytics to study customer data.



Built a model to predict if a customer will stay or leave.



Tested simple and complex models, chose the best one.



Focused on catching as many at-risk customers as possible.

What We Found

Model
Performance:



- Churn Detection:
65% (Catches 65%
of customers likely
to leave)



- Confidence: 83%
(83% accurate in
separating stayers
from leavers)

Top Reasons:

- Customer Service Calls: High
- Daytime Charges: High
- International Plan: Moderate

What SyriaTel Should Do

Improve

Improve Support:

- Contact customers with many service calls (>4) for personalized help.



Adjust

Adjust Billing:

- Offer discounts to customers with high daytime charges (>40).



Fix

Fix Plans:

- Review international plan pricing or service quality.

Moving Forward



Deploy model in CRM to flag at-risk customers monthly.



Test retention strategies (e.g., discounts, support) and measure impact.



Update model quarterly to stay accurate.



THANK YOU