



SyriaTel Customer Churn Analysis

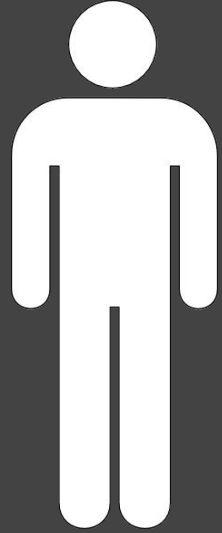
By:
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Tall Guy Outreach, LLC

Understand & Predict Customer
Behavior

Make the Most of Your Advertising
Dollars

See Far Ahead from Our Shoulders!



Business Problem

-
- ❖ Minimize Customer Churn
 - ❖ Identify Predictors
 - ❖ Customer Outreach
-

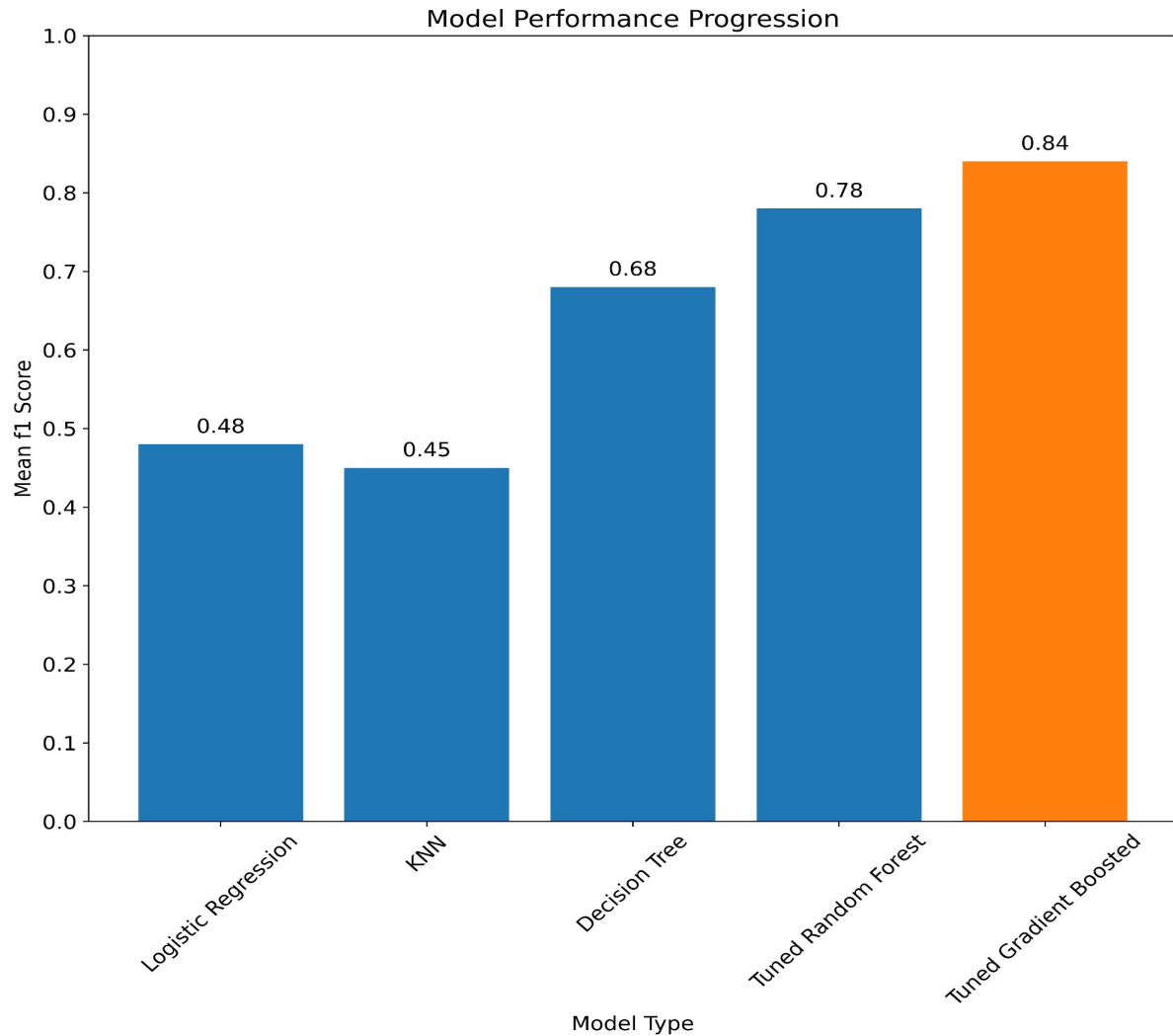
Data Understanding

The background of the slide is a dark blue field filled with abstract data visualizations. It includes several overlapping bar charts with bars in shades of cyan, blue, and yellow. Superimposed on these are line graphs with orange and yellow markers. Faint, glowing binary code (0s and 1s) is scattered throughout the background, giving it a digital or technological feel.

- ❖ 3,333 Customer Records
 - Location, Area Code
 - Services Used
 - Usage Statistics

Modelling Process

- ❖ Apply Machine Learning Models to Dataset
- ❖ Identify Two Best Performing Models & Tune
- ❖ Final Model is Highest Performer After Tuning



Final Model Performance

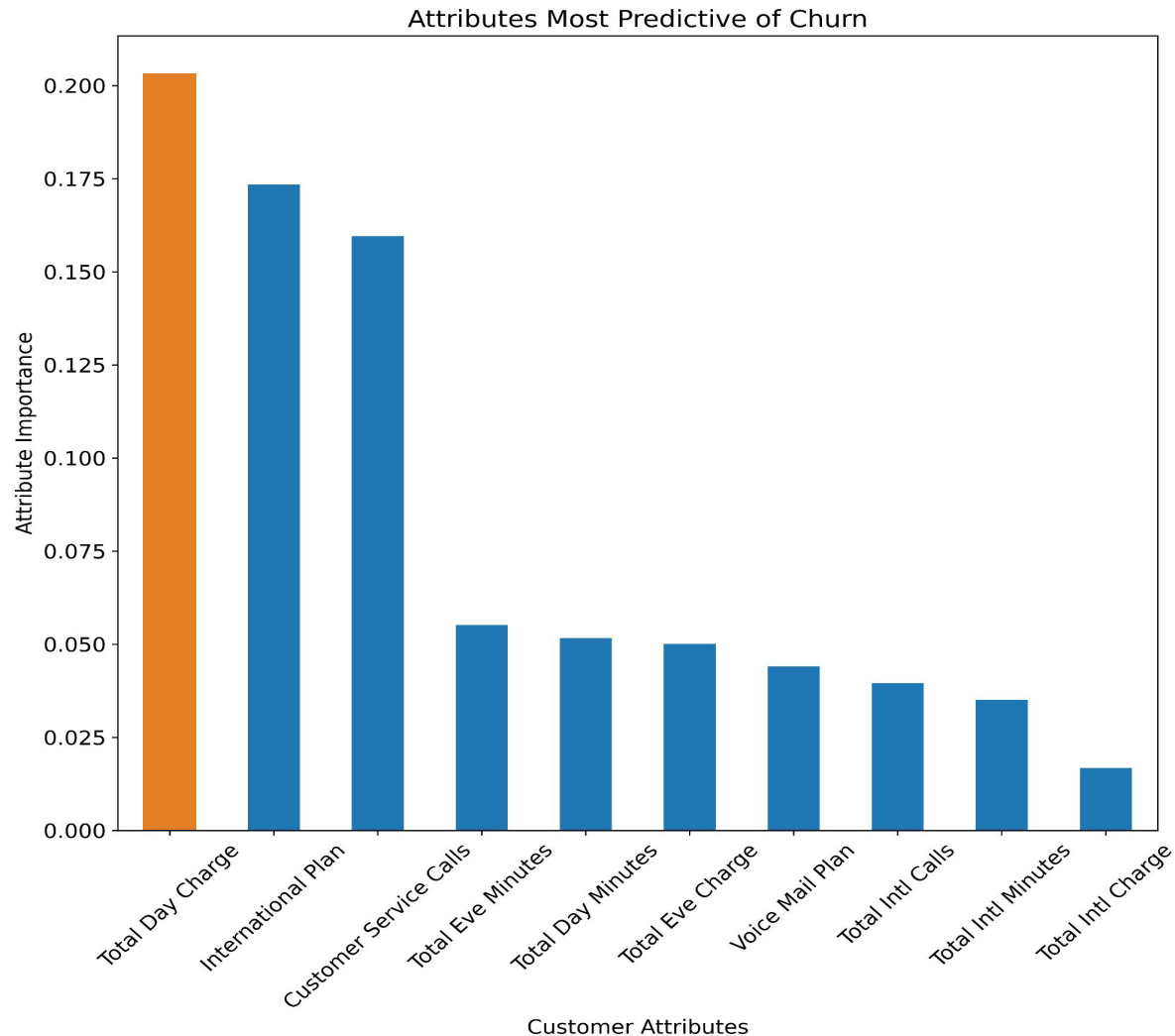
Minimize incorrect
predictions

Maximize
efficiency of
outreach dollars

0.79 score on
unseen data

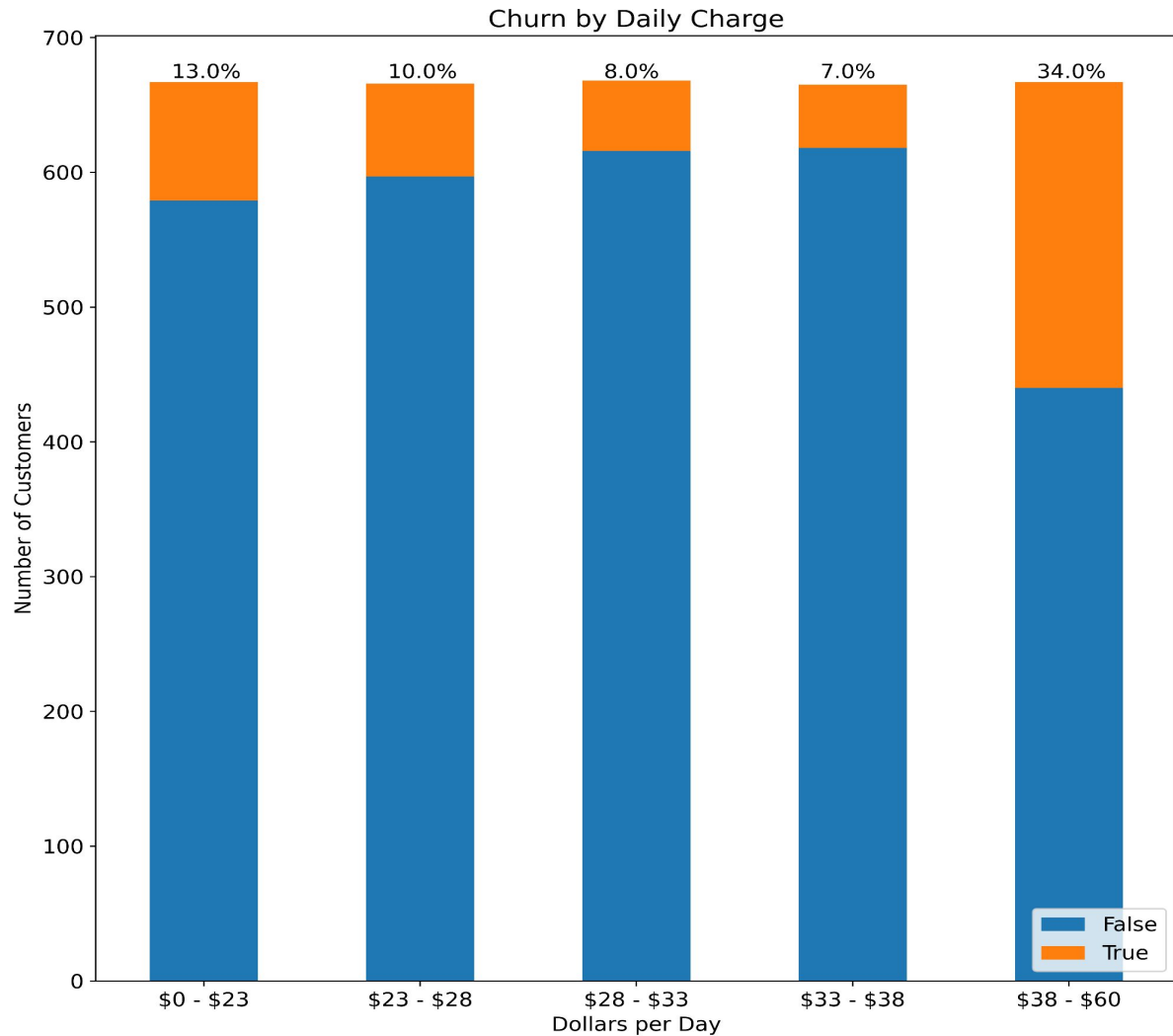
Feature Importance

- ❖ Top 10 customer attributes out of 69 total
- ❖ 3 are most predictive of churn



Churn by Total Daily Charge

- ❖ 5 equal groups (666 customers each) ordered by expenditure
- ❖ Top 20% of customers by daily charge churn 3x the rest of customer base.



Conclusion & Next Steps

Customers to Target:

- ❖ Highest Daytime Charges - 34% churn among top 20% spending
- ❖ International Plan Users - 42% churn when on plan
- ❖ Frequent Customer Service Calls - 61% churn at 4+ calls

Further Exploration:

- ❖ Cost Structure for Outreach Program
- ❖ Stickiness through Services

Thank You, Any Questions?

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