

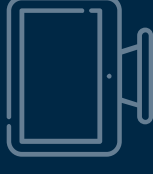
SyriaTel Churn Elimination

Mason Walter

Overview

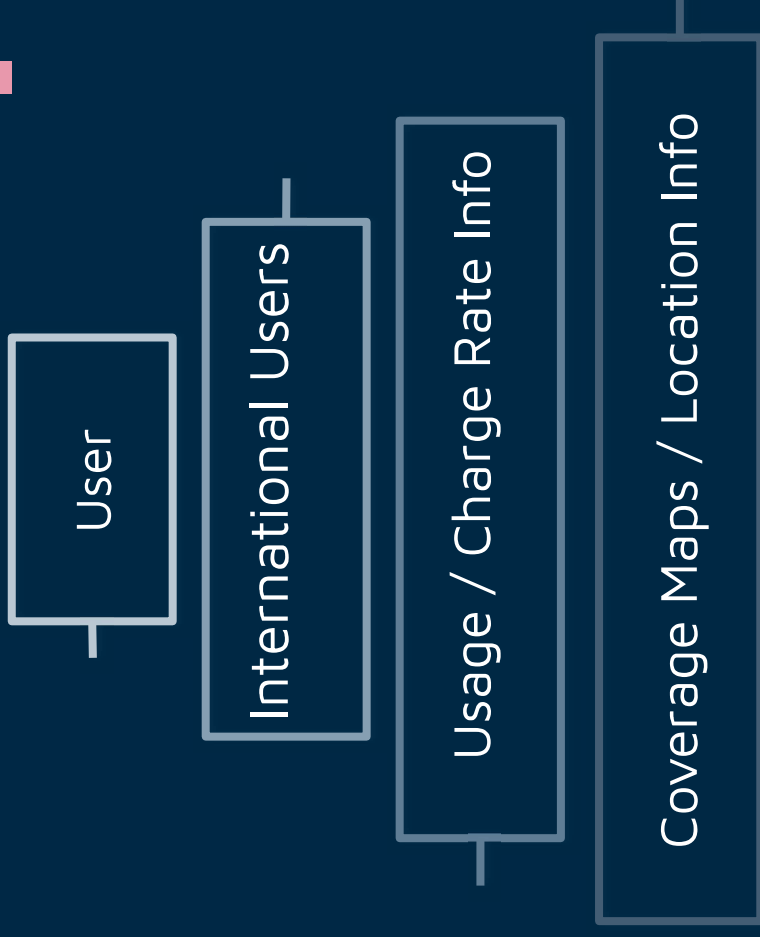


Identify why customers are dropping our service

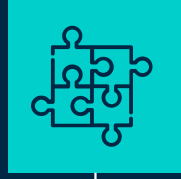


Recommendations based on machine learning analysis

Data Understanding



Modeling



01

International Users



02

Usage/Charges



03

Competitors

Evaluation

Logreg High Iterations Model

Accuracy: 86%

Recall: 26%

Precision: 53%

Overall: 0.86 AUC



Recommendations

Customer Service

Potential for more languages represented in CS



Rates

Setting rates more competitively for evening and night-time calls

Coverage

X Locations where competitors may have more coverage



Profit!

Next Steps

Better Scaling in the ML Model



Further Evaluation of Location Data





Thank You!