

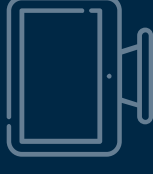
# SyriaTel Churn Elimination

Mason Walter

# Overview

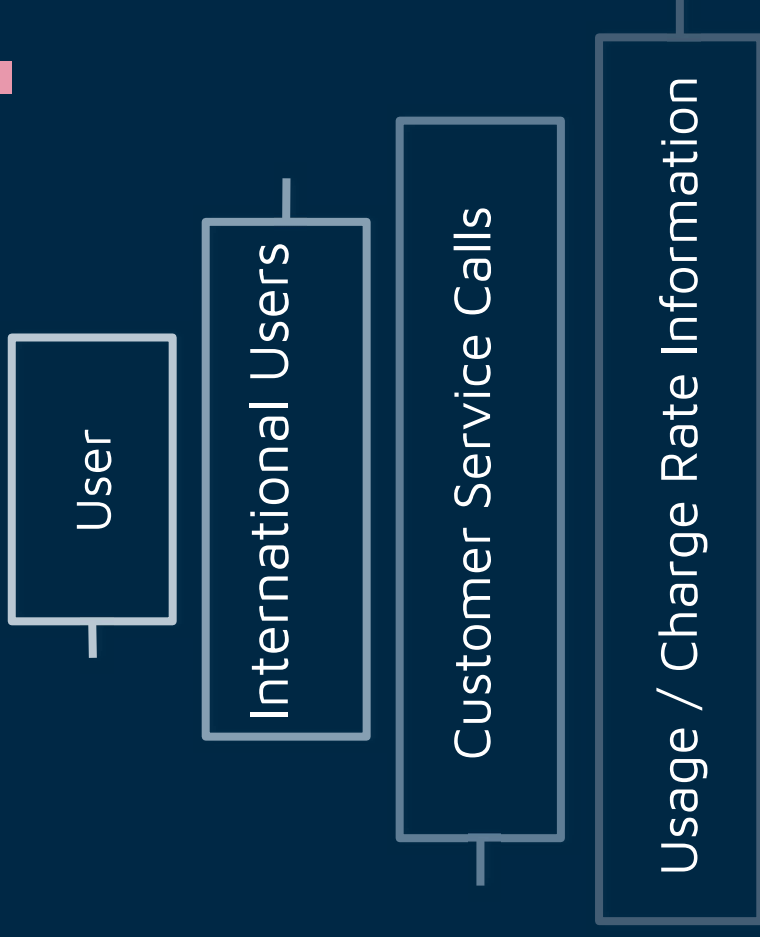


Identify why customers are dropping our service

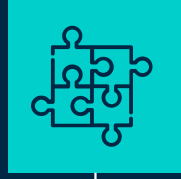


Recommendations based on machine learning analysis

# Data Understanding



# Modeling



01

## International Users

Potential for more languages represented in CS



02

## Usage/Charges

Setting rates more competitively for certain times



03

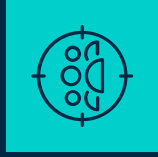
## Competitors

Locations where competitors have more coverage

# Recommendations

## Customer Service

Potential for more languages represented in CS



**Rates**  
Lower rates at certain hours

## Coverage

We need more coverage in certain areas



**Profit!**

# Next Steps

Better Scaling in the ML Model

Further Evaluation of Location Data



Thank You!