

Syria Tel Customer Churn Analysis

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Team



GitHub/Presentation Lead



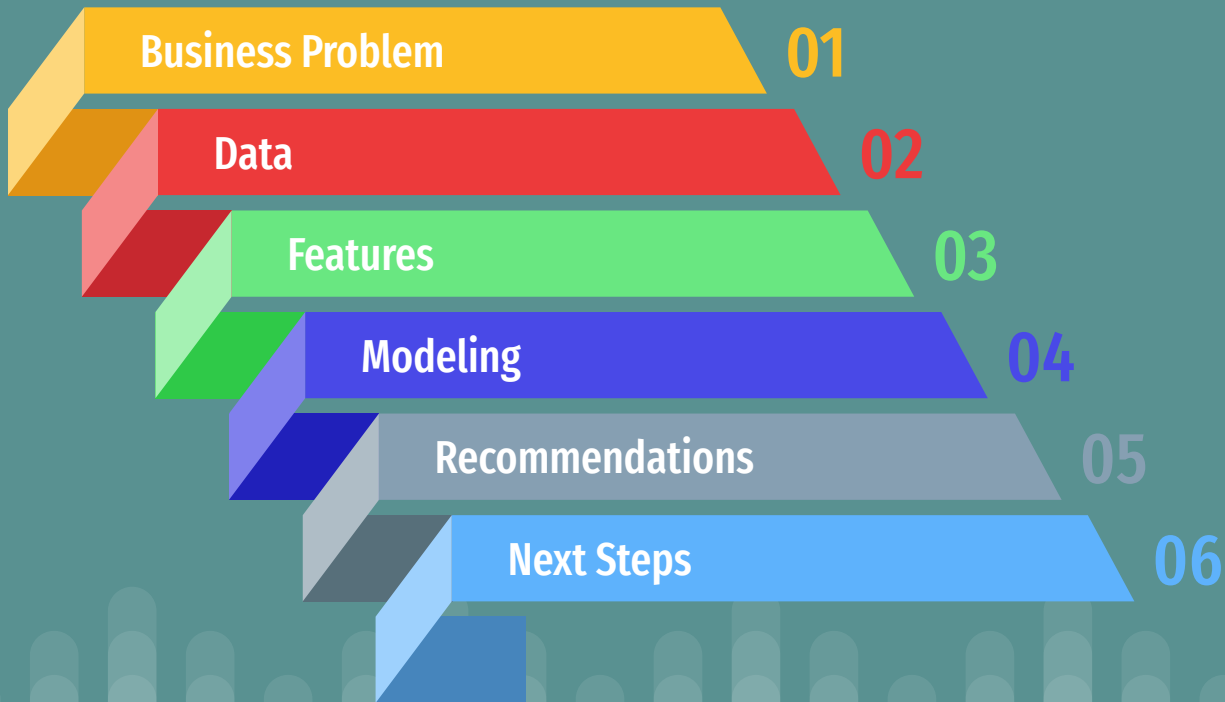
Tech Lead

Stakeholder



Syria Telecommunications a telecom company

Agenda



Business Problem

01



Churn Cost



\$65.36

Reduce Customer Churn



01

Customer Service Calls

02

International Plan

03

Total Day Charge

Data

02

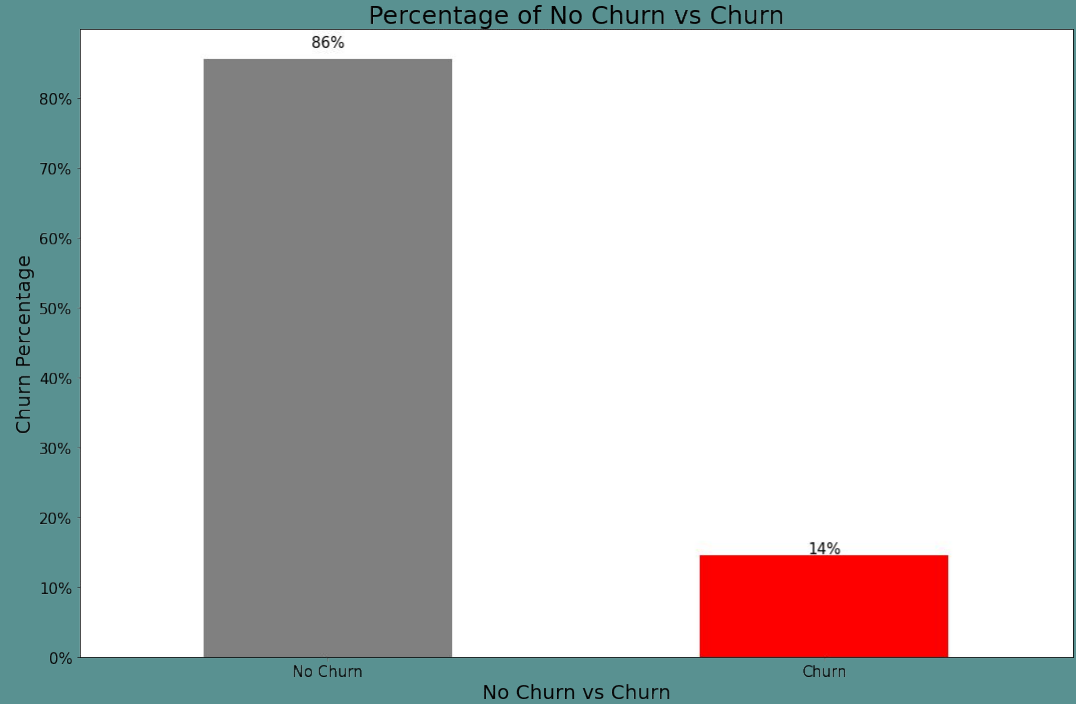


Data

- 3,333 Customers
- 14% Churn Rate

Key Metrics

- Optimized for Recall



Model Results



92.45%

Accuracy



76.8%

Recall



75.2%

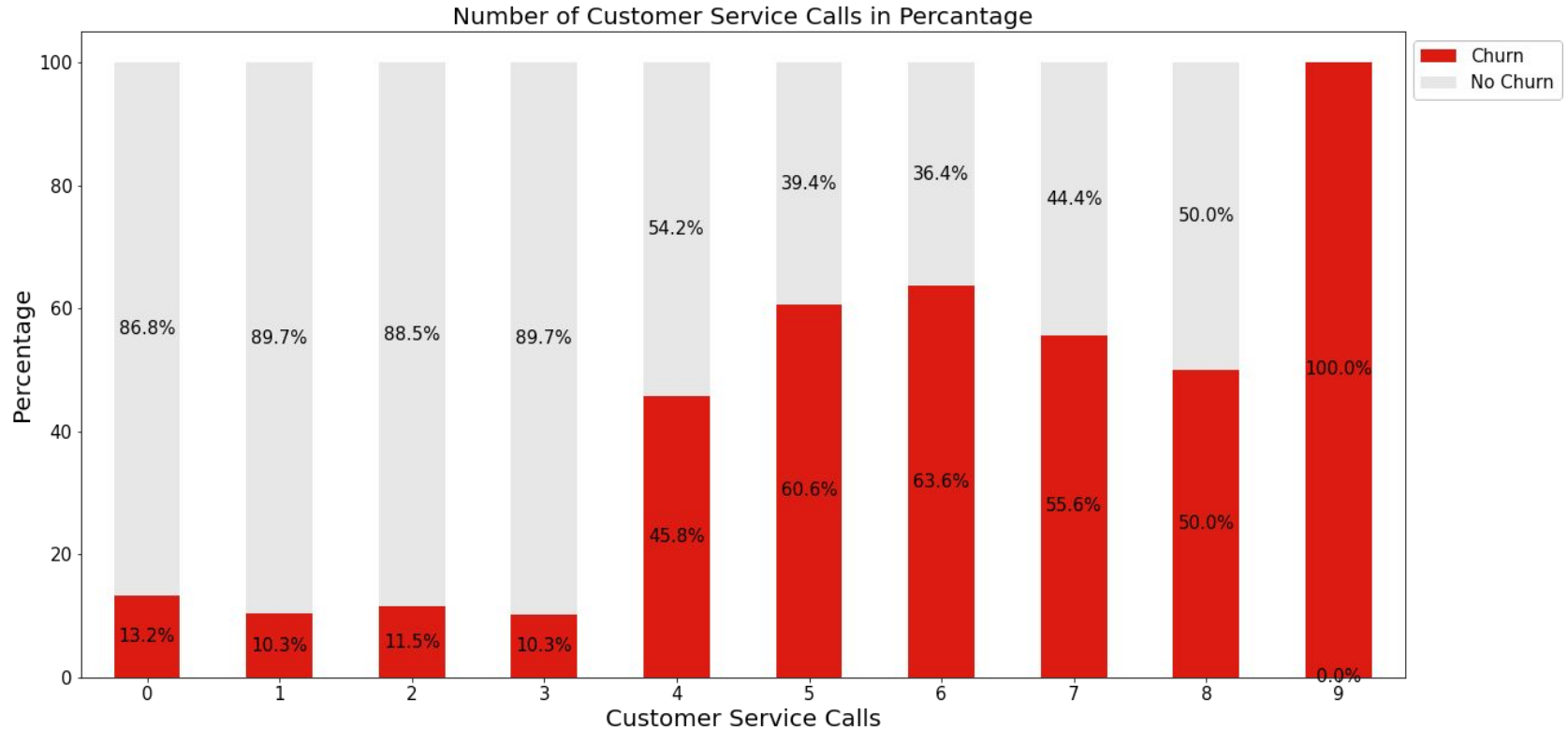
Precision

Features

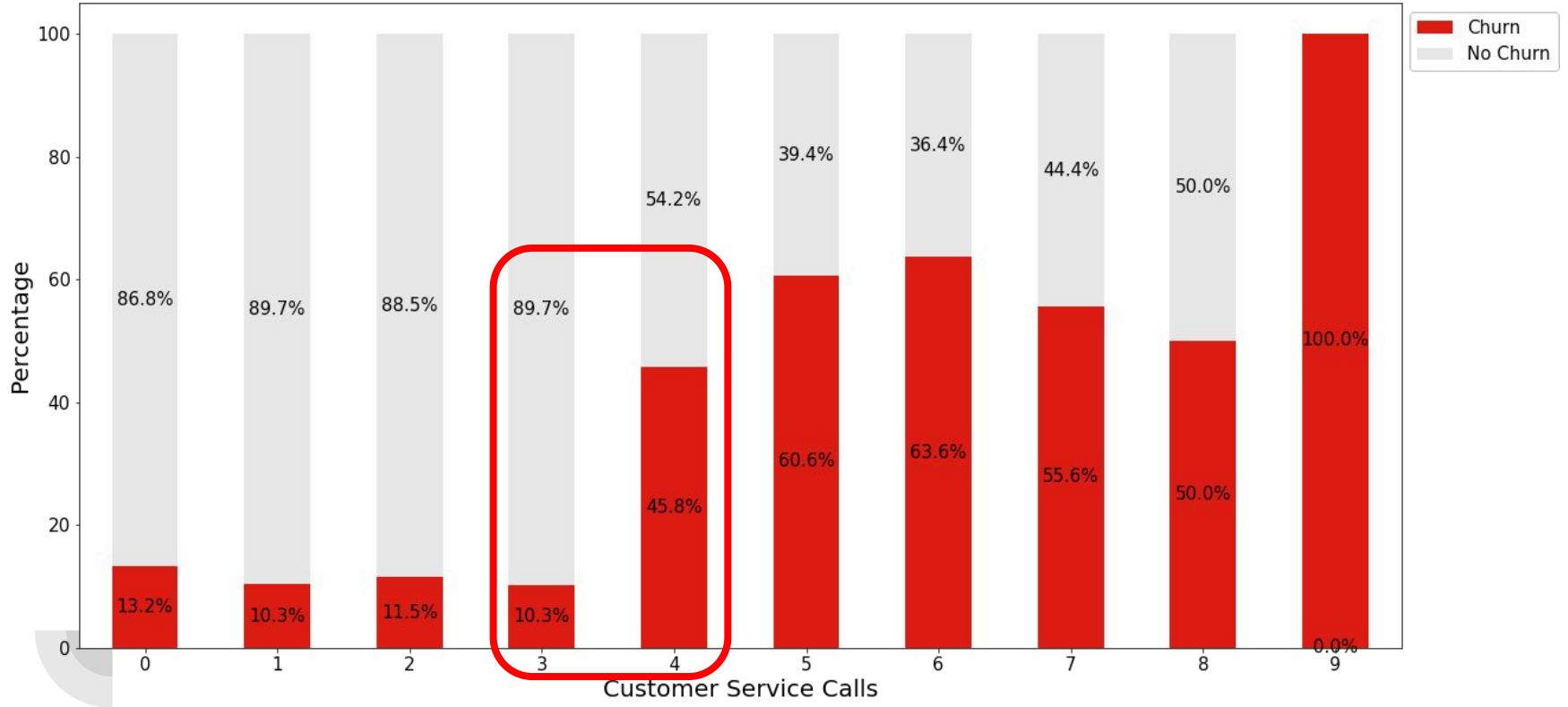
03



- Customer Churn rates increase 35% between 3 and 4 service calls.

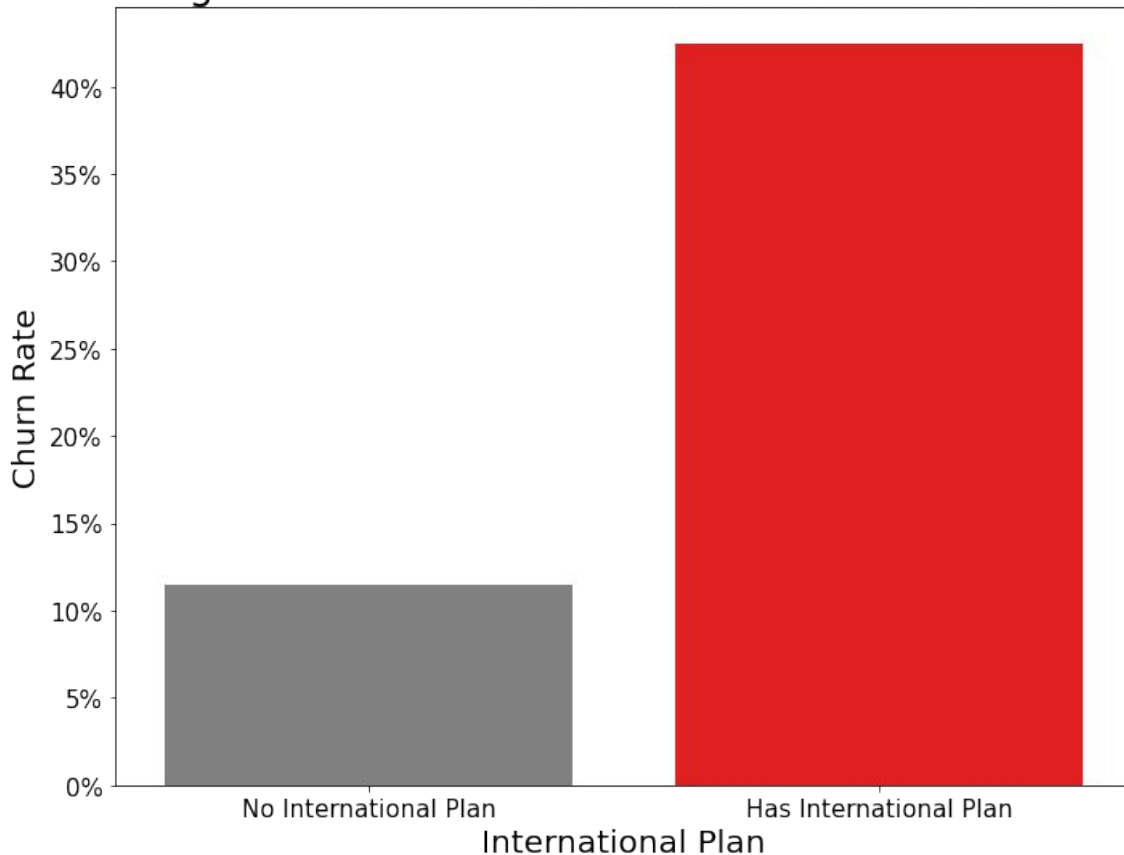


Customer Churn rates increase 35% between 3 and 4 service calls

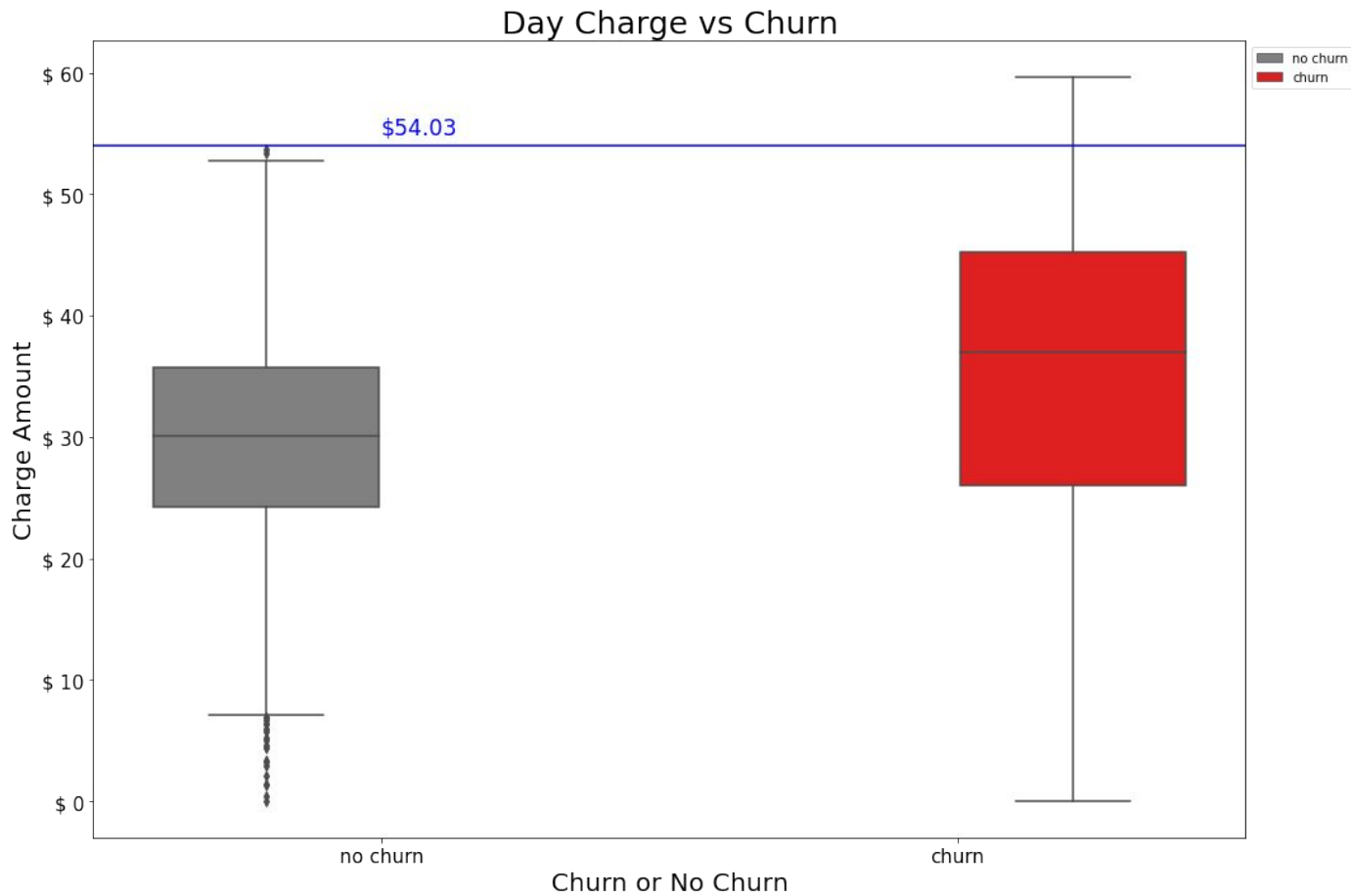


- 42% of Customers with an International Plan Churn

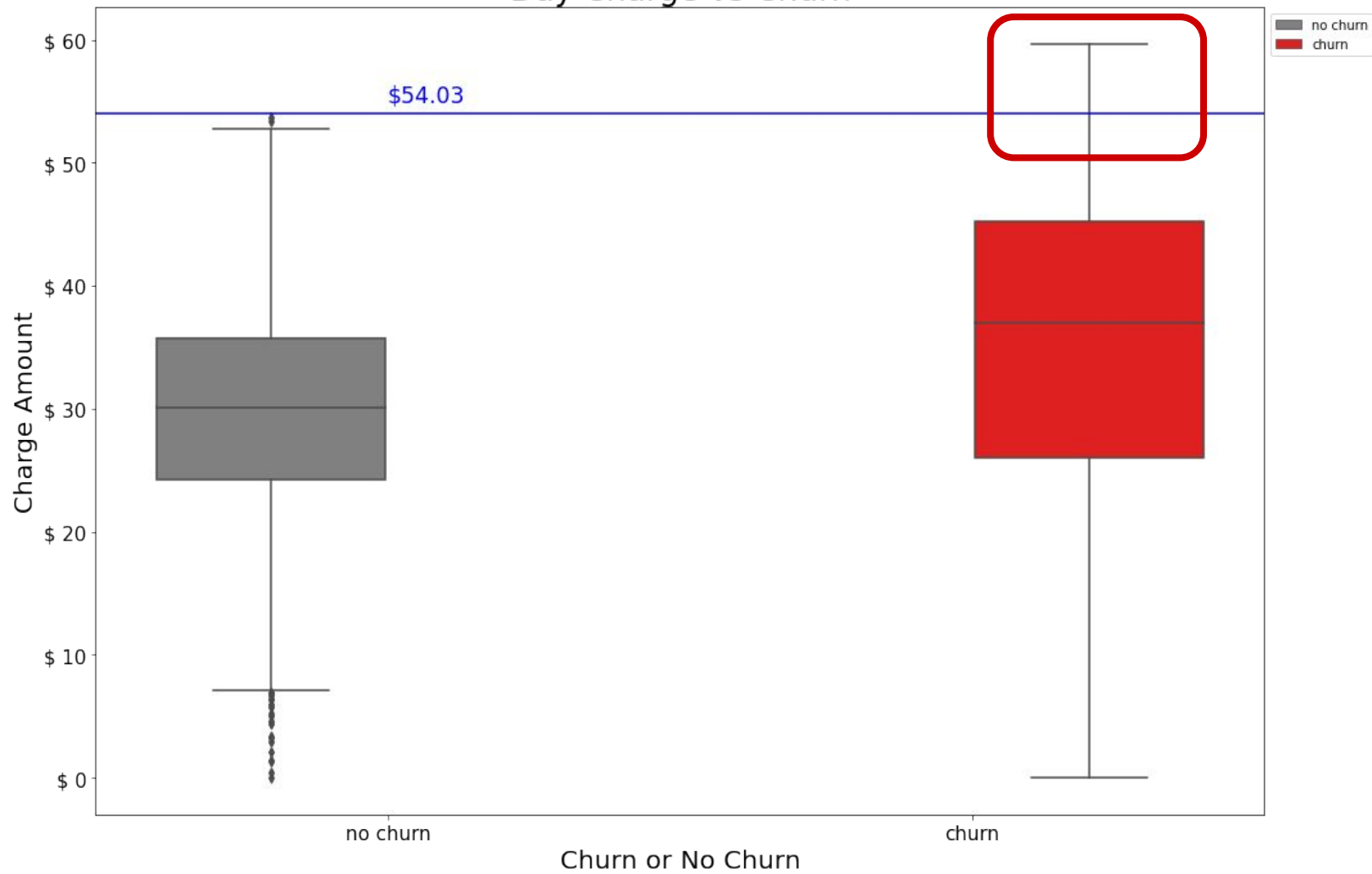
Percentage of Customer Churn for International Plan Holders



100% of users churn when they spend over \$54



Day Charge vs Churn



Modeling

04



Churn Rate Model

Find Best Features

Get Best Parameters

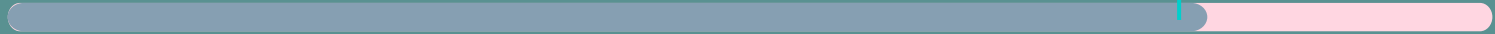
Prediction Model

Optimized For Recall



Recommendations

05

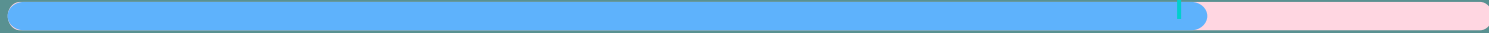


Recommendations



Next Steps

06



Next Steps

1

**Demographic
Data**



2

**Geographic
Data**



3

**Customer
Service Calls**



Thank You

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