SYRIATEL TELECOM

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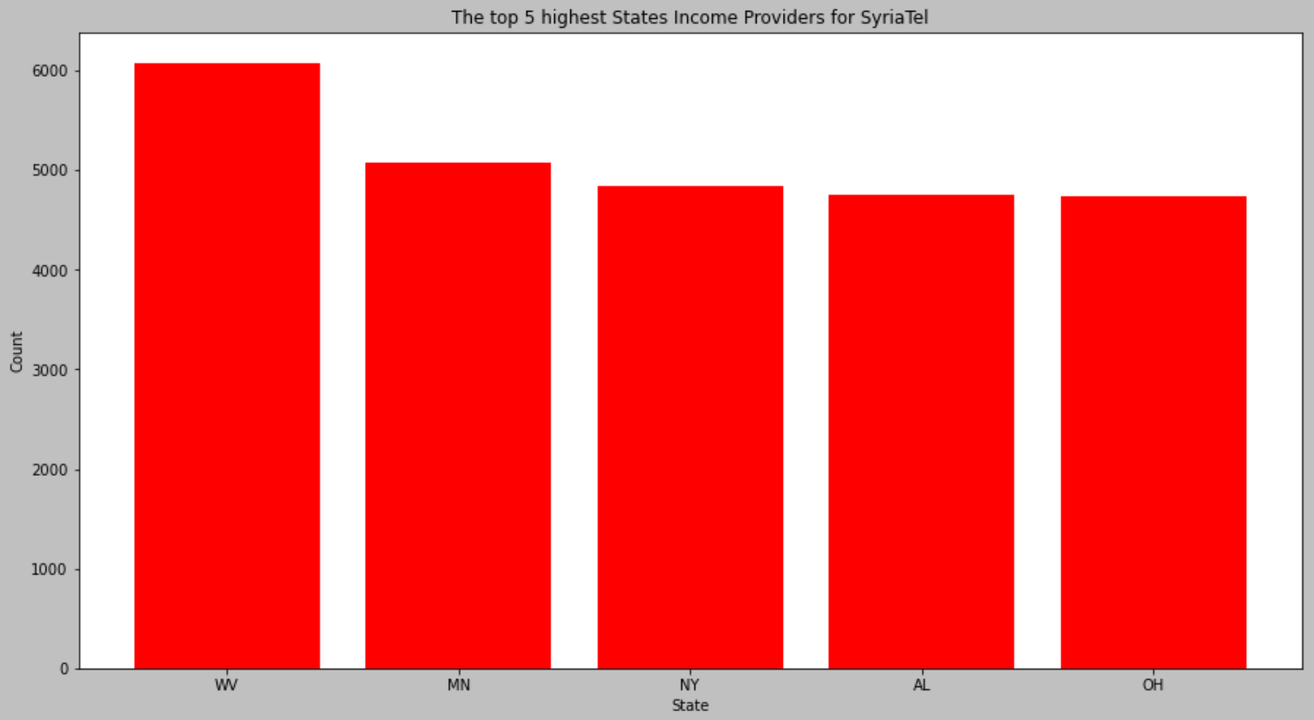
Slides 01

BUSINESS AND DATA UNDERSTANDING

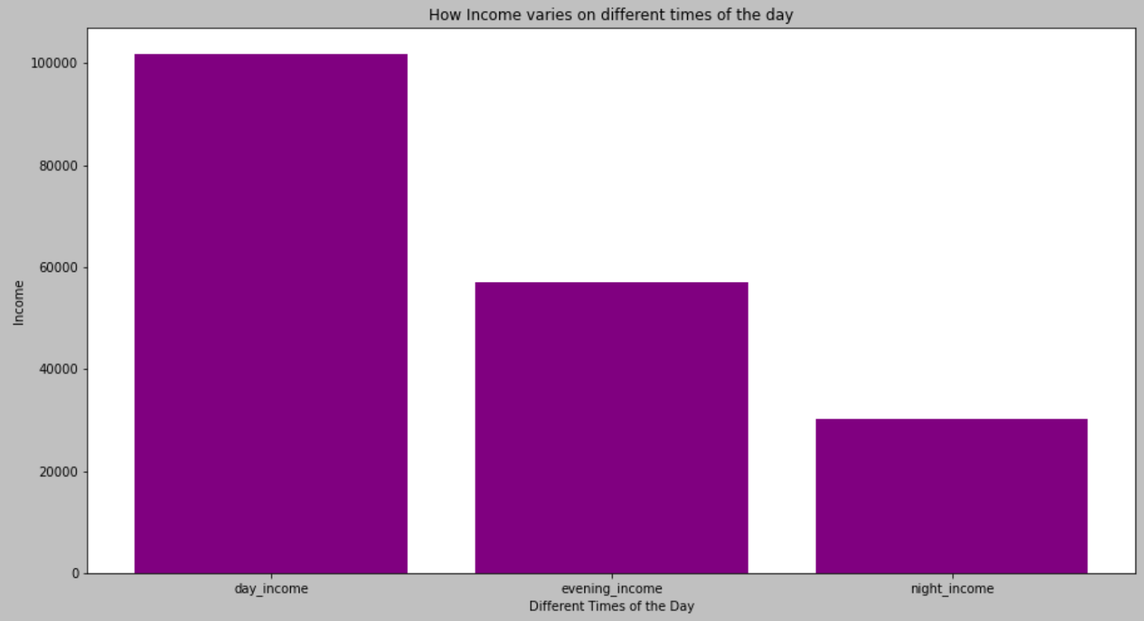
SyriaTel Telecom is a Telecom company, We have the dataset that gives us information on 3333 clients and their consumer behavior patterns. We will be coming up with a classification model that will help Syriatel to know the customers who are soon to leave their service.

The top 5 states that provide the highest income to SyriaTel



West Virginia is the state that generates the highest income to SyriaTel

The income performance at different times of the day



Day time is the timing of the day that generates the highest income to SyriaTel

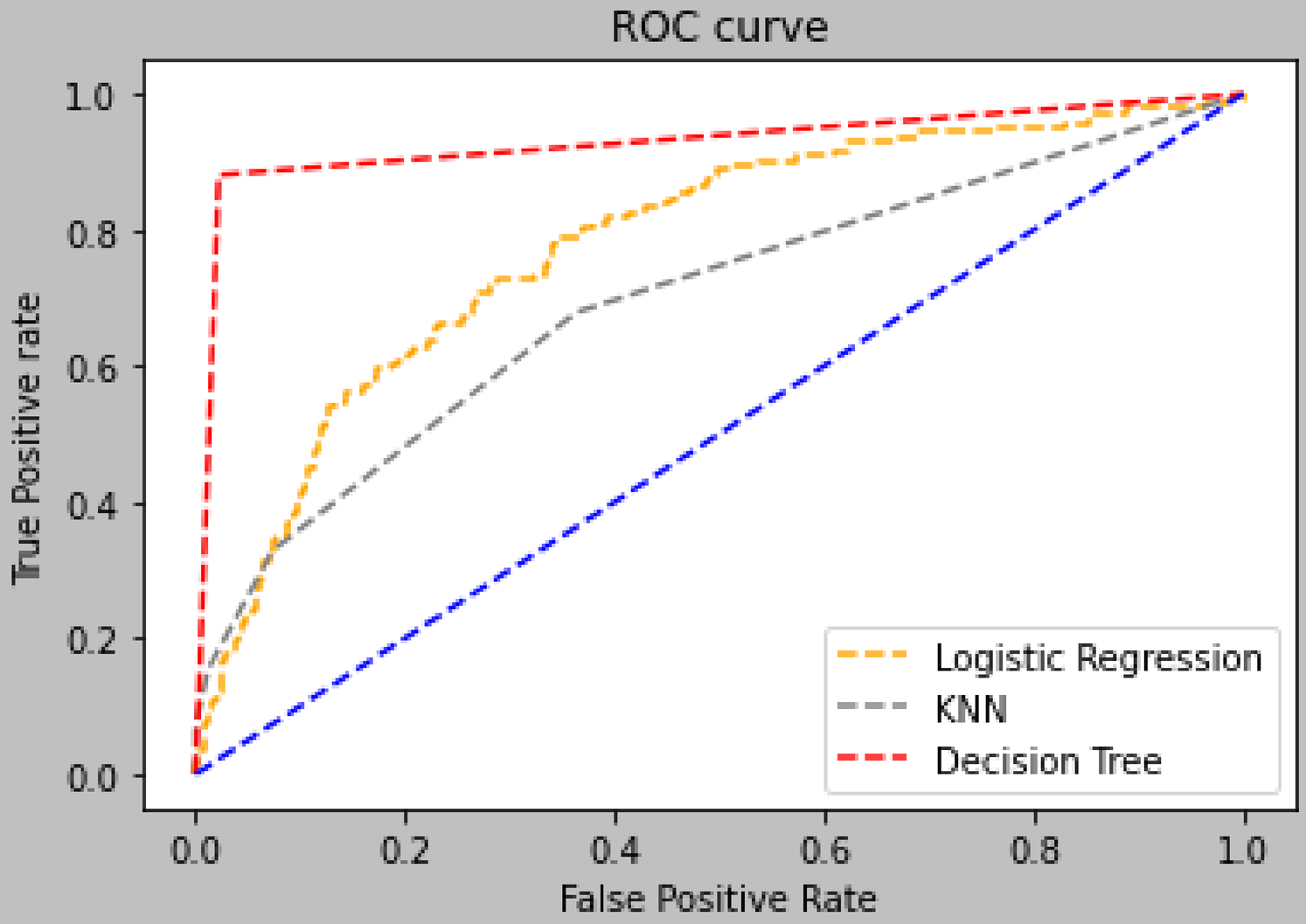
Modelling

We used 4 different model algorithms that are the:

- Logistic Regression Model
- KNN Classifier
- Decision Trees

We considered the imbalance in the model on all this algorithms.

We settled on using the Decision Tree Model since it had the highest area under the curve



Next Steps

- Allowing us to look closely into the poorly performing states and Identify whether the network coverage performance and if network coverage is off, we strategize on how to work on having more boosters in the state.
- We will examine whether a more favorable international charge will make the customers consider SyriaTel's international plan while they are traveling.
- We would like to consider using a different vendor or temporally partnering to offer incentives and promotions when a customer seems dissatisfied may increase satisfaction and reduce churning.
- Ultimately, we will implement the new features to see whether churning was reduced and calculate the cost of retaining the customers.