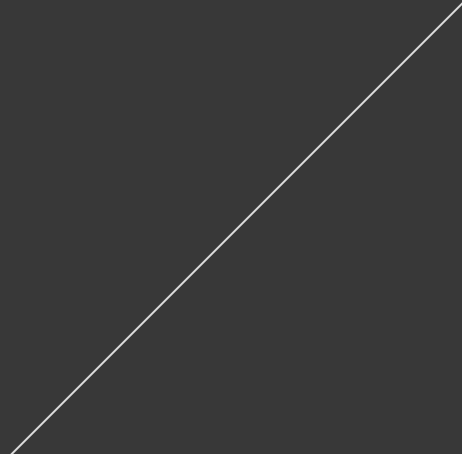




SYRIATEL CUSTOMER CHURN

Authors: Tony Bai, Arthur Kim, Eddie Lin, Douglas Lu

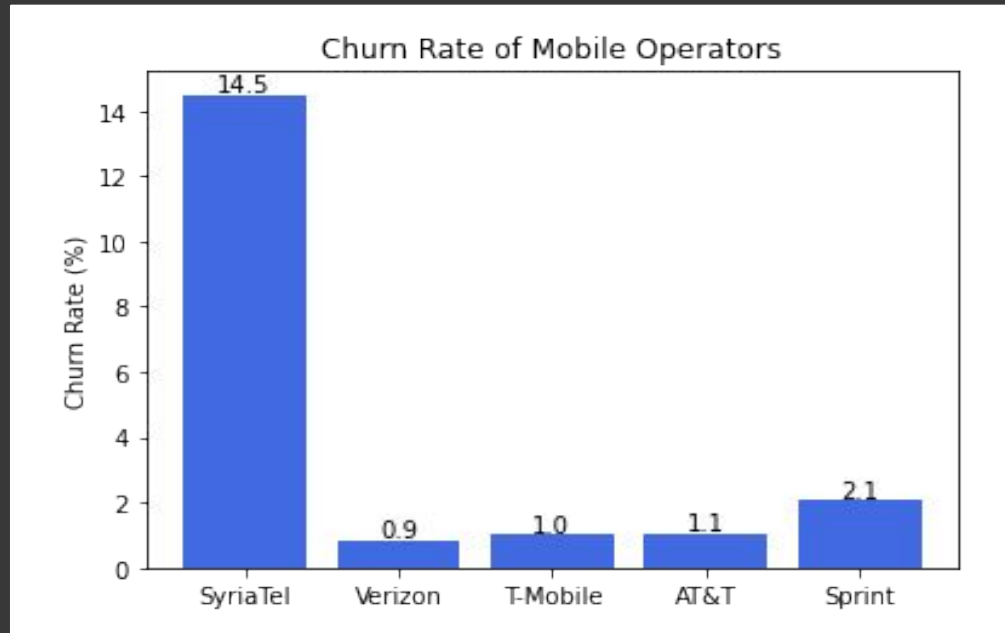
AGENDA

- Project Overview
 - Recommendations
 - Next Steps
 - Conclusions
- 

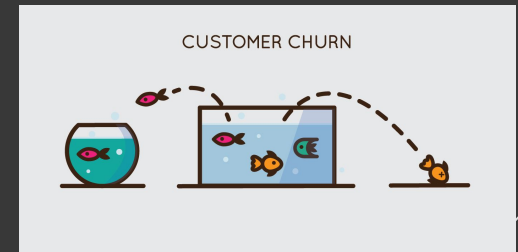
1 | PROJECT OVERVIEW

BUSINESS PROBLEM:

IDENTIFY WHAT FACTORS INFLUENCE CHURN AND PROVIDE RECOMMENDATIONS ON HOW TO REDUCE IT



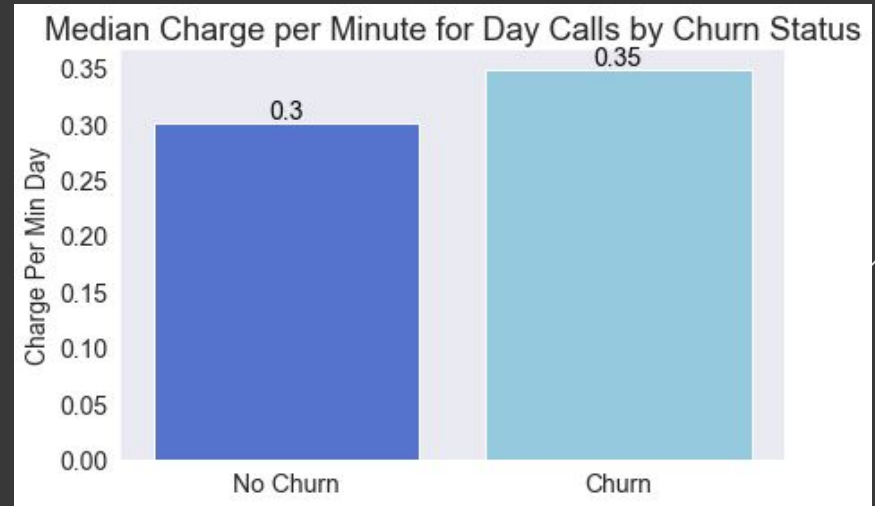
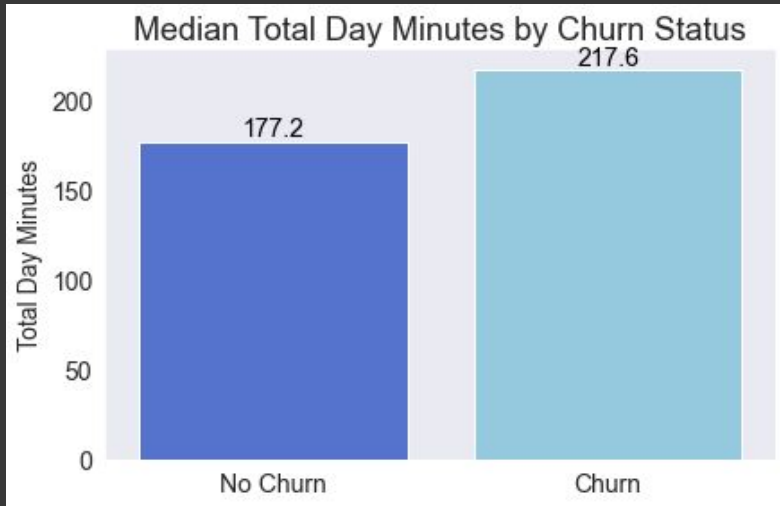
Source: [Fierce Wireless](#)



2 | RECOMMENDATIONS

2.1 | RECOMMENDATION: FIXED FEE PLAN

CUSTOMERS WHO CHURN HAVE A HIGHER VOLUME OF DAY CALL MINUTES AND CHARGE PER MIN



SETTING FIXED FEES



%

CHURN WITH FIXED PLAN

Current
Plan

14.5%

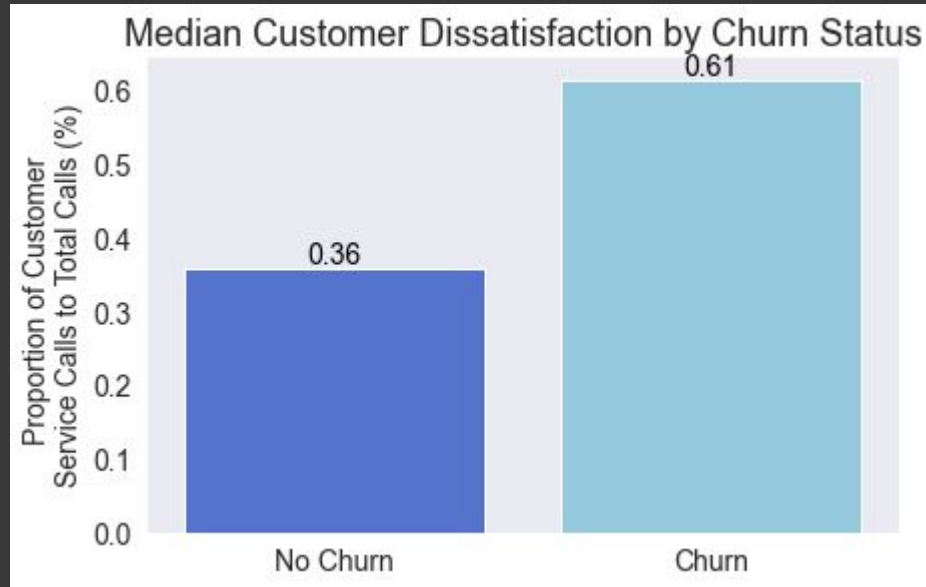
Fixed
Plan

~12.6%

Flat \$0.35/min when minutes >200 min/month

2.2 | RECOMMENDATION: INCREASE CUSTOMER SATISFACTION

CUSTOMER DISSATISFACTION IS HIGHER AMONG CUSTOMERS WHO CHURN



LOWER CUSTOMER SERVICE CALL RATE



CHURN BY IMPROVING CALL
SATISFACTION

* CALL STAISFACTION = # CUSTOMER SERVICE CALLS / TOTAL CALLS

Current
Plan

14.5%

Fixed
Plan

~12.6%

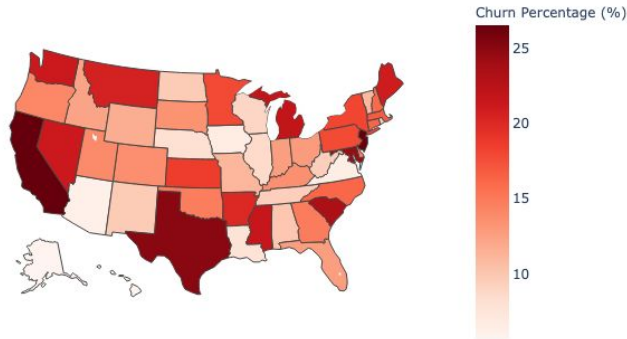
Fixed Plan
+ Improved
Satisfaction

~10.0%

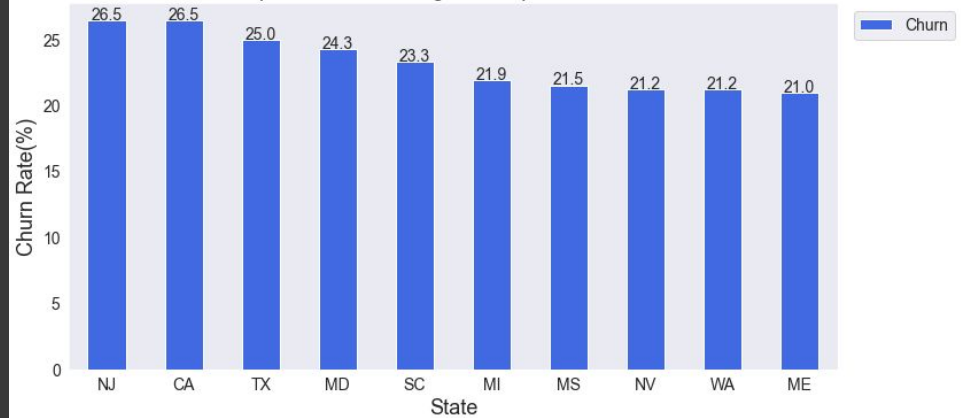
2.3 | RECOMMENDATION: FOCUS ON KEY STATES

NJ, CA, TX, MD, SC ARE THE TOP STATES WITH HIGHEST CHURN

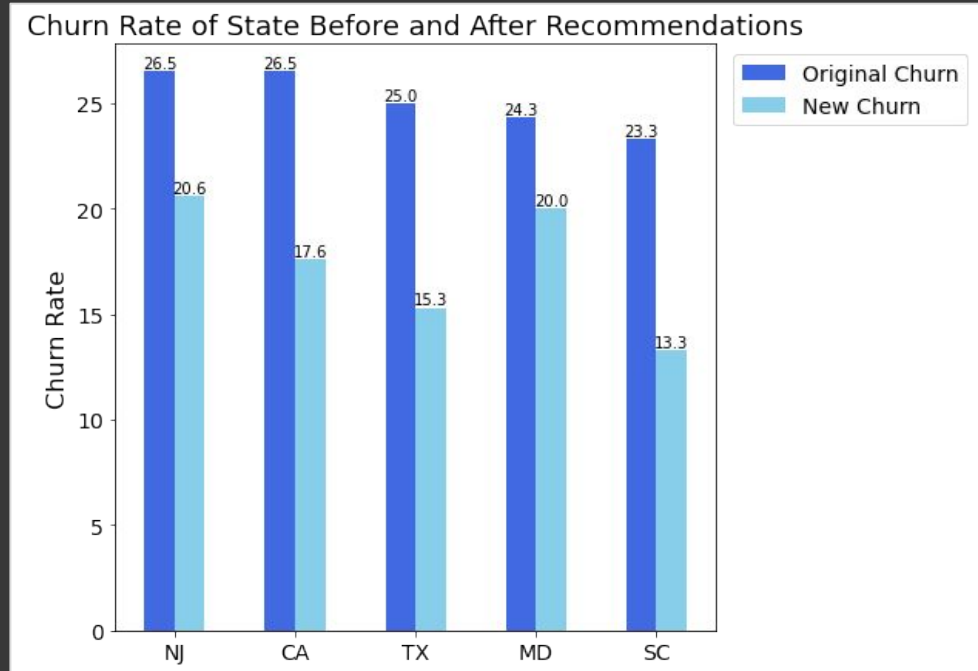
Customer Churn by State



Top 10 States with Highest Proportion of Churn



AFTER APPLYING THE RECOMMENDATIONS, CHURN RATE FALL 23-26% TO 13-21%



3 | CONCLUSIONS

CONCLUSIONS

- Provide fixed fee plans for high volume customers
- Improve customer satisfaction
- Prioritize key states with highest churn before rolling out changes nationwide

4 | NEXT STEPS

NEXT STEPS

- Gather more data from the users
- Analyze results from test States
- Compare competitor pricing



THANK YOU!

ANY QUESTIONS?

GITHUB REPOSITORY:

[HTTPS://GITHUB.COM/ARTHURK2323/SYRIATEL_CUSTOMER_CHURN](https://github.com/ArthurK2323/SYRIATEL_CUSTOMER_CHURN)



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