

What's the Hang Up? Hello?



Analyzing Churn Data for a Syriatel

Why are customers leaving ?

SyriaTel

- Cellular service provider
- Domestic and International Service

Churn Revenue

Revenue Loss from customer loss

- \$31.k lost revenue
- 15% of total revenue and users

Identify Users and Fixes

Our Analytics will answer:

- Who are these users?
- Why are the leaving?
- What can we do to keep them

Data Process

Get the Data

- **Kaggle Website for Syriatel Customers**
- **3,333 accounts with 21 different data points**

Data Cleaning & Refinement

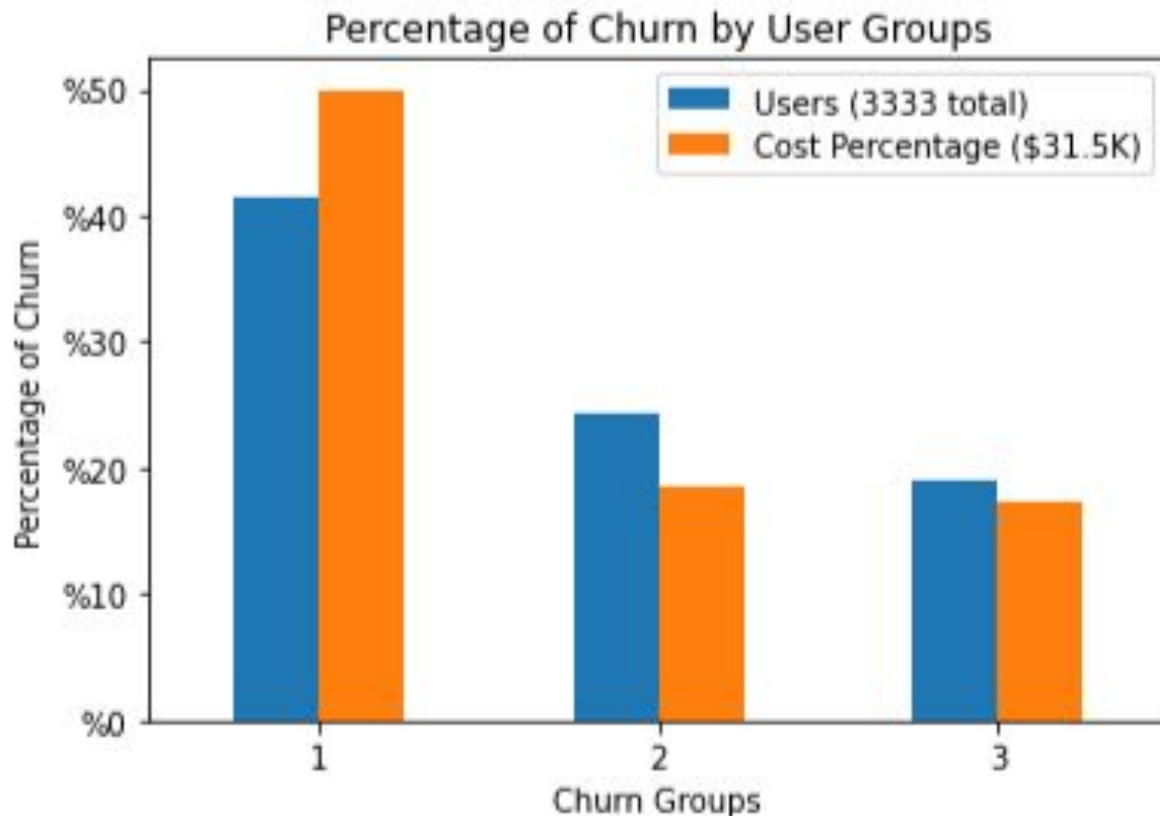
- **Inspected Data**
- **Verified completion**

Analysis

- **Implemented predictive modeling techniques**
- **Identified most relevant factors**
- **Re-Implemented Model on these features**
- **Achieved 98% accuracy rate in predicting churn**

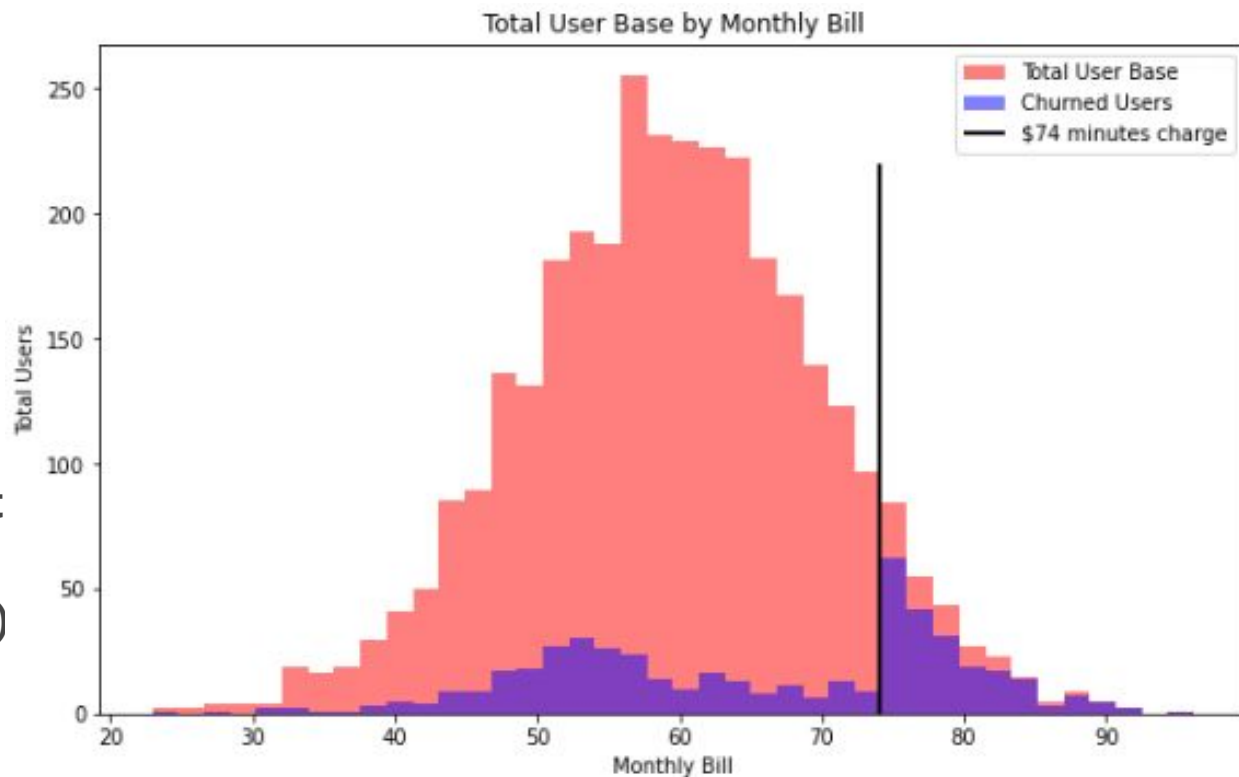
3 Major Issue Buckets Among Churn Users

- Group 1 - Price
- Group 2 - Customer Service
- Group 3 - International



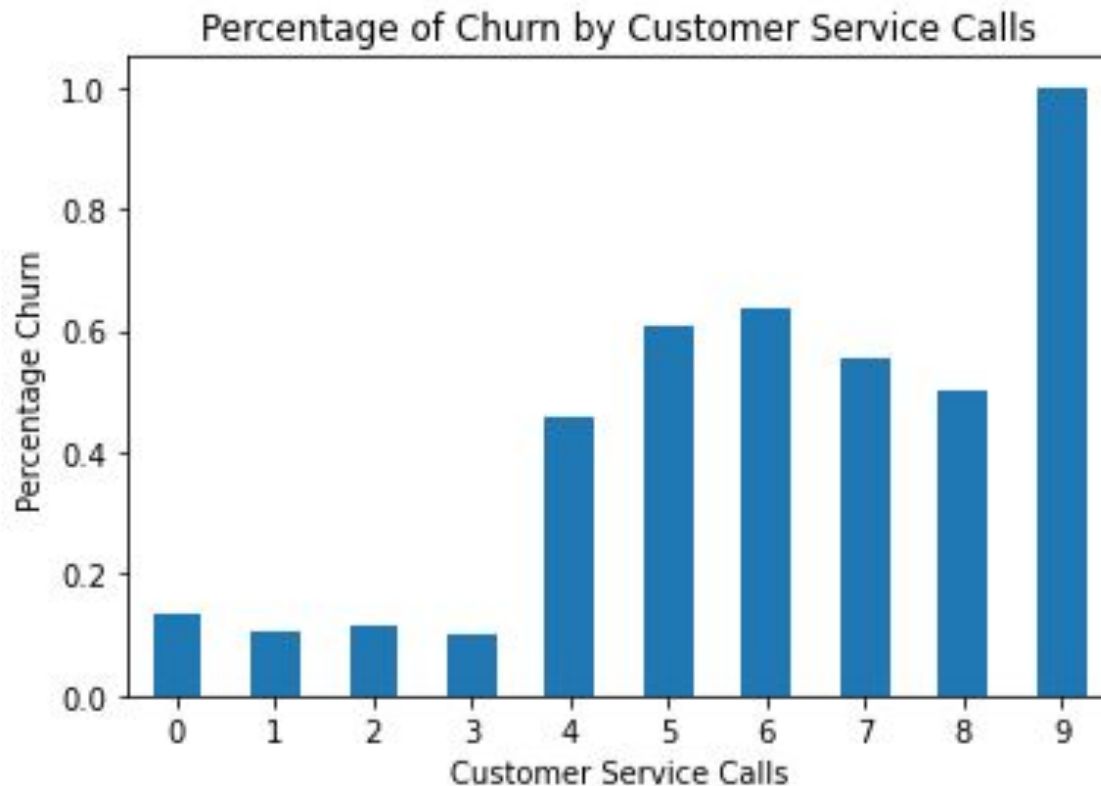
Price Effect on Churn Rate

- **Steep increase in churn rate ~75% at \$74 threshold**
- **100% of users paying more than \$74 for their total minutes and without a voicemail plan have left (200 users)**



Customer Service on Churn

- **Tipping Point - 4th Service Call**
- **Increase to ~50% churn rate**



International Service Is Not Working

- **42% of International Users LEAVE**
- **Should consider lowering the price from the current \$0.27/min**



Summary - 3 Churn Drivers

- Losing Customers at **\$74 minute charge**
- Increase in Churn at **4th Customer Service Call**
- **International Service Line** - We lose half of our users.



Next Steps - Recommendations

- Offer promo for a discount when users go over \$74 for minutes on your bill.
- Offer perks during the 4th (or later) Customer Service Call
- Investigate new pricing strategy for our International Line



Questions:

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