MOVIE ANALYSIS FOR SYRIATEL

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OUTLINE

- Business Problem
- Data
- Methods
- Results
- Conclusions

BUSINESS PROBLEM

- Churn rate

- Why do customers leave?

DATA

Data was taken from Kaggle.

It gives information on 3,333 current and former customers.

CONCLUSIONS

- There are three items that may make a customer more likely to leave.
  - Customer service calls
  - Total day charges
  - International plan

- Limitations
  - The sample size

NEXT STEPS

- Further examination of the data
  - Larger dataset
- Examine the churn rate
  - Flat rates for calling plans
  - Better customer service or closer examination of the customer service calls

THANK YOU!

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