ANALYSIS FOR SYRIA TEL

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OUTLINE

- Business Problem
- Data
- Methods and Models
- Results
- Next steps

Fig. 1. Gray radio tower under the cloudy sky during daytime Echo Grid @echogrid www.unsplash.com

BUSINESS PROBLEM

- Retaining customers
- Churn rate
- Why do customers leave?

DATA

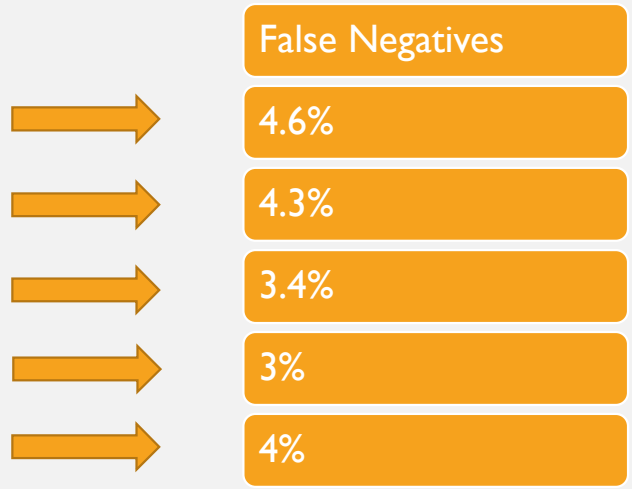
Data was taken from Kaggle.

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

Initial examination of the data

METHODS & MODELS

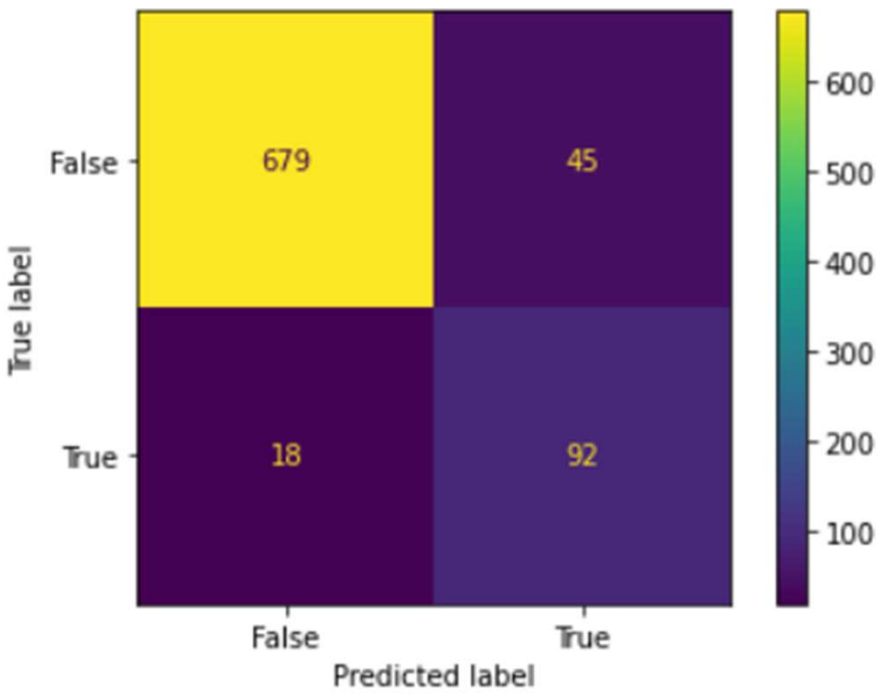
- Recall scores and Confusion matrices

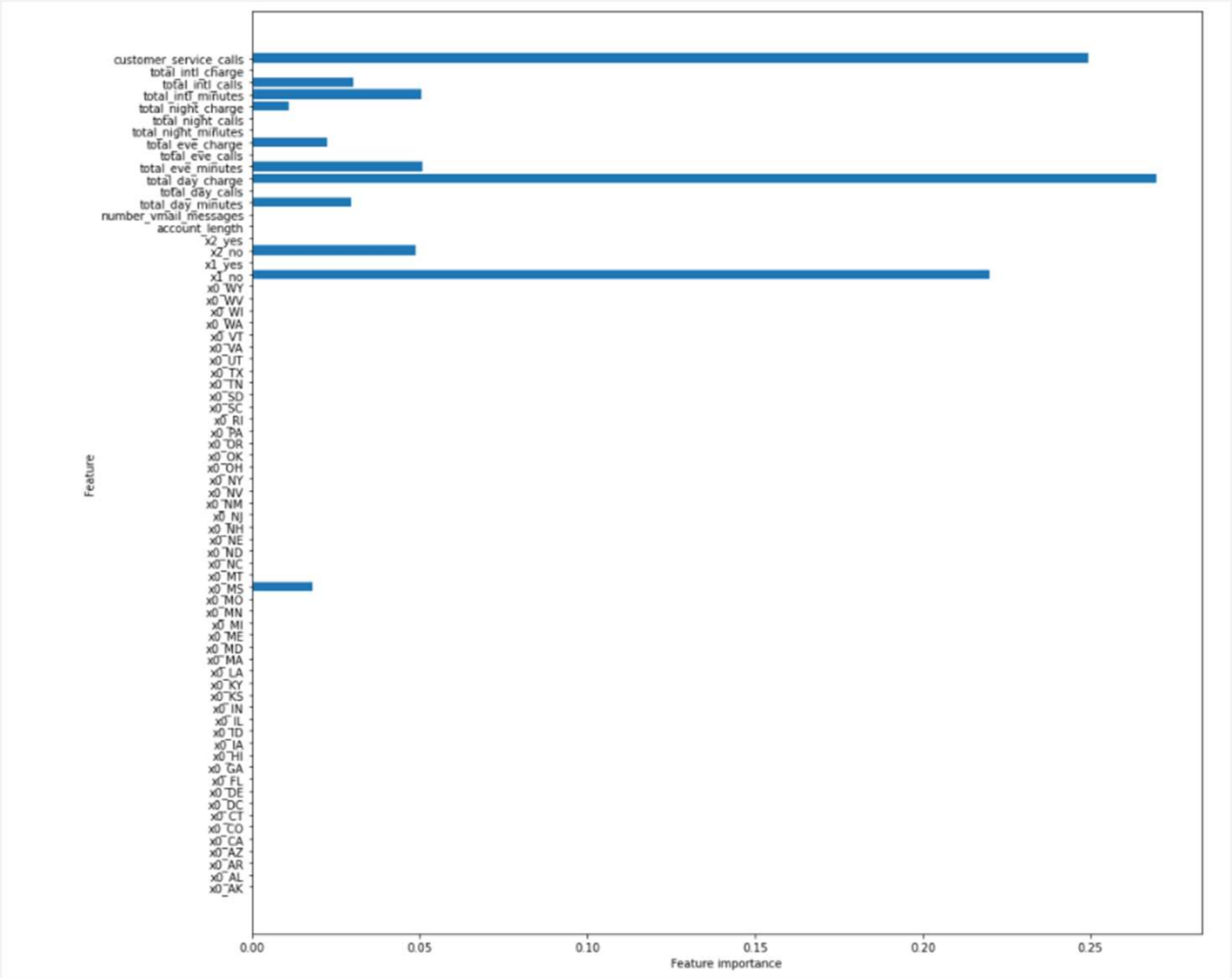


- Logistic Regression
- K-nearest Neighbors
- Decision Tree
- Bagged Tree
- Random Forest

CONFUSION MATRIX – BAGGED TREE

- Testing model – False negatives – 3%
- Final model - False negatives – 2.2% (Included on this slide)





FEATURE IMPORTANCE

- Service Calls
- Day charges
- International plan

NEXT STEPS

- Examine the model results with a larger dataset
- Examine the service calls
- Examine states with higher churn rates
- Examine the day charges and international plans

THANK YOU!

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