

# ANALYSIS FOR SYRIA TEL

Bridget Coleman

## 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!

Email: [bkcoleman1024@gmail.com](mailto:bkcoleman1024@gmail.com)

GitHub: [@bkcoleman1024](#)

LinkedIn: <https://www.linkedin.com/in/bridget-coleman-124659a/>