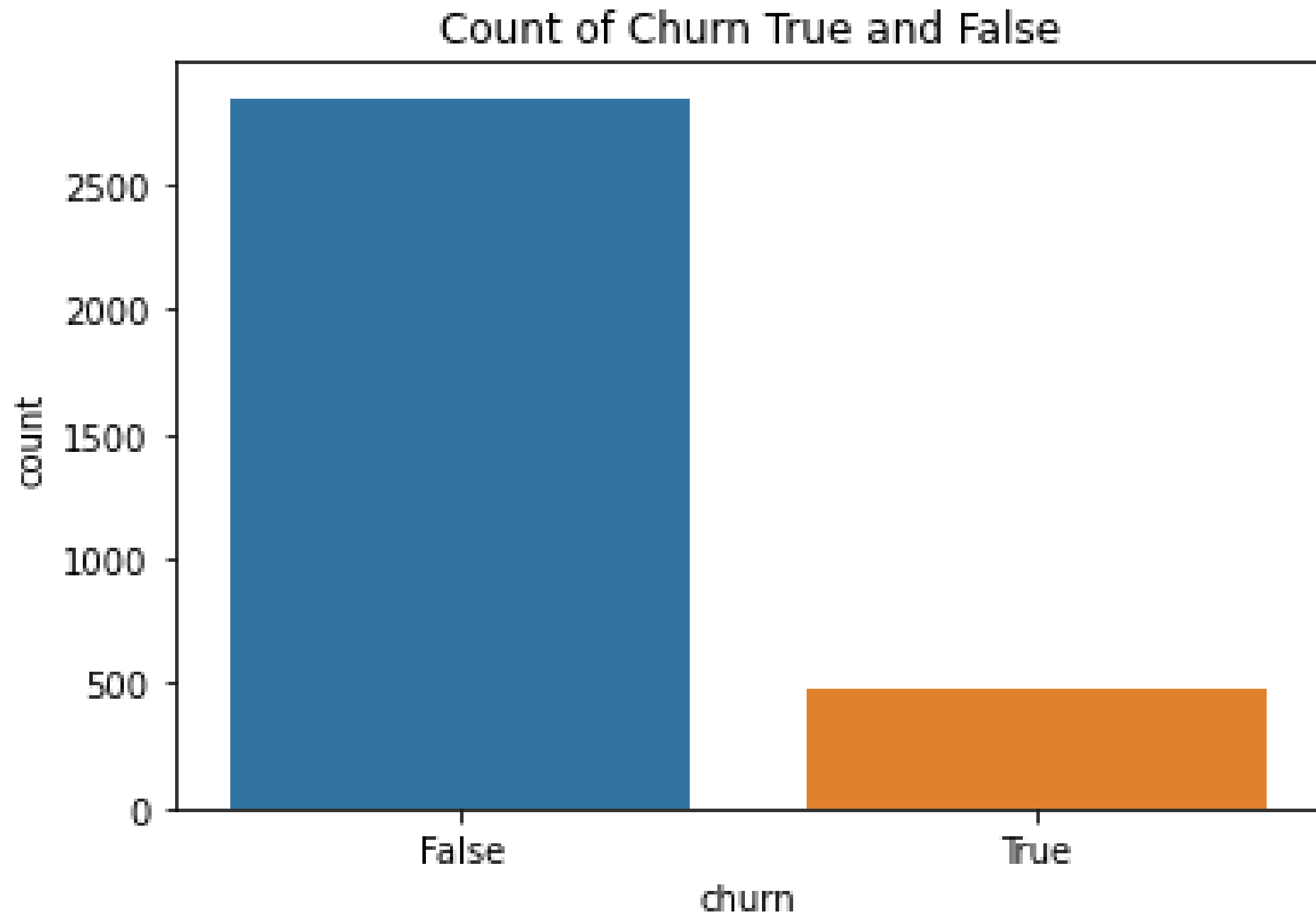


SYRIATEL CUSTOMER CHURN PREDECTION

WHAT IS CHURN

A churn according to the dictionary is a machine used to make butter. But more relevant however is Churn rate in Data science which means the tendency of customers to cancel their subscriptions to a service they have been using

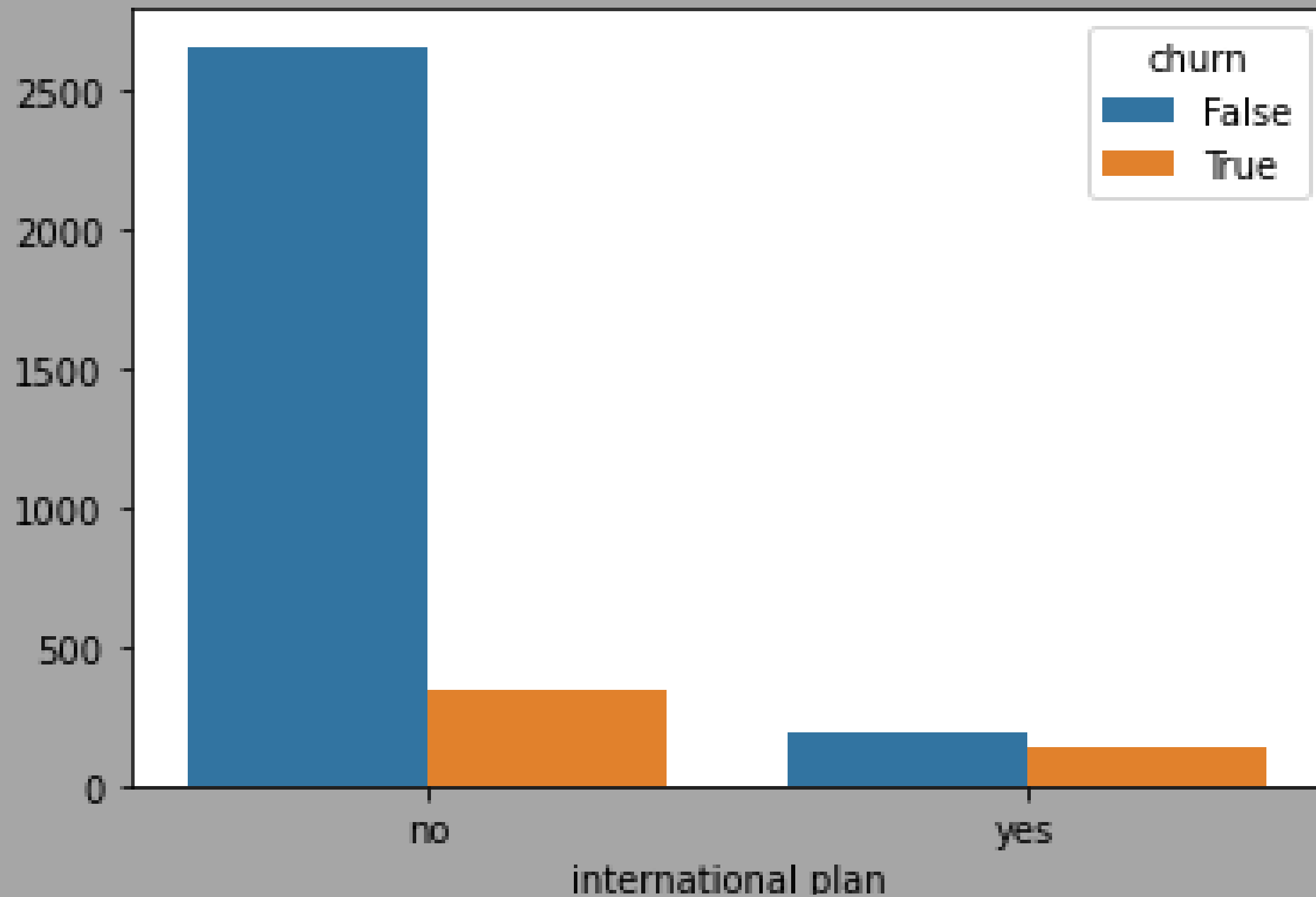
The equivalent of churn for a telecommunication company is customers stopping use of their services.



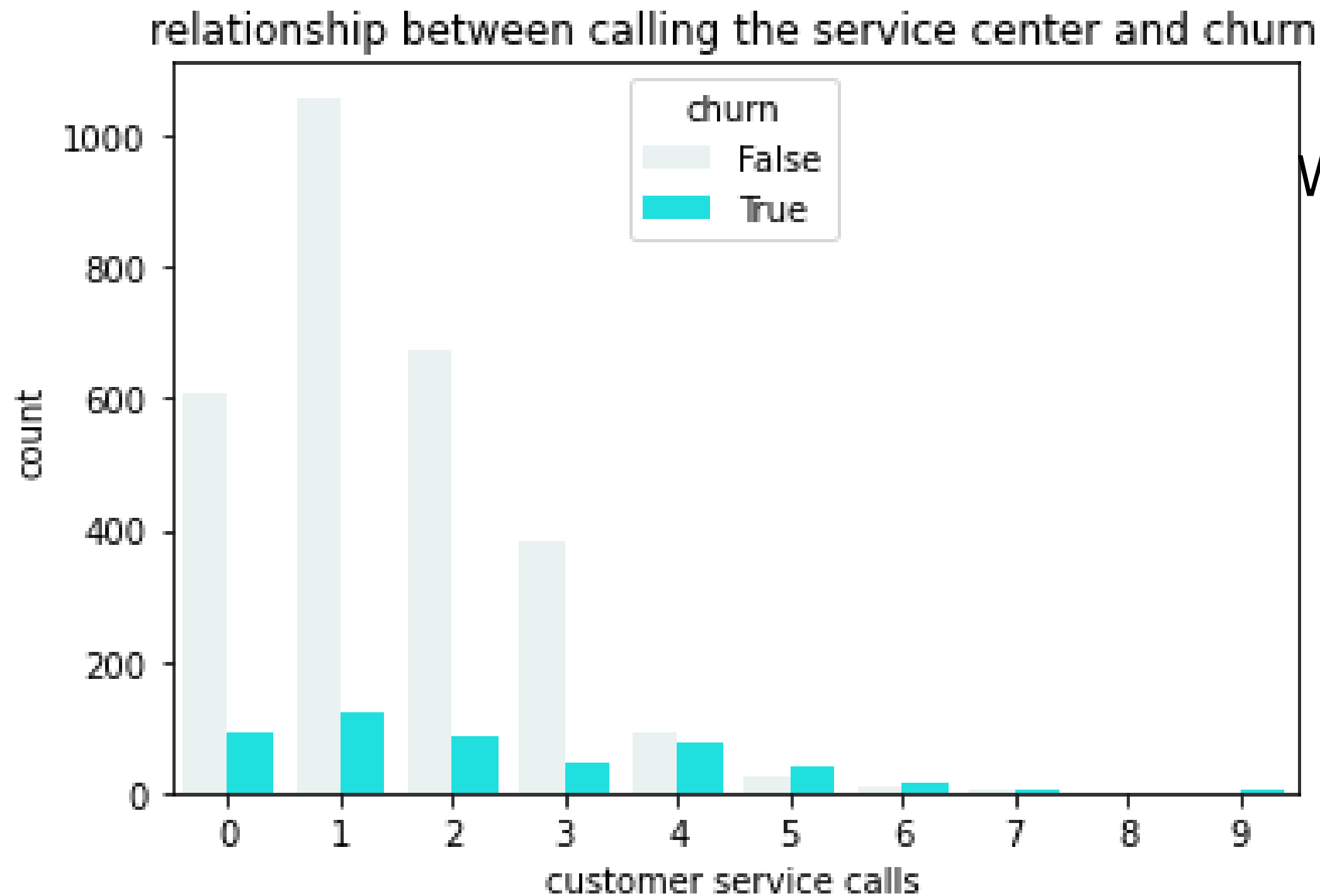
The bar graph shows the number of people who did not churn meaning didn't leave compared to the number of people who left

And as we can see it's good news that the overwhelming majority of customers stayed

The percentages for the churn
were 85.5% false and
14.5% true meaning
14.5% of their customers
were leaving



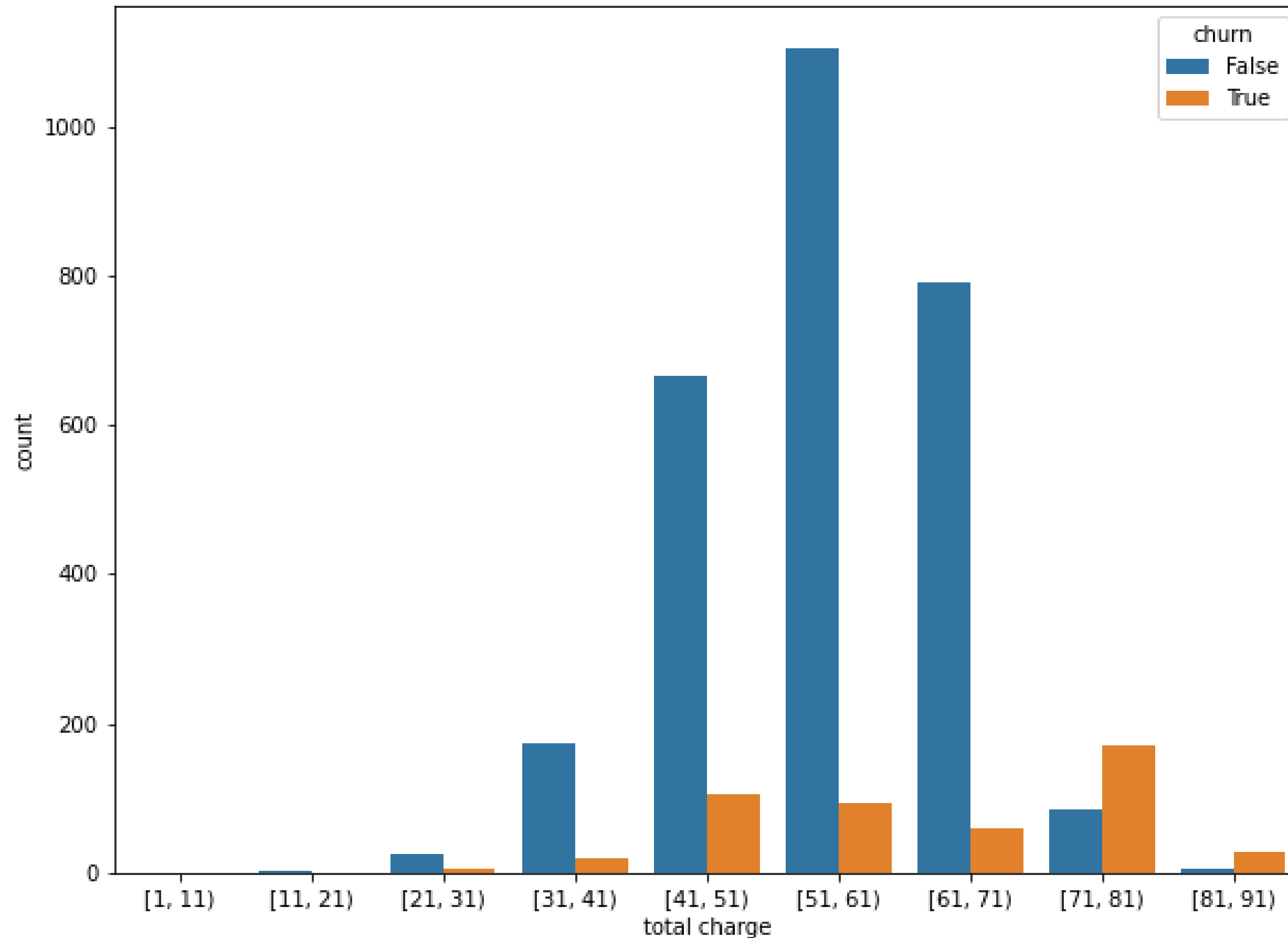
From the Data it also shows that many of the customers get international calls but not a lot off them have the International plan



With customer service known to be a big factor in customer satisfaction and if they stay. The Data shows people who call customer care the churn rate is low until a point

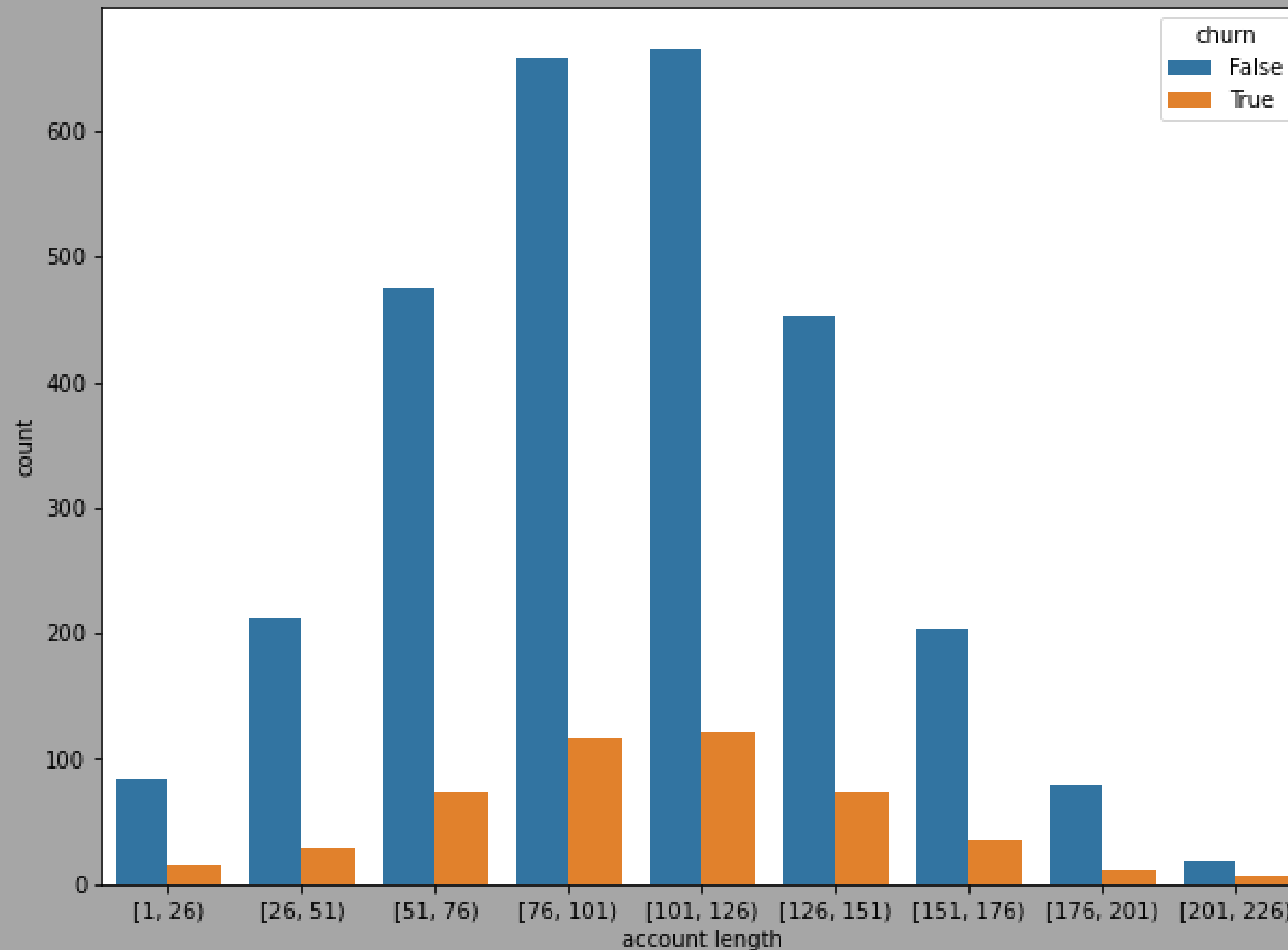
Once the calls get to 4 calls it starts to become
the opposite meaning people who call
morethan 4 times are likely to leave the
telecom

How different charges groups compare churn



We obviously know charges have repercussions on what stays and goes. but to what extent? The graph shows that once the total charges get to 70 dollars the customer churn rates increase

How account length compare churn



The relationship between account length and churn shows that it doesn't matter the rates of churn of people who just joined the telecom are not significant meaning it is easy to integrate for new users

Conclusions

- The customers charged above 70 are at very high risk of leaving the telecom meaning prices are important
- The customers who have higher customer care calls above 4 calls are very likely to leave the telecom.
- the highest churn percentage (26.4%) was noticed in CA against the national average of 14.5%
- Account length doesn't reduce churn rate.

Recomendations/further research

Research why CA, TX and MD percentage for churn is that high (for example CA as to why the churn is 24.X% while the average national is 14%)

Market and promote international plans as most of the people who receive international calls have no international plan

Get more information on your customers like Age, gender to understand more demographics of your customers

Customers with more than 3 customer care calls should have access to managers or people of authority.