

# Customer Churn Analysis



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# Outline

- Business Problem
- Data
- Results
- Conclusions



# Business Problem:

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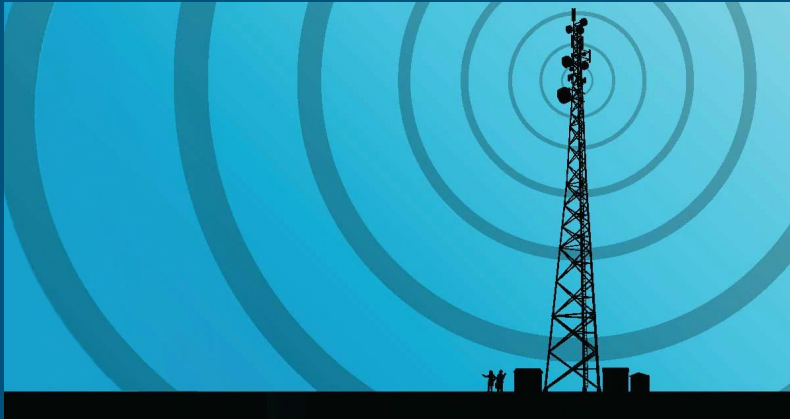
- How can we retain more customers?
- What services can be improved on the most?



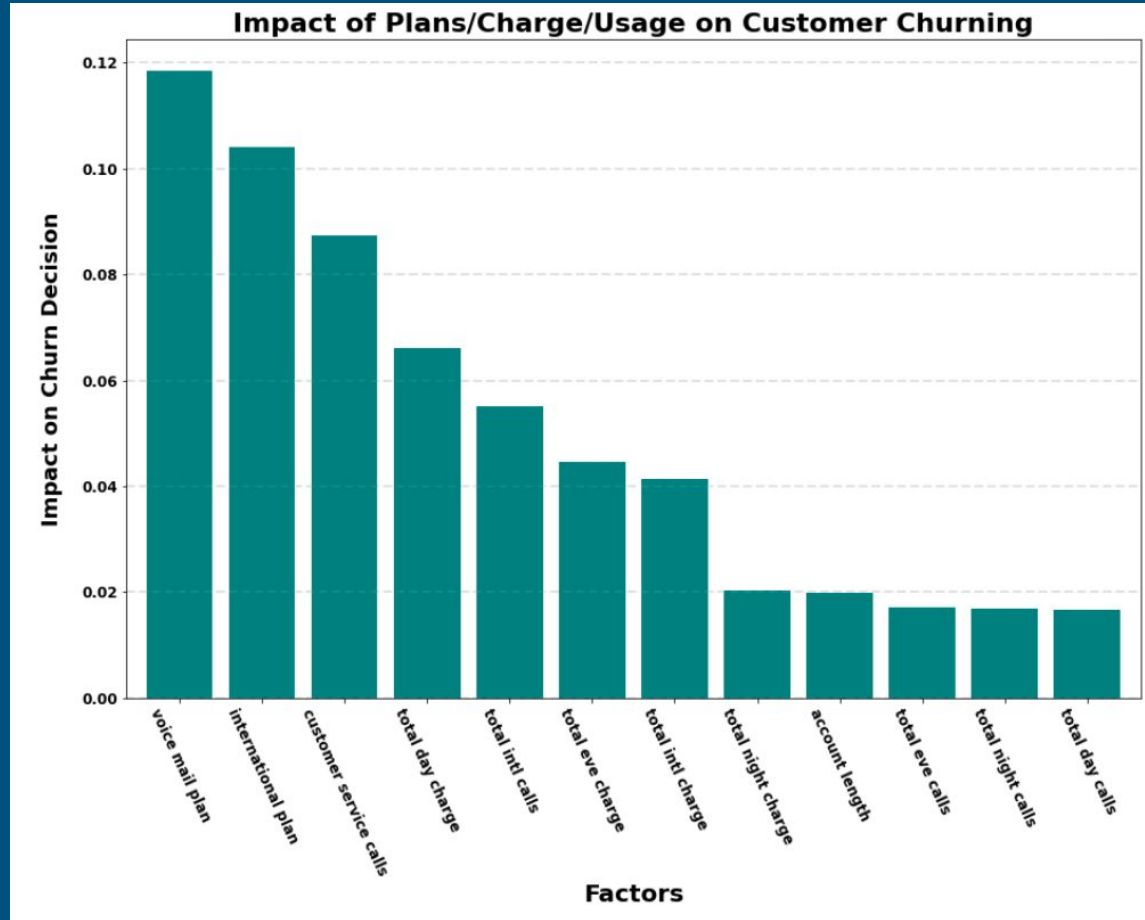
# Data

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- SyriaTel
- Customer usage/charges/plans



# What impacts Customer Churning the greatest?



# Conclusions

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1. Voicemail plans
2. International plans
3. Customer service



# Next Steps



- States?
- Customer alert tool
- International to domestic plan?



# Thank You!

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