

Customer Churn Analysis



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Outline

- Business Problem
- Data
- Results
- Conclusions



GOAL:

- To maintain customers in order to:
 - Increase company profits
 - Build good customer reputation for future clientele.

Business Problem:

- How does customer call usage affect customer retention?
- What call services can be improved on the most?

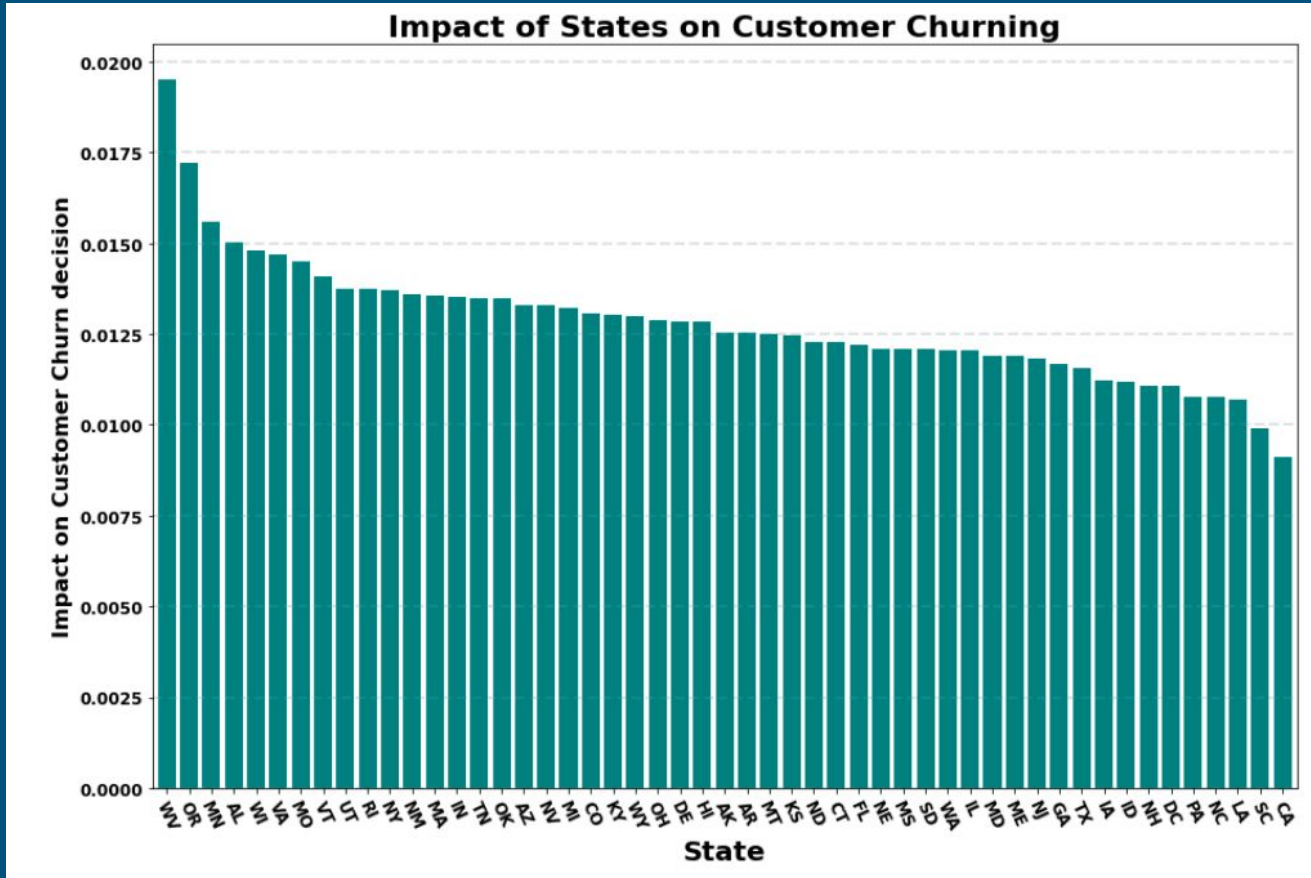


Data

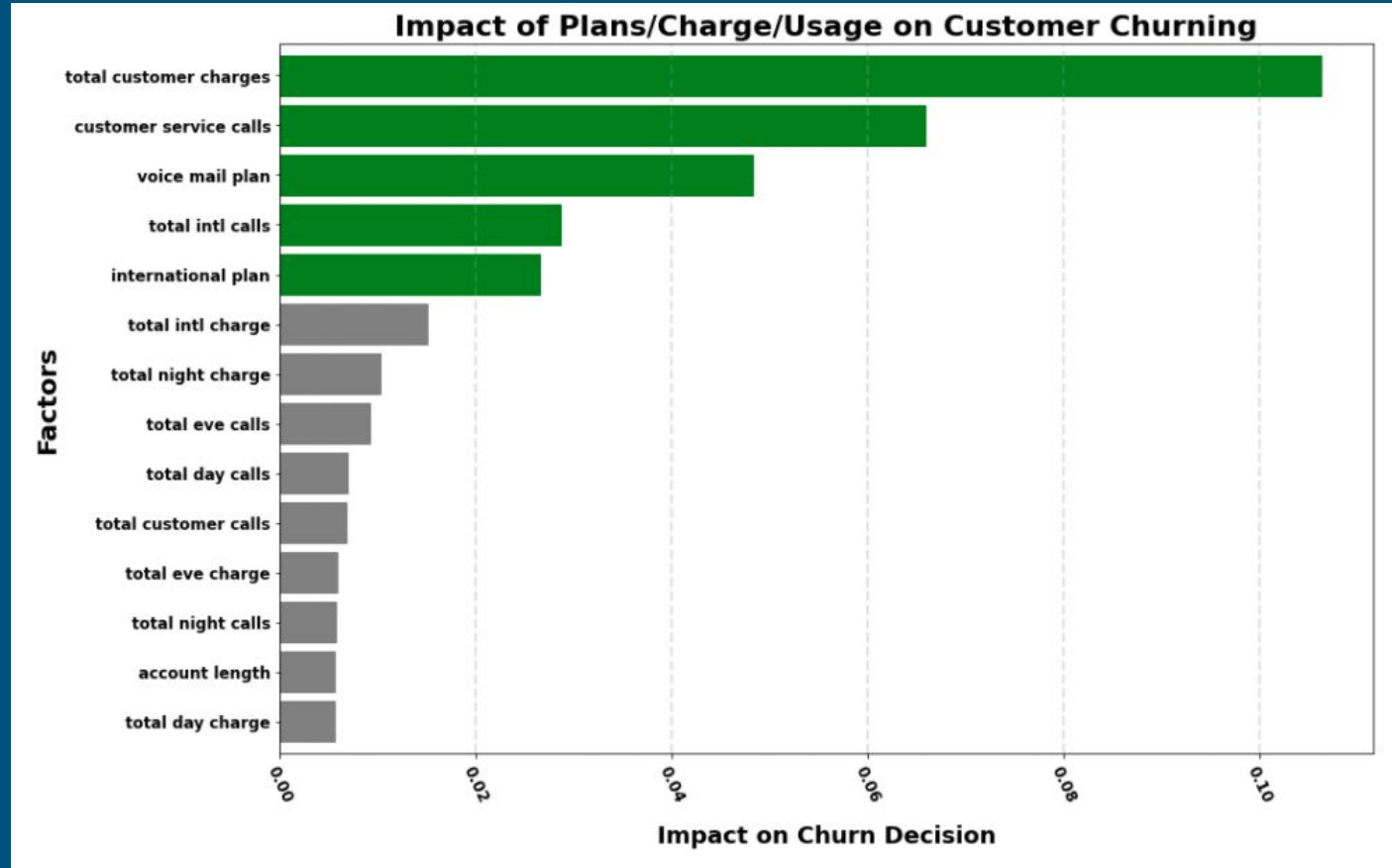
- SyriaTel
- Customer usage/charges/plans



What impacts Customer Churning the greatest?



What impacts Customer Churning the greatest?



Conclusions

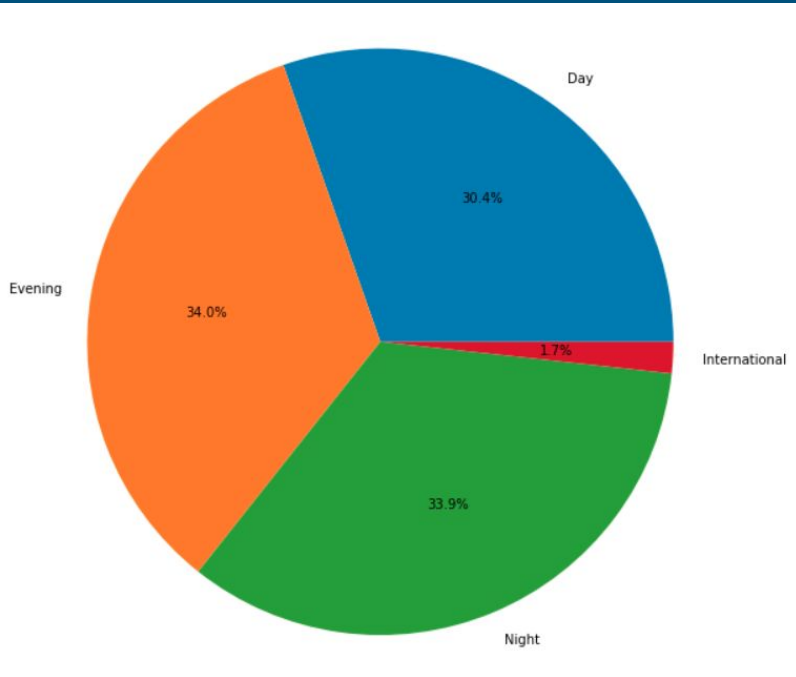
1. Total customer charges
2. Customer service calls
3. Voicemail/International plans



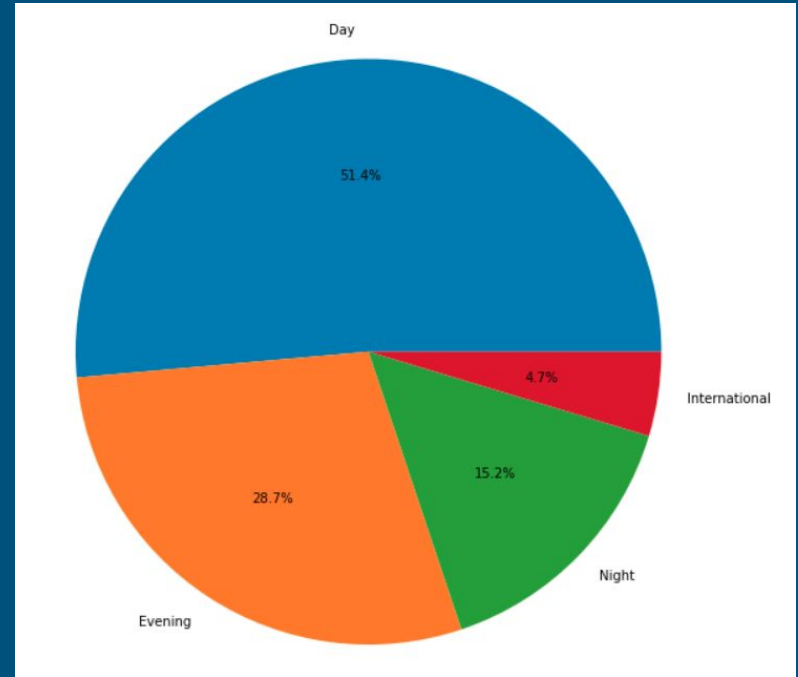
Recommendations

- Increase staffing of Customer Service dept
- Reduce charges of international calls/plan
- Adjust the minute-to-charge rates for day-evening-night

Usage



Charges



Next Steps



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



Thank You!

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