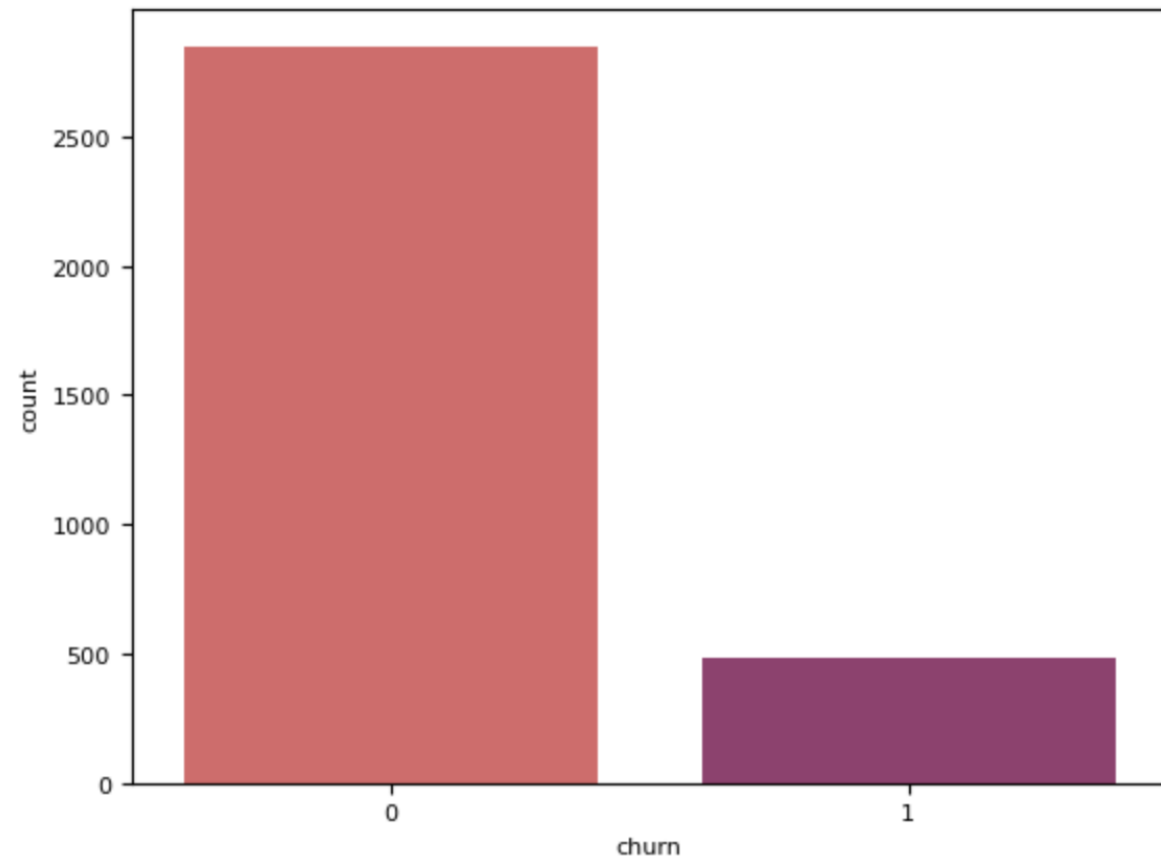


# SYRIATEL COMMUNICATIONS

Deanna Gould

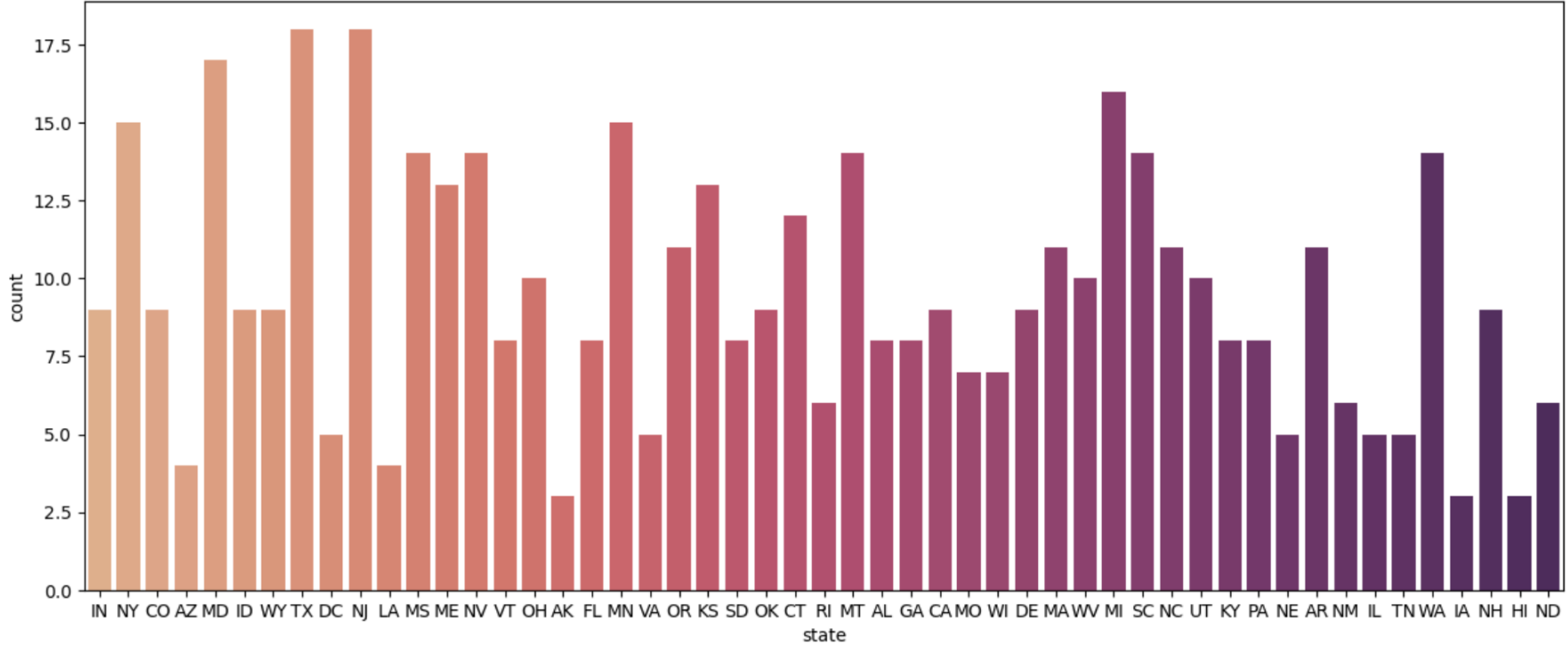
# OVERVIEW

- 14.5% overall churn rate
- 3,333 total rows
- 485 customers churned

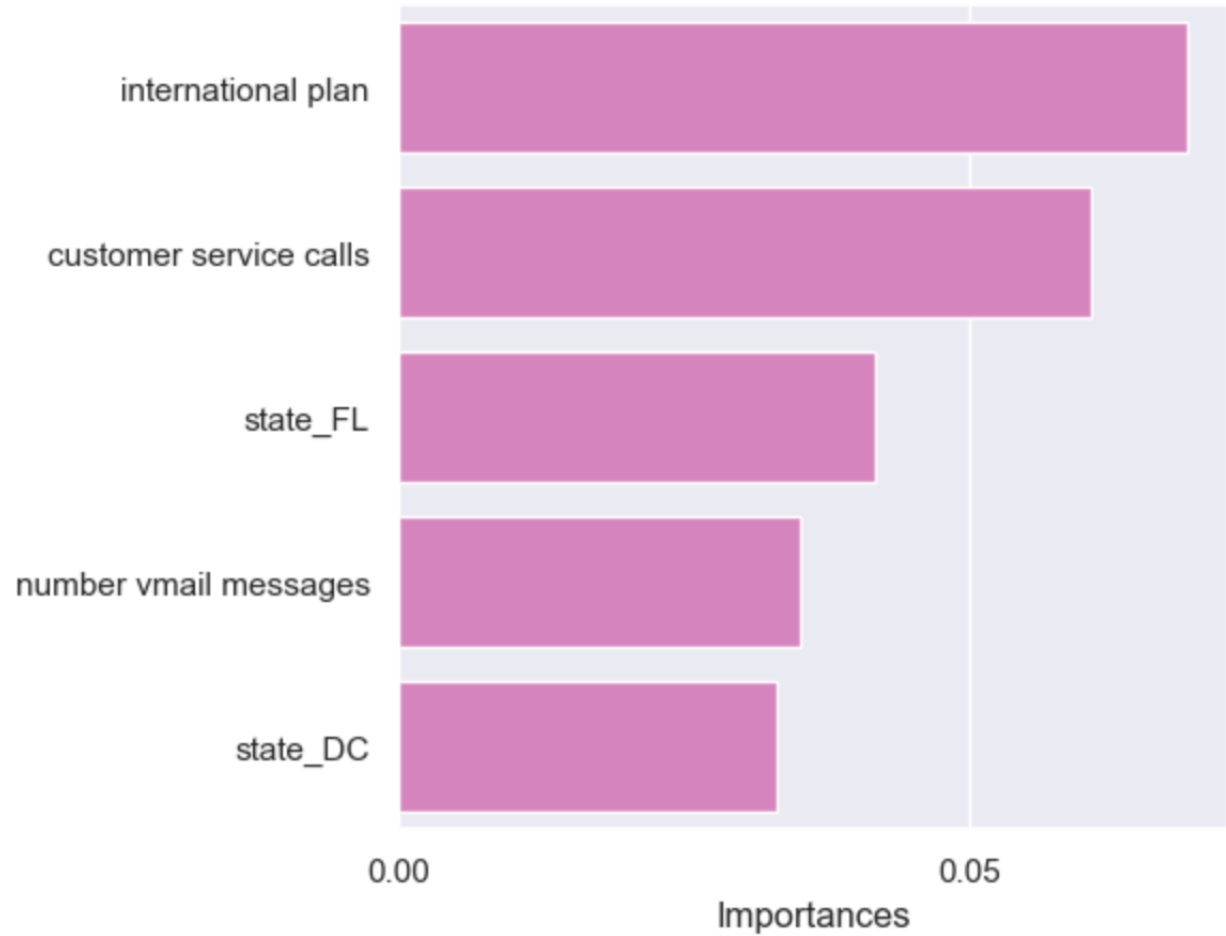


# CHURN BY STATE

state	churn
NJ	0.264706
CA	0.264706
TX	0.250000
MD	0.242857
SC	0.233333
MI	0.219178
MS	0.215385
NV	0.212121
WA	0.212121
ME	0.209677

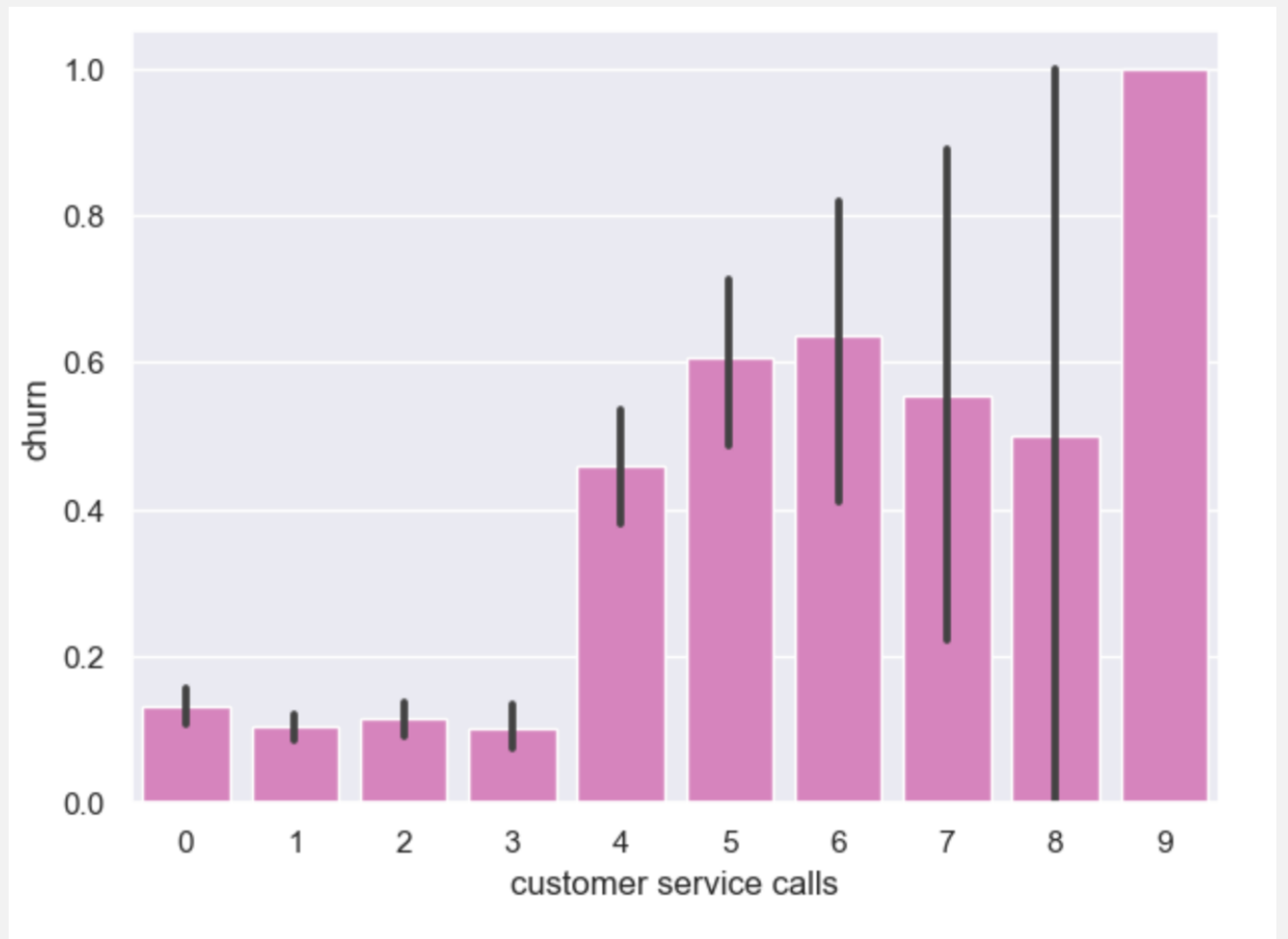


## 5 MOST IMPORTANT FEATURES



# CHURN & CUSTOMER SERVICE

- More customer service calls, higher churn



## RECOMMENDATIONS

- Promotions for international plans
- Higher initial cost for voicemail plans and lower fee per voicemail
- Investing in popular countries to our clients, lower cost initially
- Improve customer service call center
- Consider NLP for recorded lines

# THANK YOU

- Questions, comments, concerns
- For more information, I can be reached at [deannagould4@gmail.com](mailto:deannagould4@gmail.com) and to view the notebook, please visit [https://github.com/deannagould/phase3\\_customerchurn](https://github.com/deannagould/phase3_customerchurn)