SYRIA TELECOM

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OUTLINE

01 **BUSINESS PROBLEM**
Predicting Customer Churn

02 **DATA UNDERSTANDING**
Telecom Plans / Utilization

03 **MODELING**
Final Model

04 **RECOMMENDATION**
Upgrade Customer Service

05 **NEXT STEPS**
Promotions / Upgrade

06 **CONTACTS**
Github / Email / Tel

01

BUSINESS PROBLEM

BUSINESS PROBLEM

PREDICTING CUSTOMER CHURN

Predicting customer churn is crucial

SOLUTION FOR CHURN

The reason should be determined

RETAINS CUSTOMERS EFFICIENTLY

Find new customers are mostly cost

02

DATA UNDERSTANDING

Daily mins, calls, charges
Voicemail messages
Utilization
Customer service calls
International mins, calls, charges

CHURN

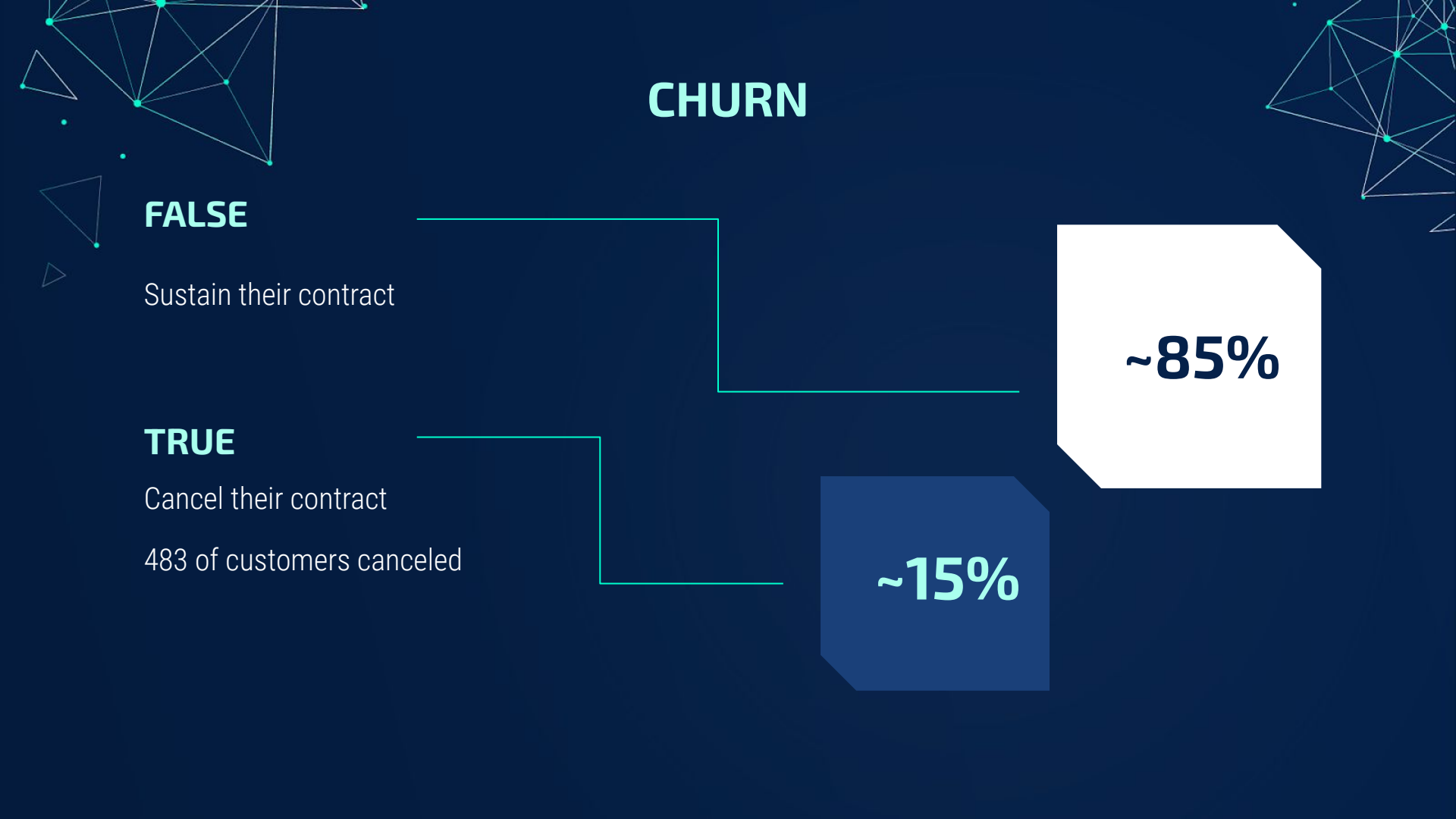
FALSE

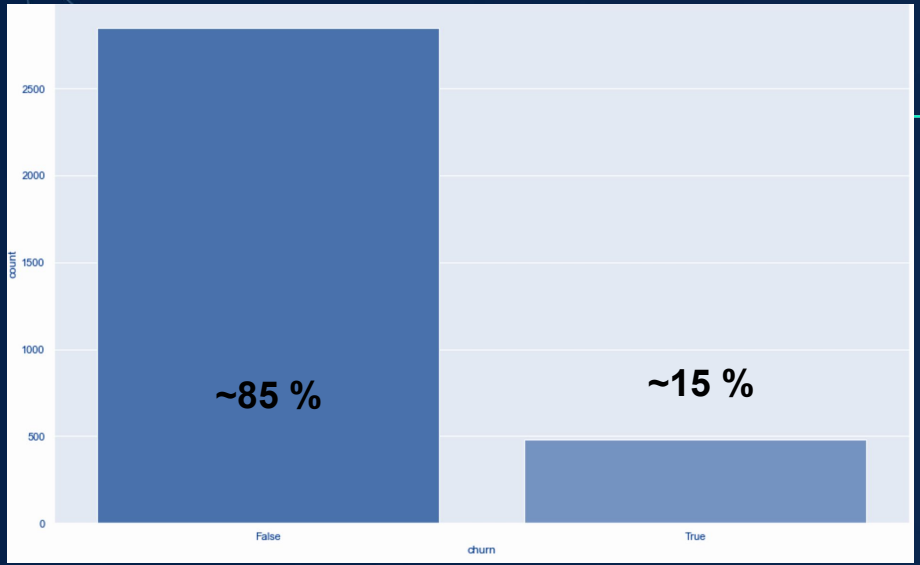
Sustain their contract

TRUE

Cancel their contract

483 of customers canceled

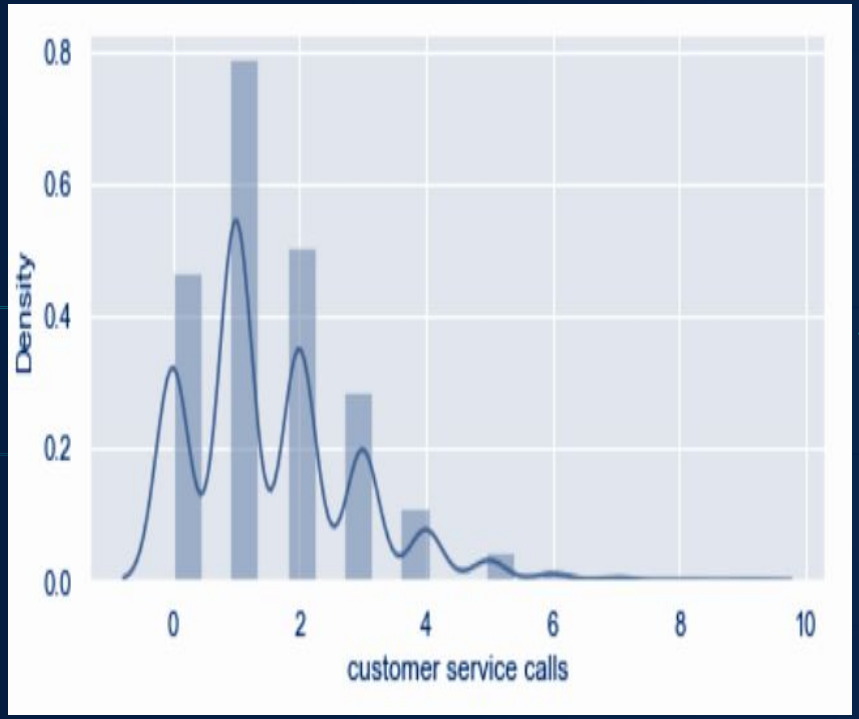




False : 2850
True : 483

False True

WHY DO CUSTOMERS LEAVE ?

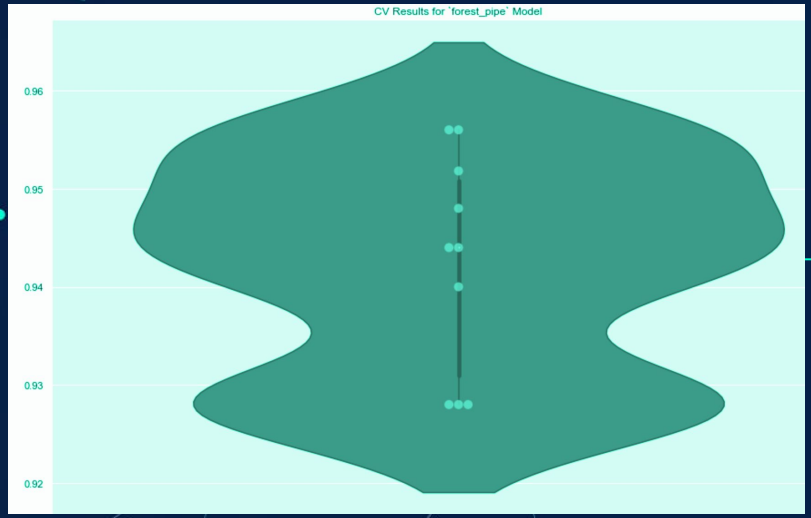


Customer Service Calls

03
MODELLING

HOW DO WE RETAIN CUSTOMERS?

Final Model



Modeling

- Feature model
- Analytical method
- Sustainable business
- Customer satisfaction oriented

04

RECOMMENDATION NEXT STEPS

RECOMMENDATION & NEXT STEPS

MULTIPLE/ CUSTOMIZED PACKAGES

Customer requirement

INCREASE CALL/MESSAGES MINS

Increase call/messages mins daily

RECOMMENDATION & NEXT STEPS

PROMOTIONS

UPGRADE CUSTOMER CARE SERVICE

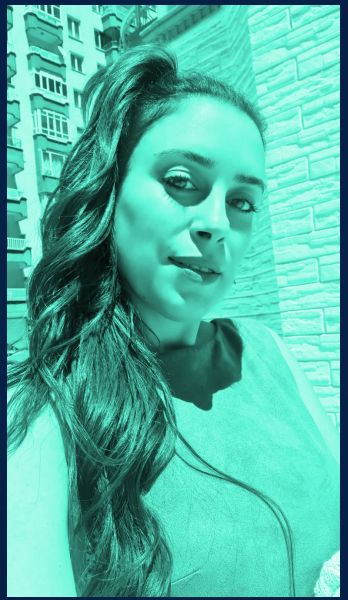
Free calls/ messages as promotion

Boost customer care service definitely

05

WELCOME!

Any questions?



THANKS !

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