



SYRIA TELECOM

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BUSINESS PROBLEM

Predicting Customer
Churn

01

DATA UNDERSTANDING

Telecom Plans /
Utilization

02

MODELING

Final Model

03

OUTLINE

04

RECOMMENDATION

Upgrade Customer
Service

05

NEXT STEPS

Promotions / Upgrade

06

CONTACT ME

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





CHURN

FALSE

Sustain their contract

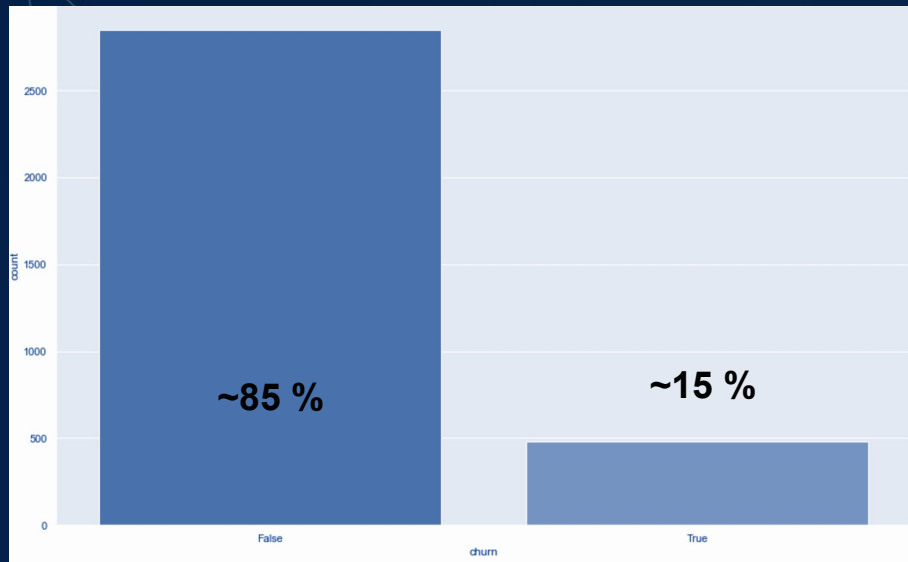
~85%

TRUE

Cancel their contract

483 of customers canceled

~15%



False

True

False : 2850
True : 483

WHY DO CUSTOMERS LEAVE ?



**Customer
Service Calls**



03

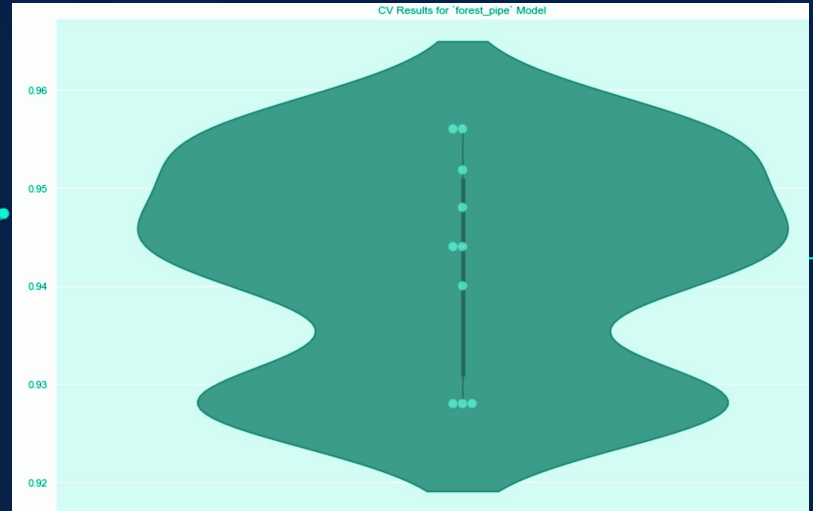
MODELLING



HOW DO WE RETAIN CUSTOMERS?



Final Model



Modeling



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





04

RECOMMENDATION



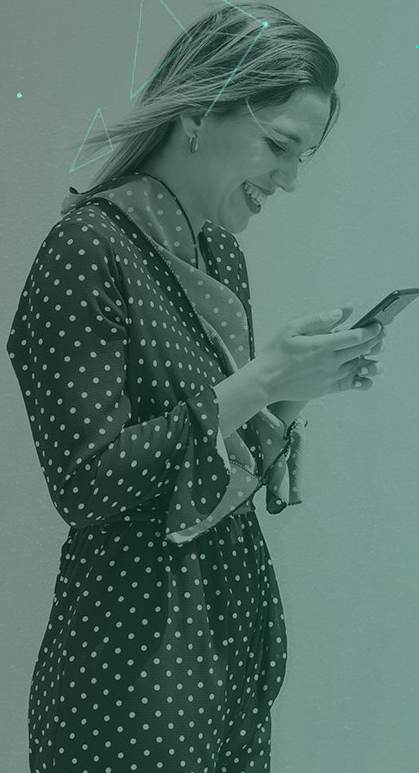
Recommendation

UPGRADE CUSTOMER CARE SERVICE

Develop the service

INCREASE CALL/MESSAGES MINS

Increase call/messages mins
daily



05

NEXT STEPS



Next Steps

Promotions

Multiple / Customized packages

Free calls/ messages as promotion

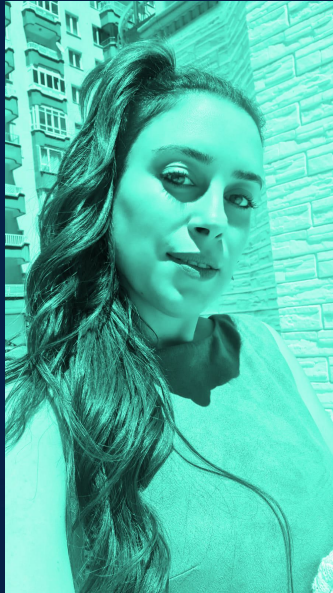
Boost customer care service definitely



**Contact
Me**

WELCOME!

For Questions or Concerns





THANKS !



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