



# Customer Churn Predictor

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# Problem Statement

Without access to reliable customer data and insights, the Sales and Marketing department struggles to:

- 1.Retain existing customers: High churn rates lead to lost revenue and hinder sustainable growth.
- 2.Optimize marketing campaigns: Ineffective resource allocation wastes budget andlimits campaign effectiveness.
- 3.Target the right customers: Attracting uninterested customers leads to wasted resources and further increases churn.



# About Syria Tel

Founded in 2000 and headquartered in Damascus, SyriaTel is a leading mobile network provider in Syria, offering a range of communication services like voice calls, data plans, and mobile internet access. It enjoyed a dominant market share alongside MTN Syria until 2021 when MTN exited the country. This shift led to a temporary monopoly for SyriaTel, which was broken in 2022 with the introduction of Wafa Telecom as the third mobile operator. Despite the challenges posed by the Syrian civil war, which caused significant damage to infrastructure, and a tightly regulated market, SyriaTel remains committed to improving its network coverage and service quality. The company actively invests in network upgrades, aiming to deliver faster and more reliable connections to its customers. As Syria rebuilds and the telecommunications sector evolves, SyriaTel is expected to play a crucial role in connecting the nation and fostering economic growth.

# Business Understanding



Syria Tel's Sales and Marketing department, led by Ziad Darwish, faces critical challenges impacting profitability. These include:

- Low conversion rates: Attracting the wrong customers leads to wasted resources and high churn (customer defection).
- Ineffective campaigns: Lack of reliable customer data hinders effective resource allocation, resulting in underwhelming campaign performance and declining return on investment (ROI).
- Limited budget: A recent budget reduction necessitates more efficient and targeted marketing strategies.



# Main Objectives

## Objective 1: Increased Profitability



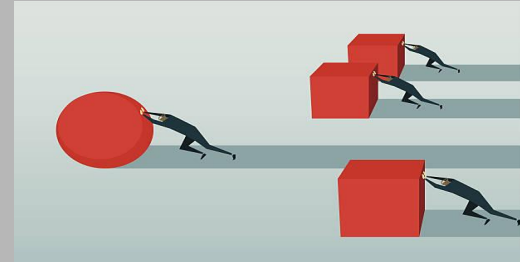
Reduced churn and optimized campaigns equals higher customer lifetime value and improved profitability.

## Objective 2: Solutions to Budget Constraints



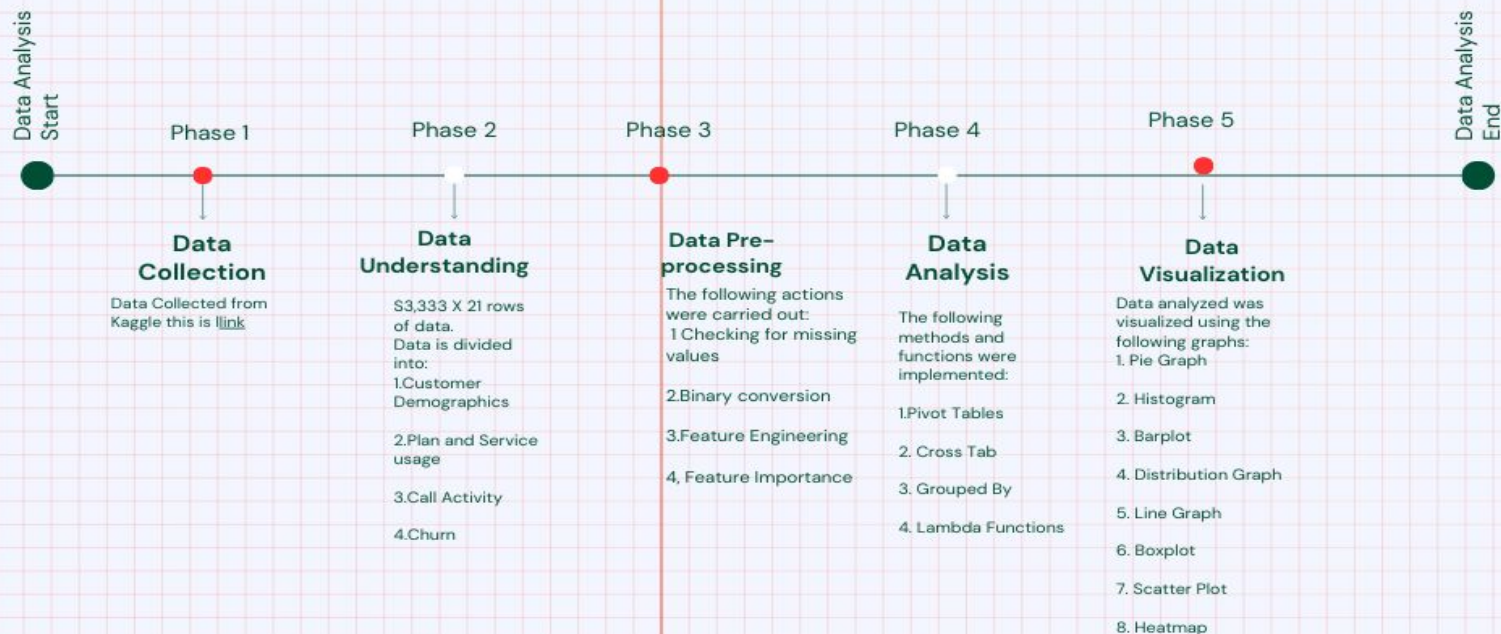
Data-driven insights will guide resource allocation which will result in effective marketing strategies, maximizing ROI even within budget constraints.

## Objective 3: Providing Competitive Advantage from Data Insights



By leveraging customer data effectively then implementing it, it provides a boost over its alternative company MTN Syria.

# Data Analysis Timeline



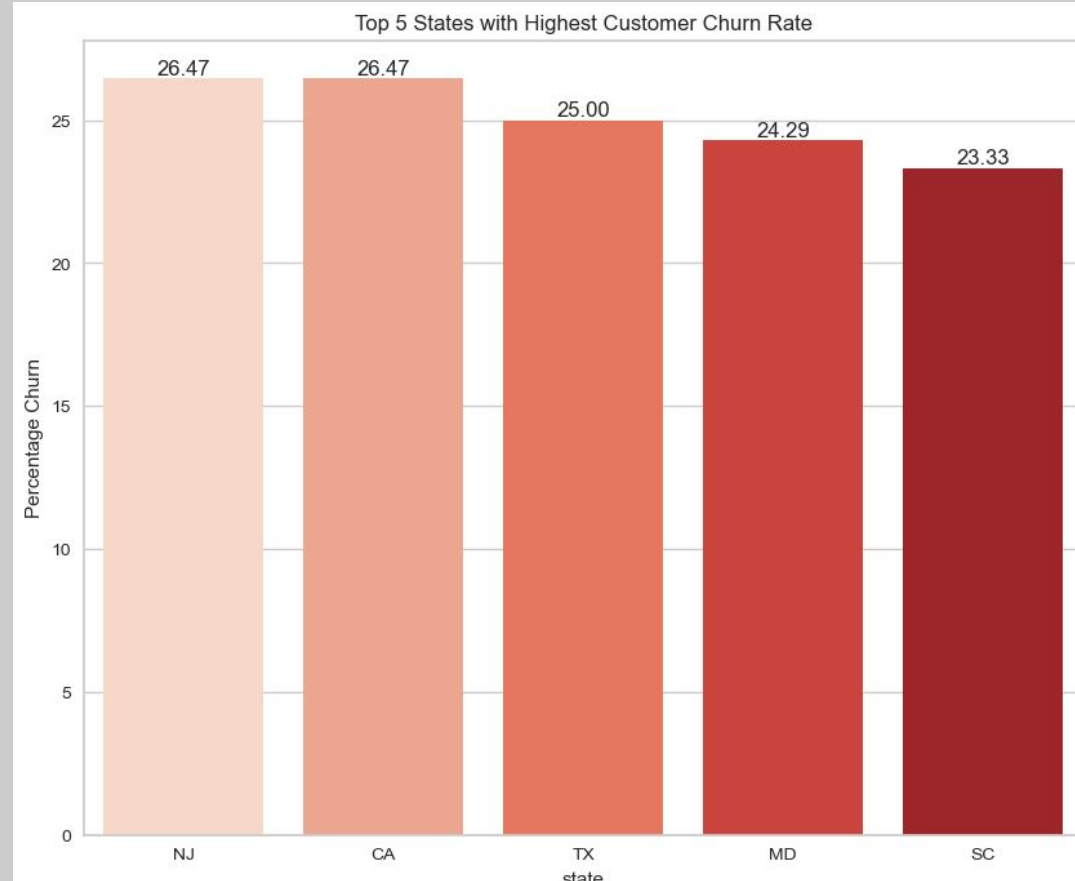
# Findings : Top 5 States with Highest Customer Churn

The following states have the highest customer churn:

- NJ: New Jersey
- CA: California
- TX: Texas
- MD: Maryland
- SC: South Carolina

This may be due to:

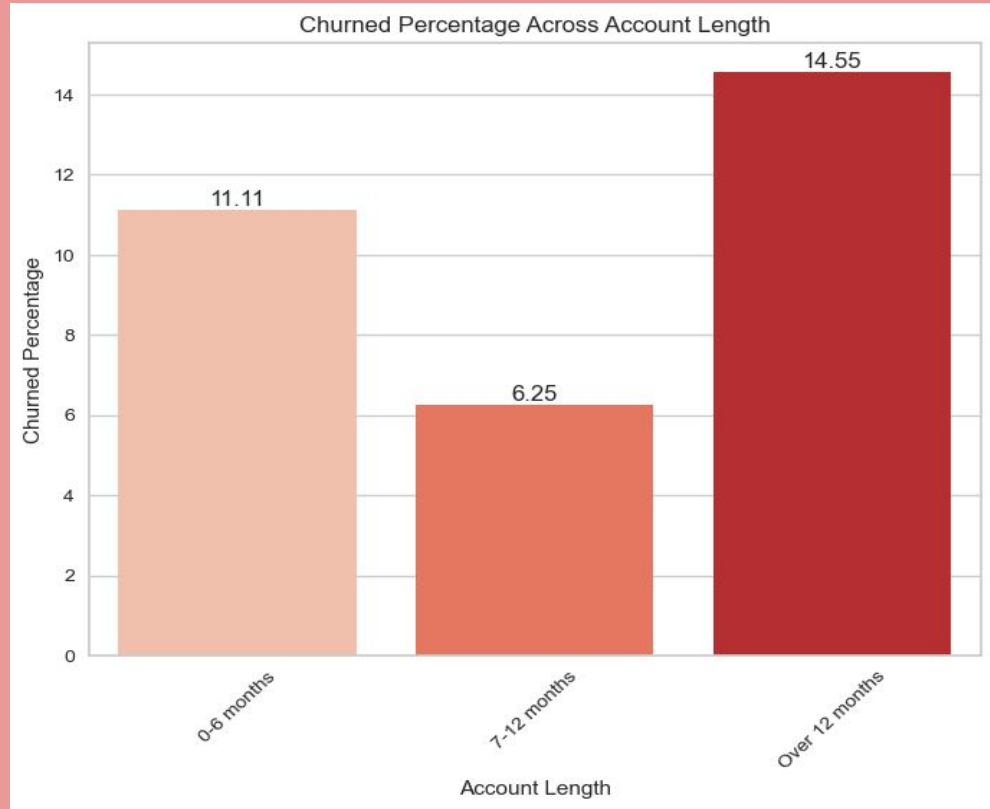
1. Network Coverage: Weaker coverage in these areas might lead to service issues, prompting customers to switch providers.
2. Competitor Presence: A high concentration of competitors offering attractive plans could entice customers.





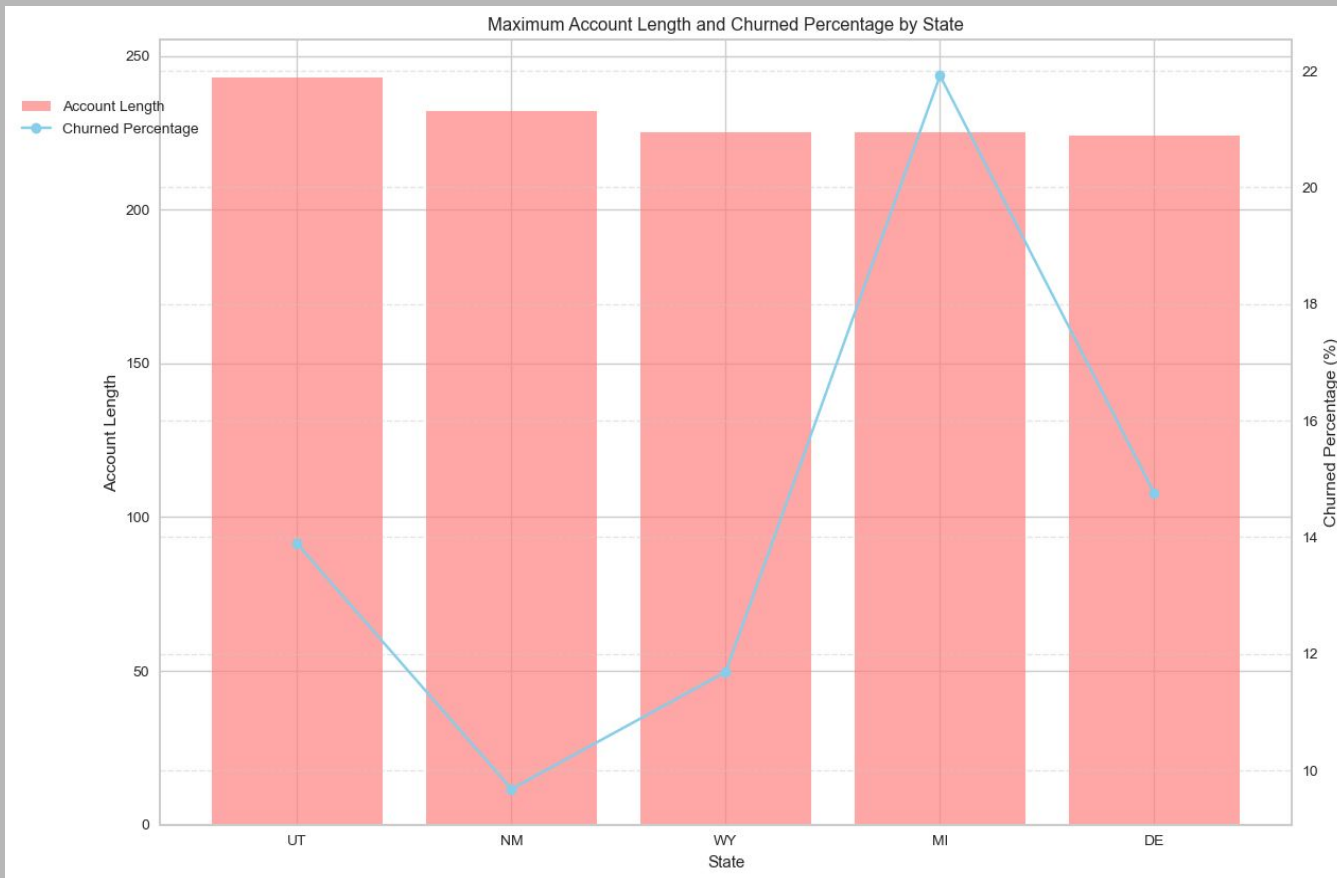
# Findings: Account Length Churn

- For new customers (0-6 months), strategies aimed at enhancing onboarding experiences, providing personalized offers, and addressing early-stage concerns could help reduce churn.
- For long-term customers (over 12 months), strategies focused on enhancing customer satisfaction, providing loyalty rewards, and proactively addressing potential issues could be effective in reducing churn rates and fostering long-term relationships.



# Findings

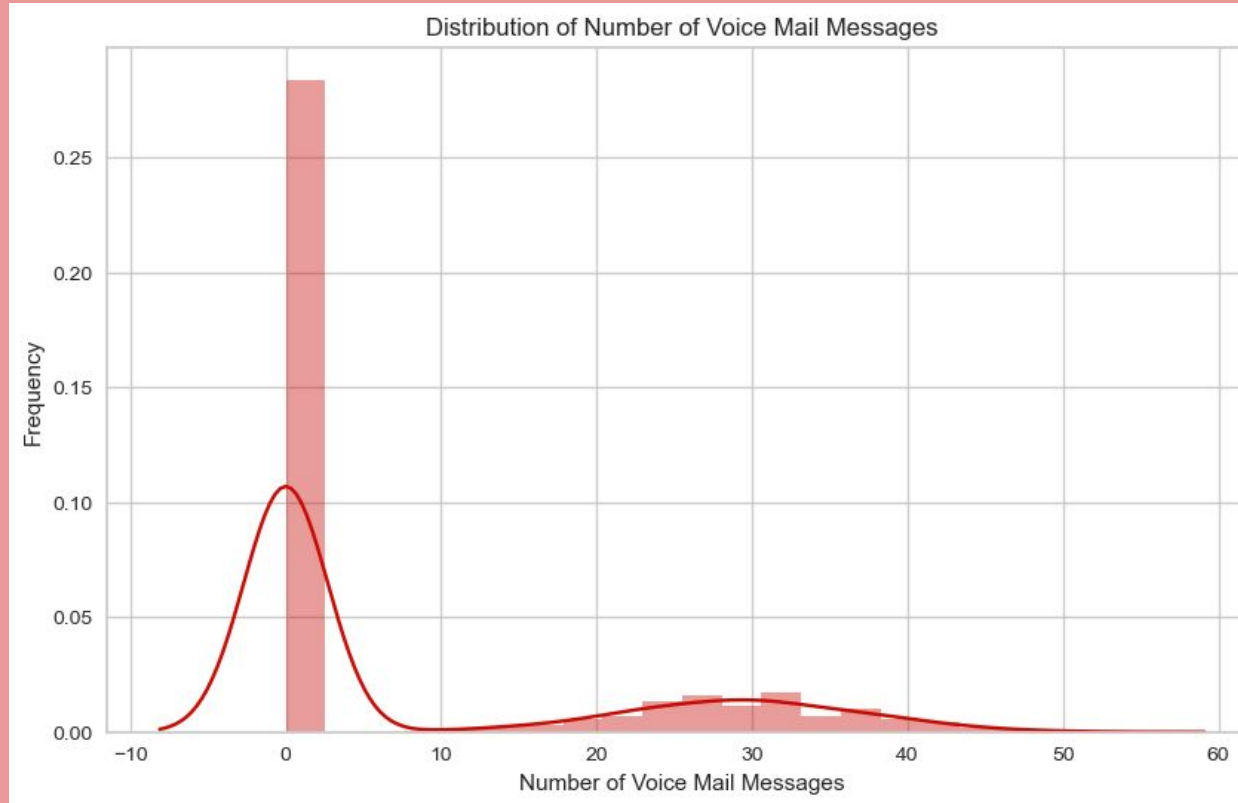
- Churn Variation: Churn percentages vary across states (10.0% - 12.33%). This suggests location plays a role in customer churn likelihood.
- High Churn States: ID, WY, MO, VT, and AL have higher churn rates compared to others. Understanding the "why" behind this variation is crucial.
- Regional Trends: The Midwest (MO), Mountain West (WY), and Northeast (VT) might exhibit higher churn rates. Investigate regional factors influencing churn.

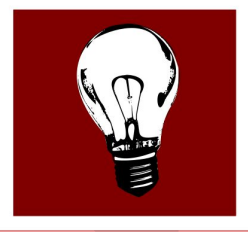


# Findings : Distribution of Number of Voicemail Messages

The distribution of the number of voicemail messages communicates the following:

- A high frequency of customers use the voicemail plan however after leaving less than 18 voice mails the subscribers churn from the voicemail plan.
- This occur due to expiring promotions that attracted the customer initially.
- Poor voicemail quality or dissatisfaction with customer service assistance





# Recommendations

1. Proactively monitoring customers with international and voice mail plans and offering personalized promotions can encourage retention. Practical strategies for proactive monitoring and retention could include:
2. Segment-Specific Benefits: Offering customized loyalty benefits and incentives tailored to different economic segments. For example, providing discounted rates or bonus data packages to customers in lower-income brackets, while offering premium services or exclusive deals to those in higher-income brackets. Incentivized Feedback:
3. Flexible Pricing Structures: Introducing flexible pricing structures that accommodate varying budget constraints. This might include tiered pricing plans or pay-as-you-go options, allowing customers to choose the most suitable plan based on their financial situation.

A hand is holding a white rectangular sign in the foreground. The sign has the words "NEXT" in red and "STEPS" in black, both in a bold, sans-serif font. The background is a blurred image of a person in a blue tracksuit climbing a set of stairs, suggesting a journey or progress. The overall color palette is dominated by blues and teals, with the red and black text providing a strong contrast.

**NEXT  
STEPS**

A low cost method that can be used to reduce customer churn that is predicted by the model is conducting the following forms of feedback through Syriatels online platforms e.g email marketing.

1. Gathering feedback from customers, especially regarding international plans and pricing, is crucial for understanding their needs and preferences. Practical ideas for gathering feedback could include:
  - Surveys and Feedback Forms: Sending out regular surveys or feedback forms to customers via email or mobile app, focusing specifically on their experiences with international plans, pricing, and overall satisfaction with the service.
  -
2. Incentivized Feedback: Offering incentives, such as discounts on future bills or bonus data, to customers who complete feedback surveys. This encourages participation and provides valuable insights into areas for improvement.
3. Proactively monitoring customers with international and voice mail plans and offering personalized promotions can encourage retention. Practical strategies for proactive monitoring and retention could include:







Thank  
You