Predicting SyriaTel Customer Churn

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Background - The Churn Problem
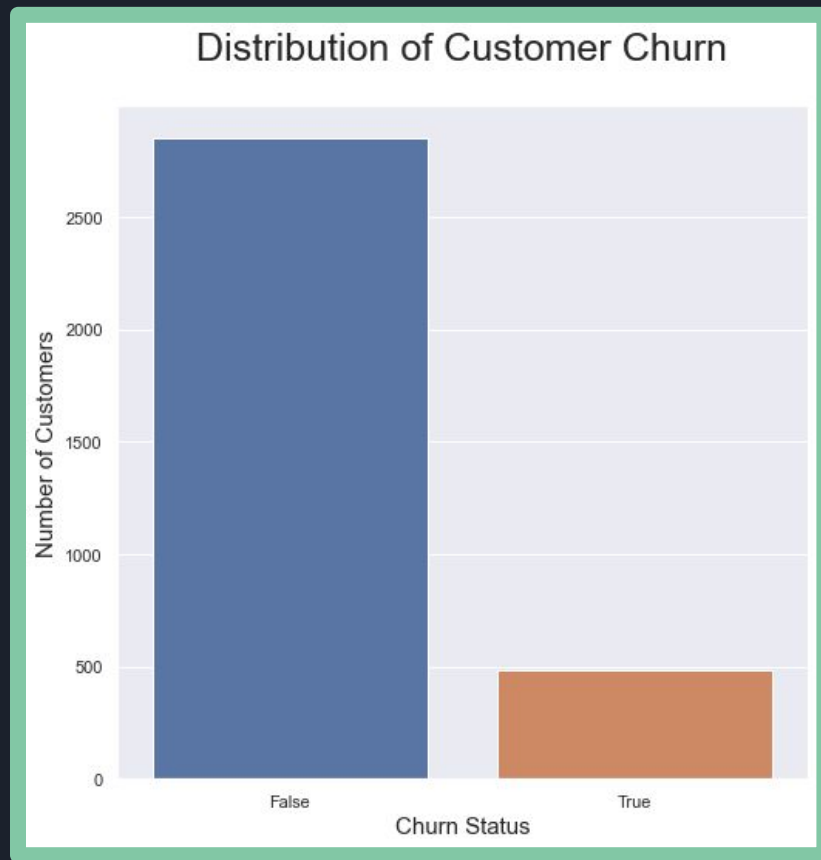
Outline

- Data
- Methods
- Results / Evaluation
- Recommendations
- Next Steps

Data

- How much?
- Where?
- When?

Methods
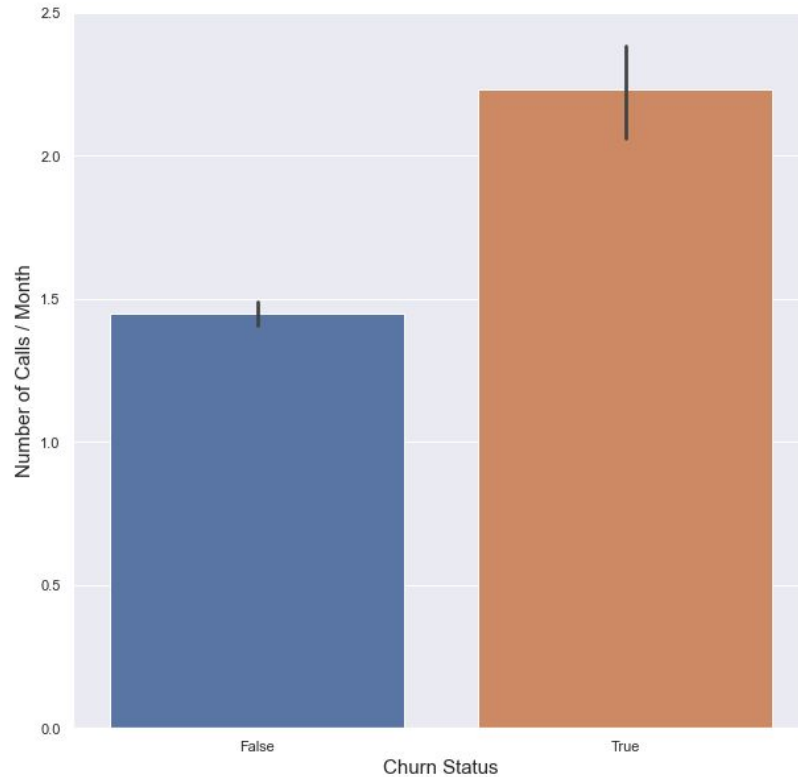
- Classification
- Precision
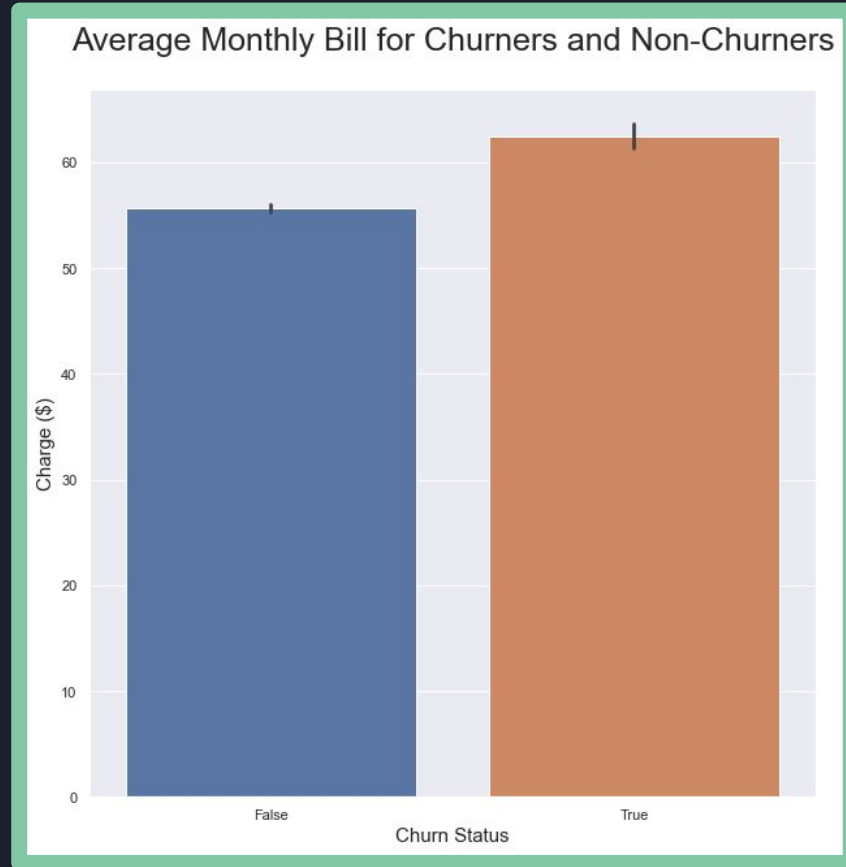
Results / Evaluation

96%

Customer Service

Average No. of Customer Service Calls for Churners and Non-Churners

Phone Bill

Recommendations

Next Steps / Limitations

- New Data
- International Data

Thank You!