



# Predicting Customer Churn

## SyriaTel Prepaid Plans in the US

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# Data Team



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# Agenda



Introduction

Data Overview

Model Analysis

Suggestions

Next Steps





## Word Cloud Analysis of Competitor Landing Pages

# Background

- Branding is heavily associated with Syria
- US client attitudes toward Syria



# Churn Rate Above Average

14.5%  
Churn



2.31%  
Churn



Competitor Average

Business Problem

Data Overview

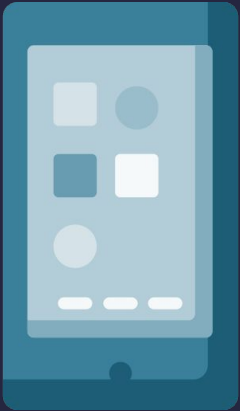
Analysis

Suggestions

Future Insights



# Bottom Line



- No one likes calling customer service  
Likelihood of churn increases by **2.6** times per call
- Consider discounts for daytime and nighttime usage
- Identify potential issues with international plans



Business Problem

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# Data Overview



# The Data

- Internal anonymized data provided by SyriaTel
  - Around 3300 account records
- Variables of Interest
  - International Plan
  - Number of Customer Service Calls
  - Total Day Minutes & Charge
- Limitations
  - Lack of customer service transcripts
  - Service / coverage data unavailable
  - No timeframe given



Business Problem

Data Overview

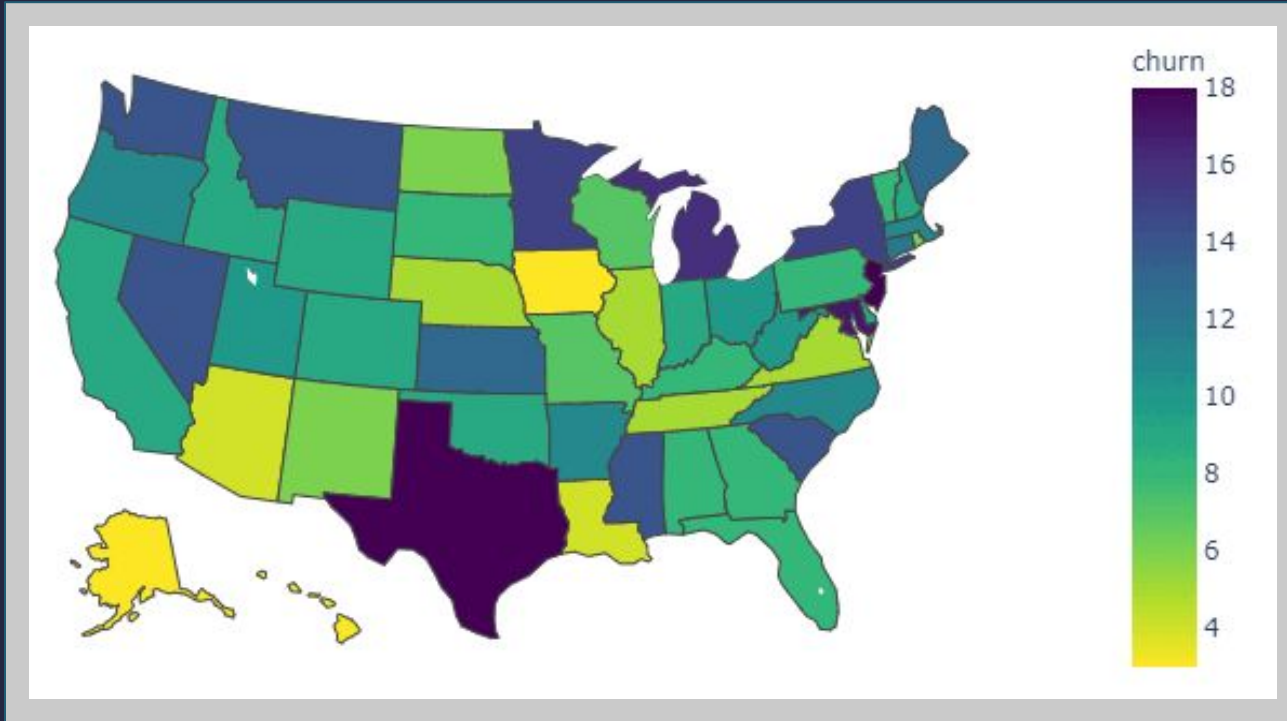
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# Geographic Trend?



Business Problem

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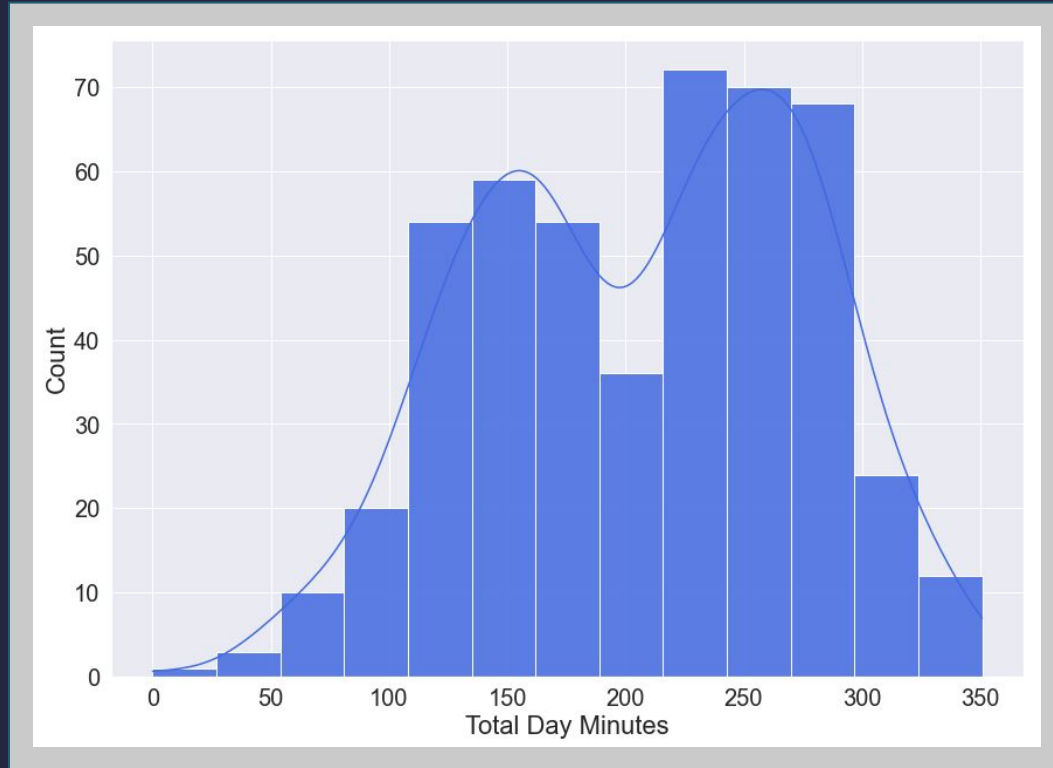
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# Daytime Usage Trends



Business Problem

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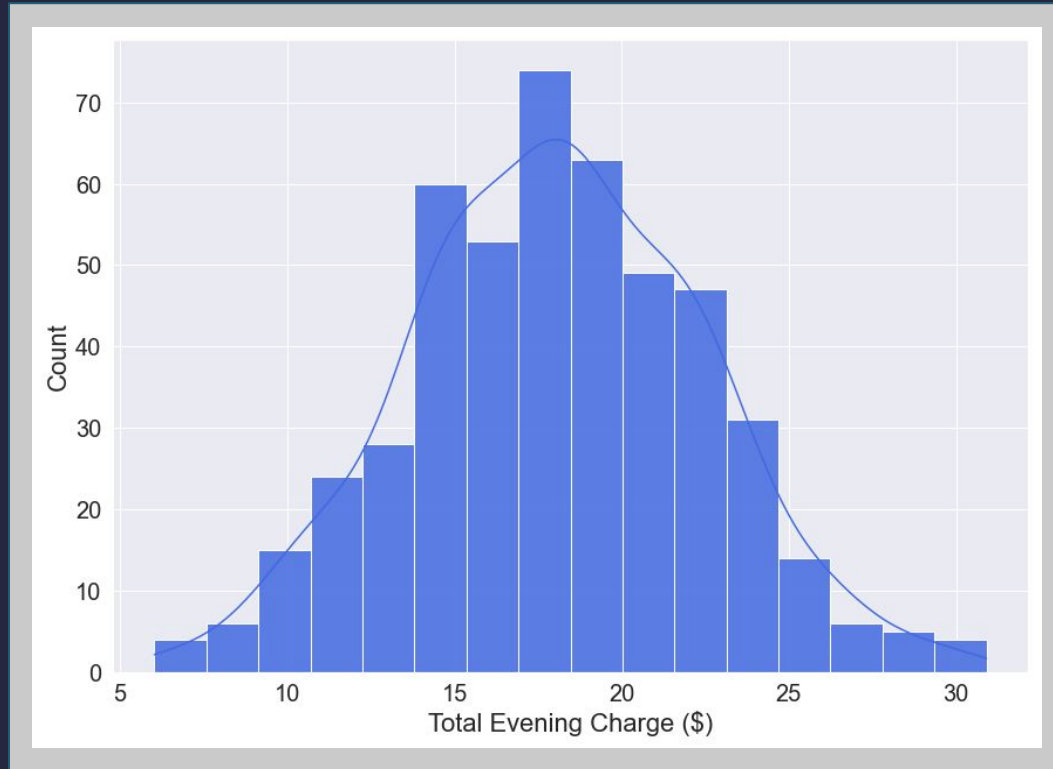
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# Evening Charge Trends



Business Problem

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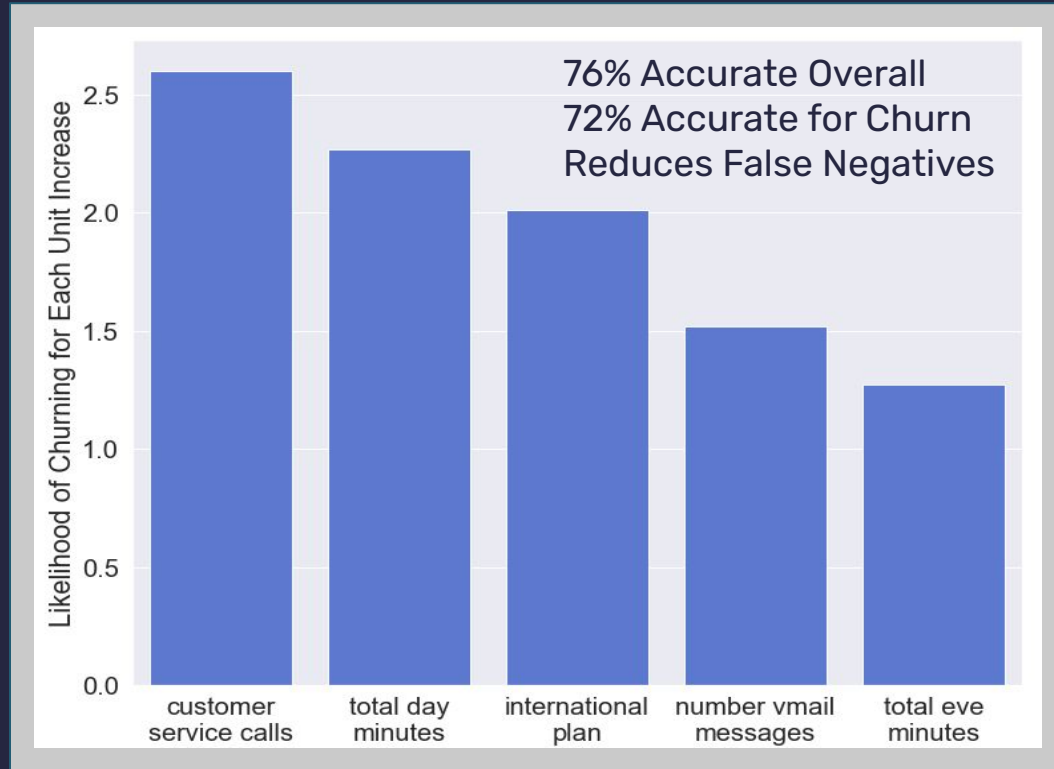
Suggestions

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# Model Analysis

# More Questions, Fewer Customers



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# Suggestions



# Immediate Targets



**International  
Connections**



**Avg 4 Customer  
Service Calls**



**Do Not Use  
Voicemail**

**\$17 for  
Evening Calls**



**3.5 Hours  
Daytime Calls**

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# Focus on Customer Satisfaction



- Ensure customer service reps are helpful and consistent



- Consider satisfaction survey for international plan holders



- Offer discounts for daytime usage



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# Looking Ahead

# Next Steps

- Data Usage
- Infrastructure
- Customer Service
- GeoPolitical Concerns
  - Where are the international plan customers calling?
  - Is it time to consider a rebrand?



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# Thanks!

**Do you have any questions?**

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