

# SyriaTel Churn Analysis

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Flatiron School Phase 3 Project

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# Why I'm Here

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Too Many Customers Leaving!!

What Factors are Causing them to leave?

What can be done to minimize Customer Turnover?

# Plan of Attack

1

Analyze  
Recent Data.

2

Find Areas  
with Increased  
Churn Rate.

3

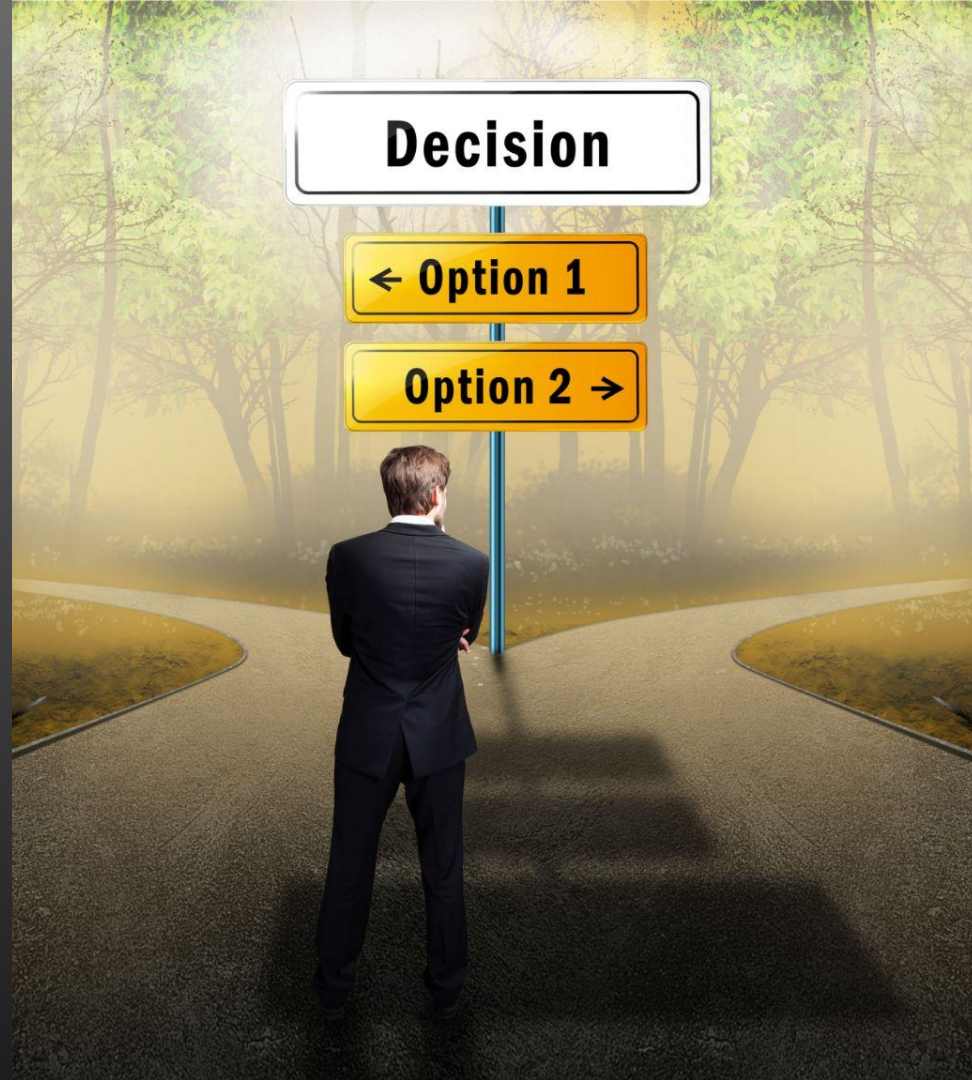
Make  
Recommendations

# 14.49%

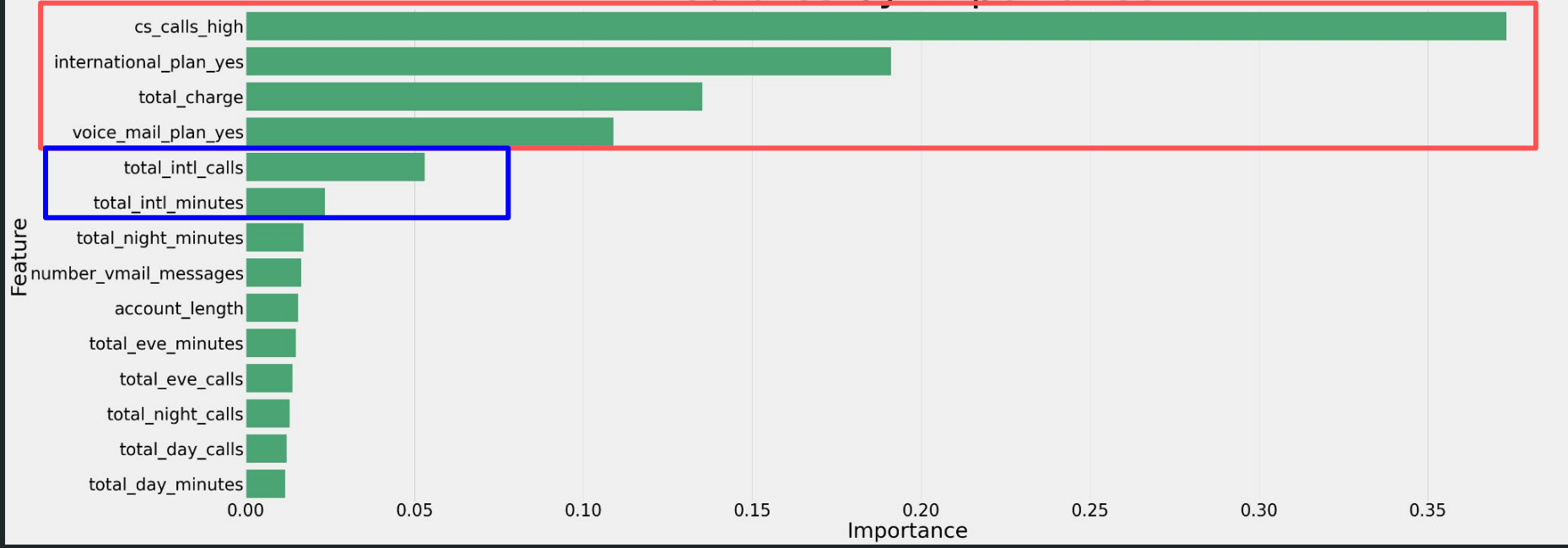
Percentage of Customers that Left SyriaTel.

# What I Did with the Data

- 1) Initial Exploration
- 2) Cleaning
- 3) Modeling through Decision Trees.
- 4) Analyzed where churn rate was significant.
- 5) Recommendations



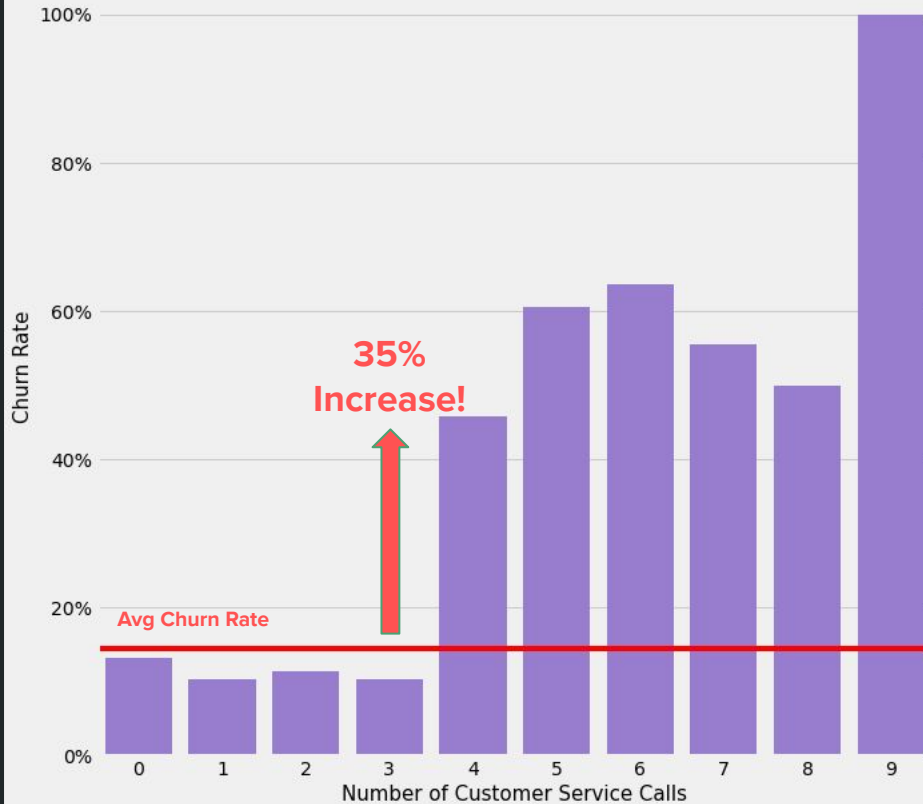
## Features by Importance



- 1) 37%: Calls to Customer Service
- 2) 19%: International Plan
- 3) 14%: Total Amount Charged
- 4) 11%: VoiceMail Plan

- 5) Total International Calls
- 6) Total International Minutes

Churn Rate by Number of Customer Service Calls



## Most Important Feature: Number of Customer Service Calls

Churn Rate at 3 calls = **10.25%**

Churn Rate at 4 calls = **45.78%**

50% of customers only make  
0-1 Customer Service

Recommendation #1: Increased Focus on Customer Service.

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## #2 Most Important Feature: International Plan



Only 323 people (9.5% of customers)  
have international plans.

Churn Rate for those Customers is  
42.4%

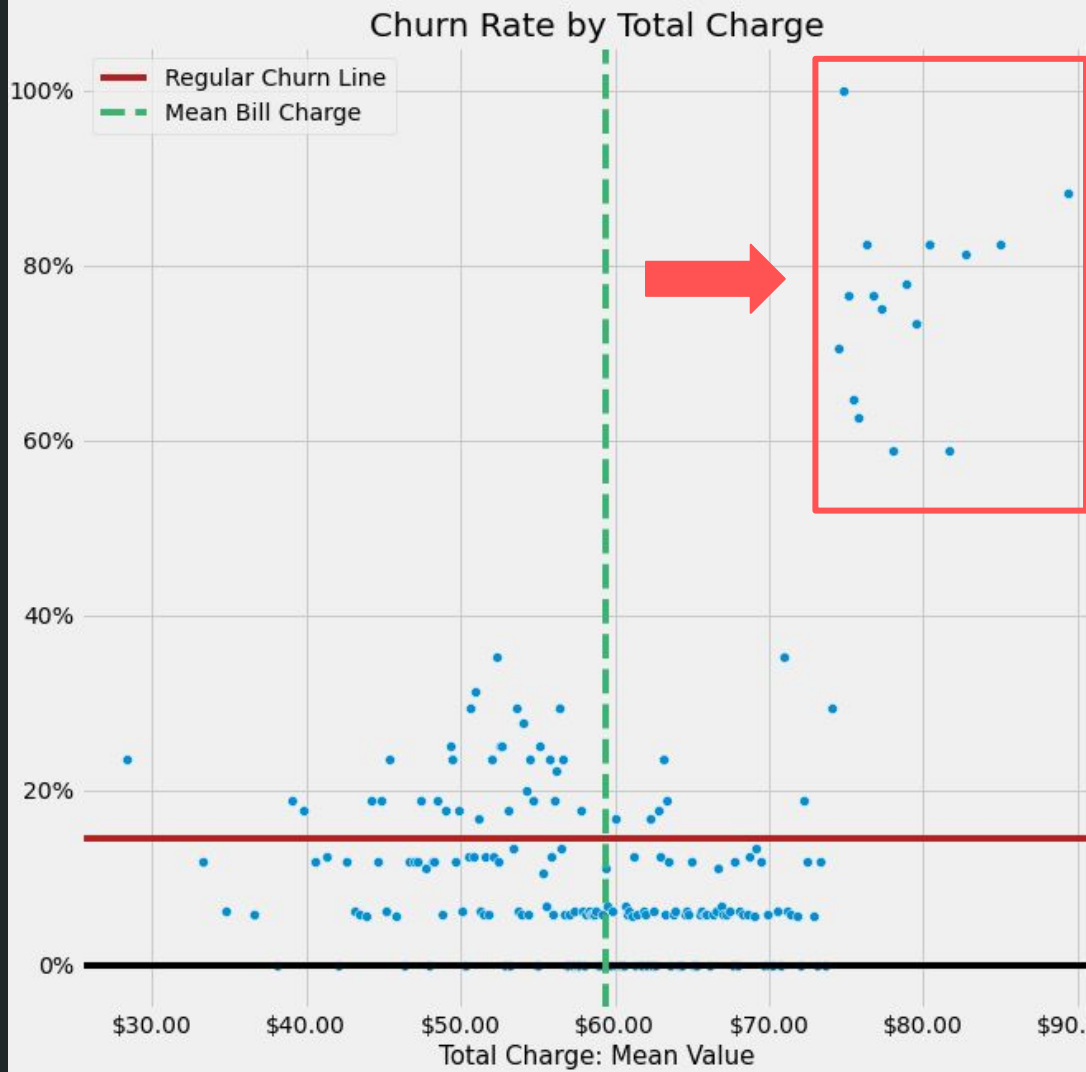
Churn Rate for customers without the  
plan is 11.5%

**31% INCREASE!!!**

Recommendation #2: Rethink Your  
International Plan.

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# #3 Important Feature: Total Amount Charged



Recommendation #3: Consider a Flat Price  
Model to Keep Customer Charges  
Consistent

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## #4 Important Feature: VoiceMail Plan



Customers with VoiceMail:  
8.6% Churn Rate

Customers without VoiceMail:  
17.6% Churn Rate

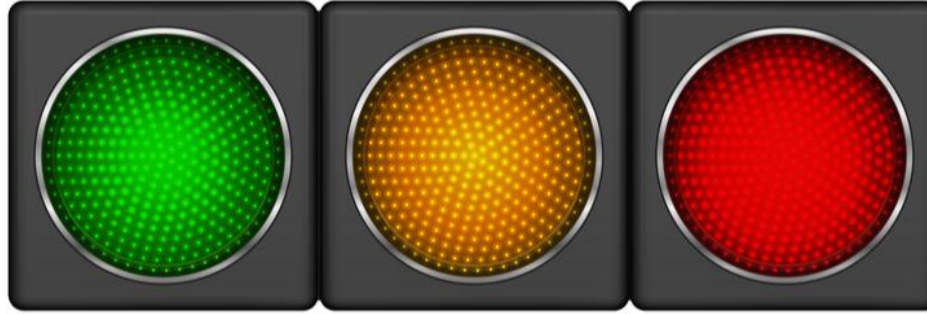
**9% Increase**

## Recommendation #4: Encourage Customers to Get a VoiceMail Plan

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## Recommendation #5: Set Up a Churn Risk Identification System

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1

### Normal RISK

0-1 customer  
service calls

customer has  
VOICEMAIL PLAN

2

### RISK Increasing

2-3 customer  
service calls

customer has  
INTERNATIONAL PLAN

3

### HIGH RISK

4 or more  
customer  
service calls



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**You will always have Churn.**

**BUT, if you know what to look for, and  
are proactive in dealing with it, you  
WILL lower your churn rate.**

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# Recommendations

#1: Increased Focus on Customer Service.

#2 Rethink Your International Plan.

#3 Tiered Flat Price Model

#4 Encourage Customers To Get VoiceMail Plan

#5 Set Up a Churn Risk Identification System

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Questions?

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