

SyriaTel Churn Analysis

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Why I'm Here

Too Many Customers Are 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

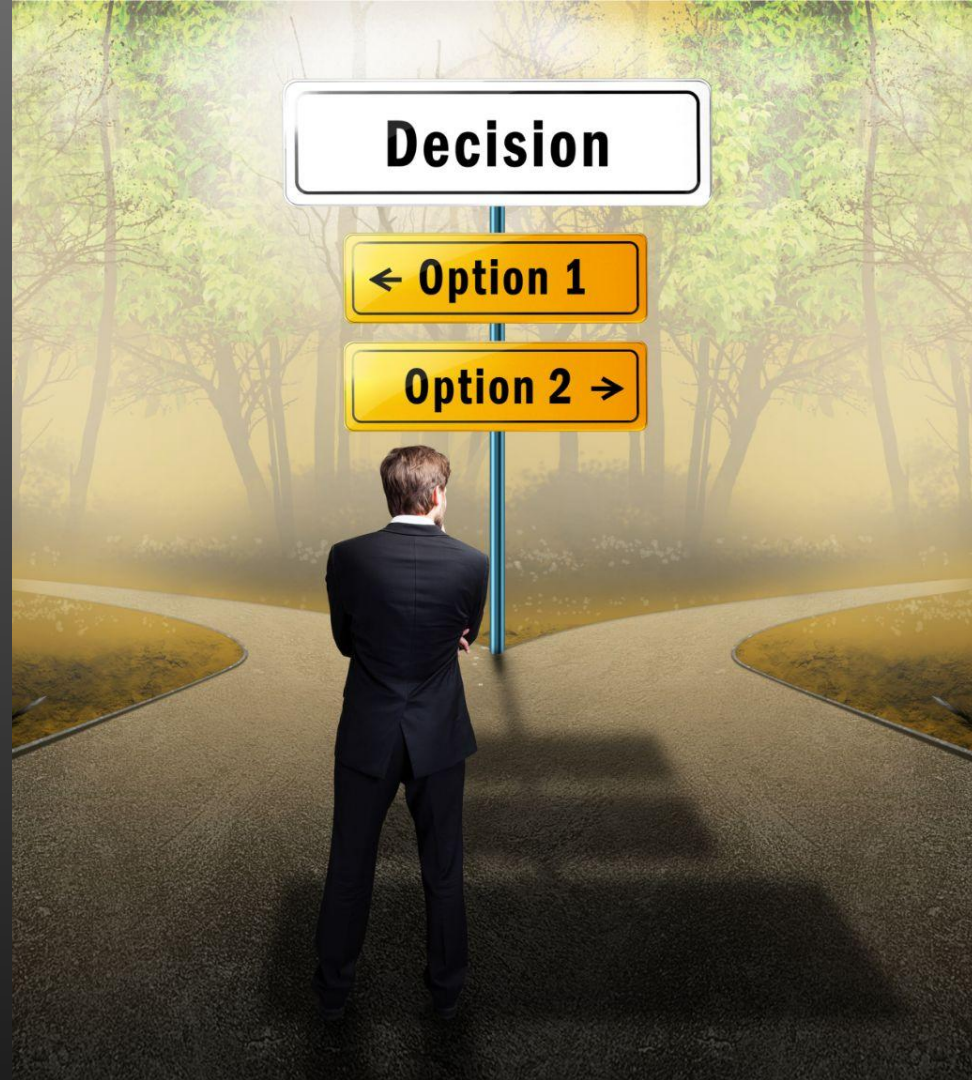
Make
Recommendations

14.49%

Percentage of Customers that Left SyriaTel.

What I Did with the Data

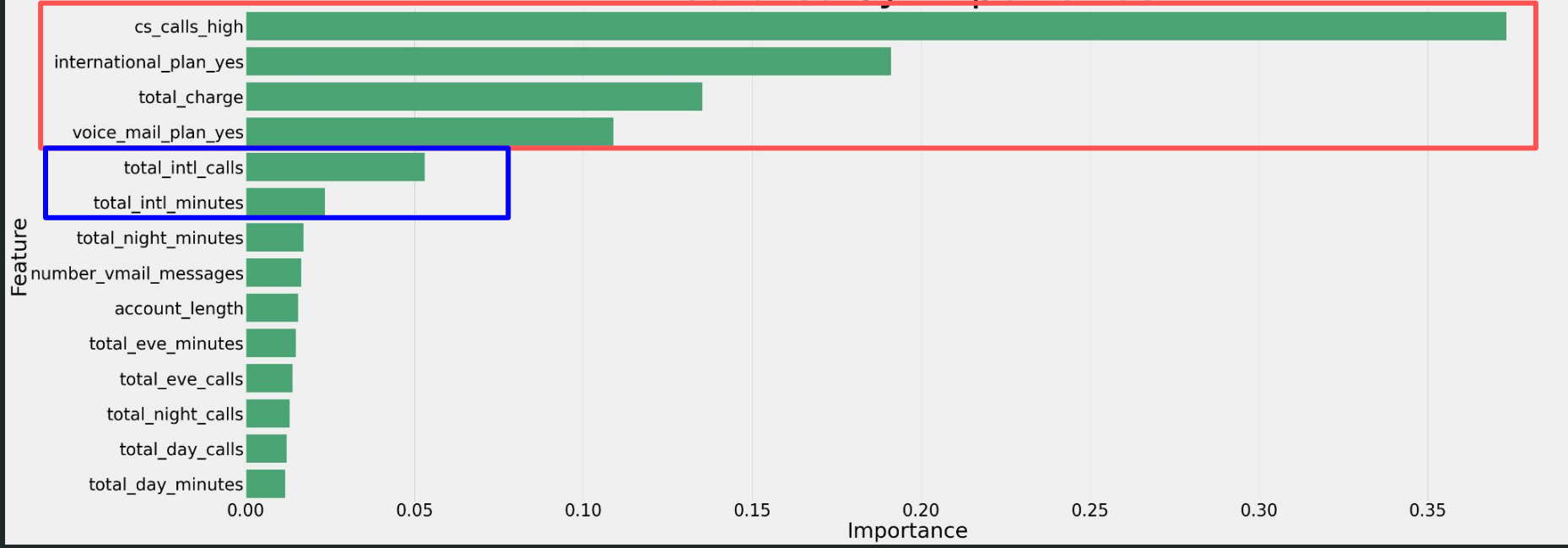
- 1) Initial Exploration
- 2) Cleaning
- 3) Modeling through Decision Trees.
- 4) Analyzed where churn rate was significant.
- 5) Recommendations



A decorative border composed of a repeating pattern of gray triangles with white outlines, arranged in a larger triangular shape pointing to the right. The border frames a central white rectangular area.

Which Features Had the Most Impact on Churn?

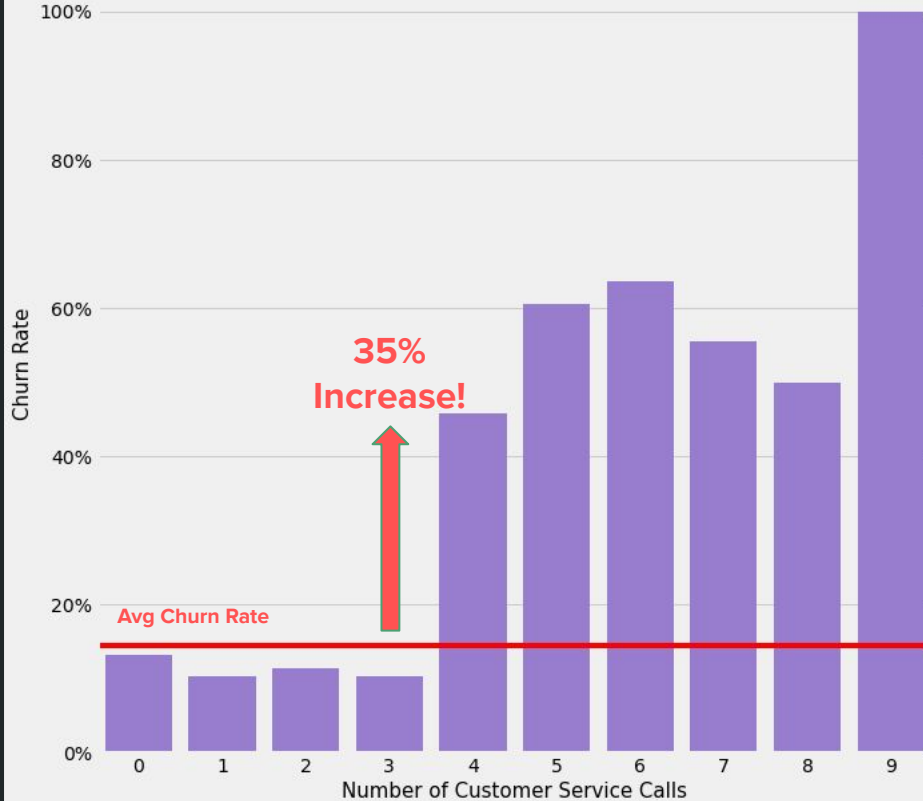
Features by Importance



- 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.

#2 Most Important Feature: International Plan



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

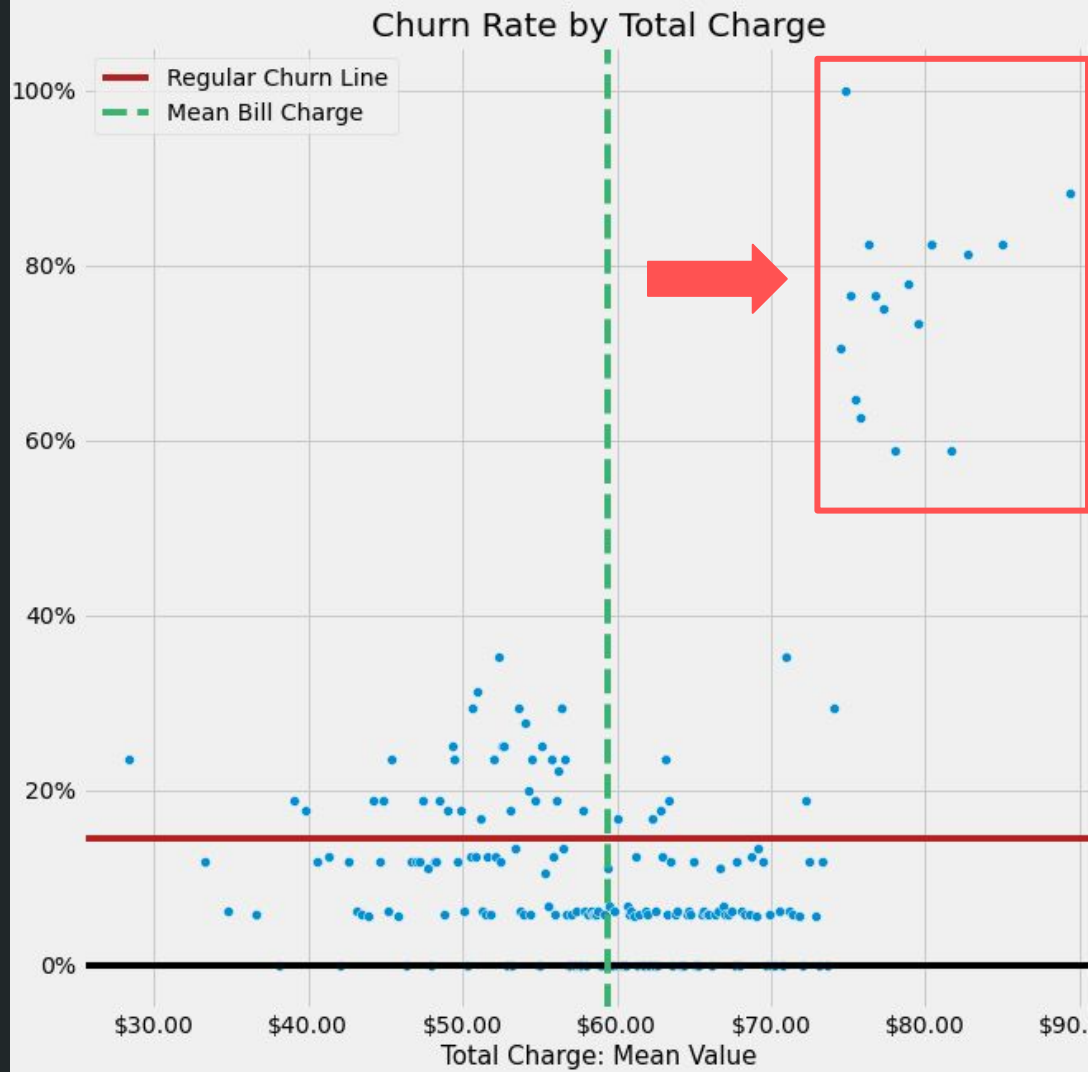
Churn Rate for those Customers is
42.4%

Churn Rate for customers without the
plan is 11.5%

31% INCREASE!!!

Recommendation #2: Rethink Your
International Plan.

#3 Important Feature: Total Amount Charged



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

#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

Recommendation #5: Set Up a Churn Risk Identification System



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

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.**

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

Questions?
