Syriatel Customer Churn Prediction
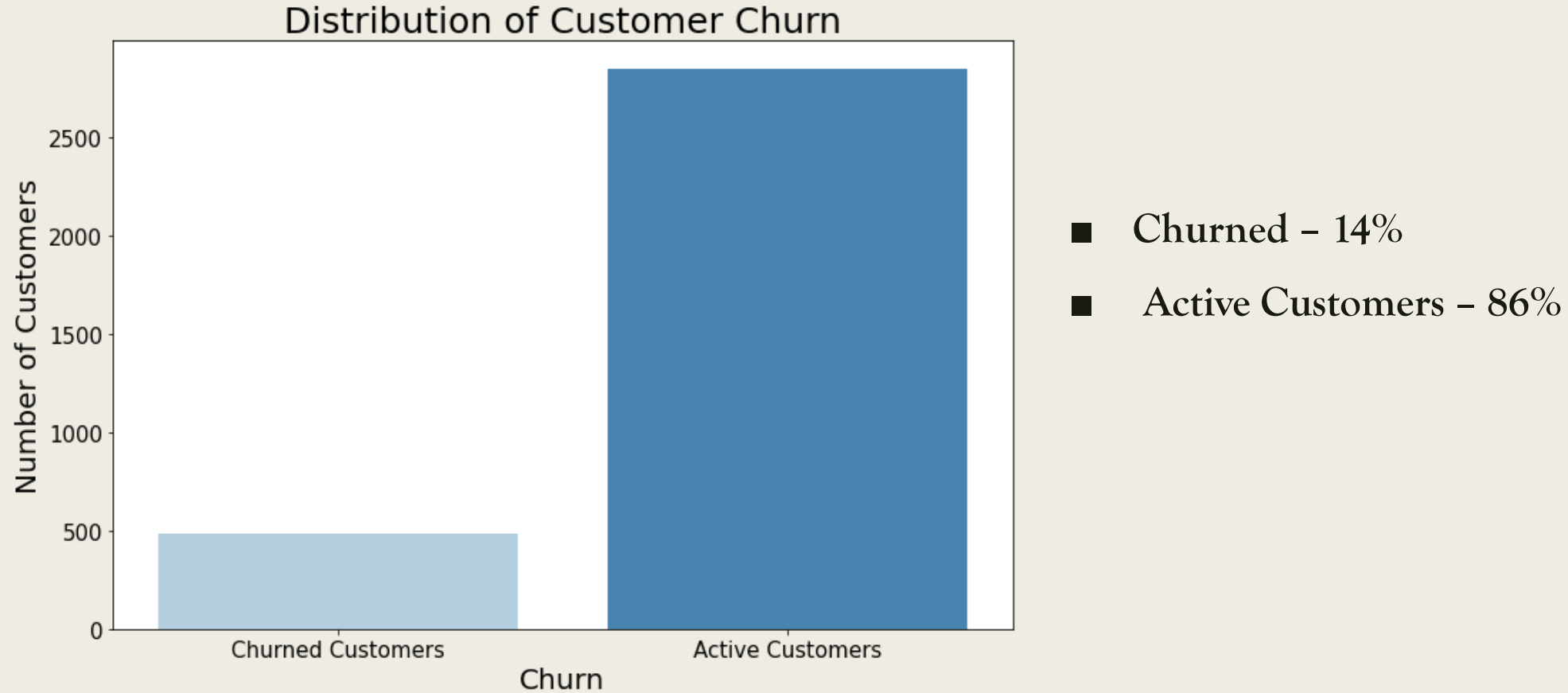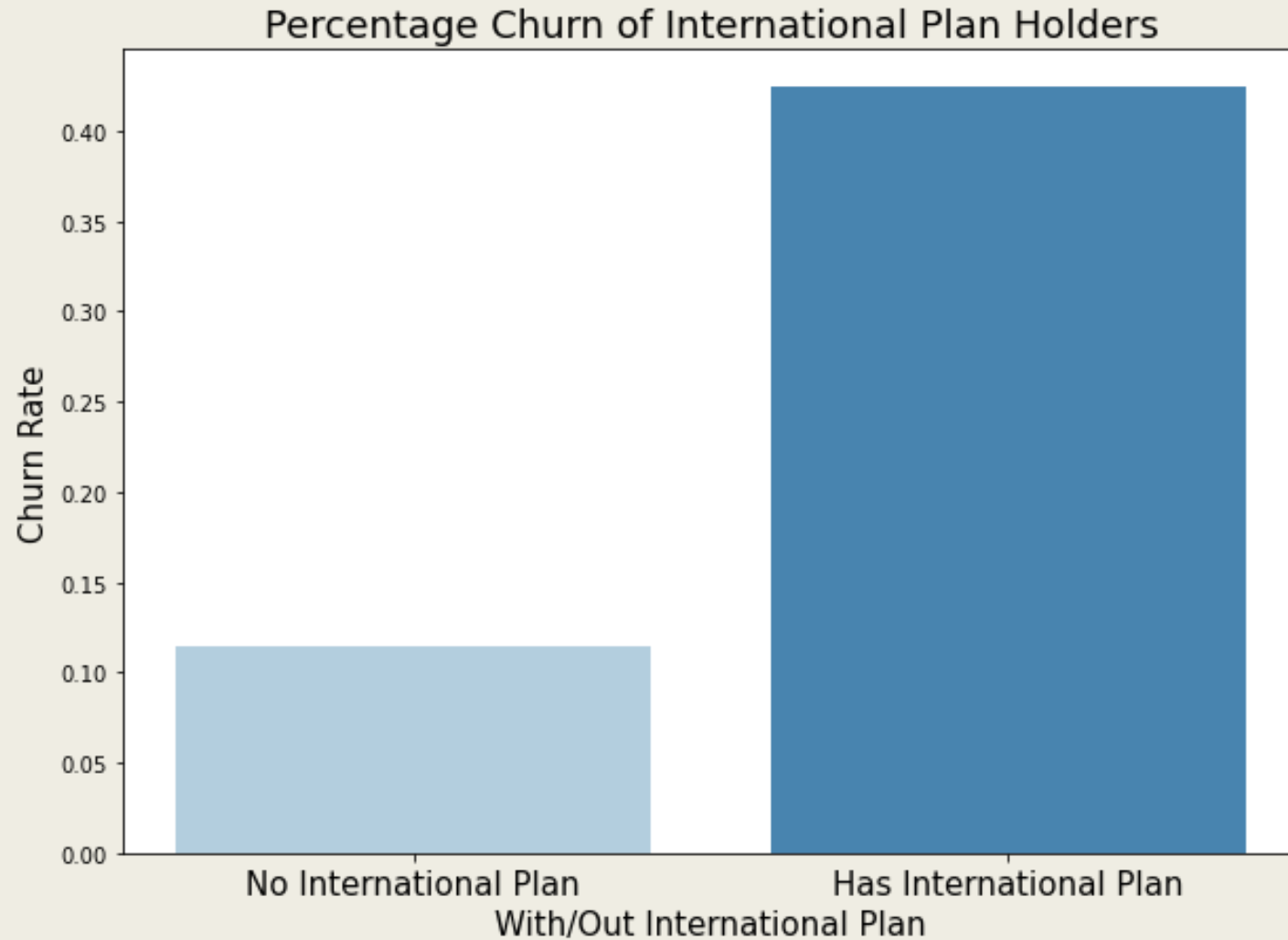
Author: Frank Mandele
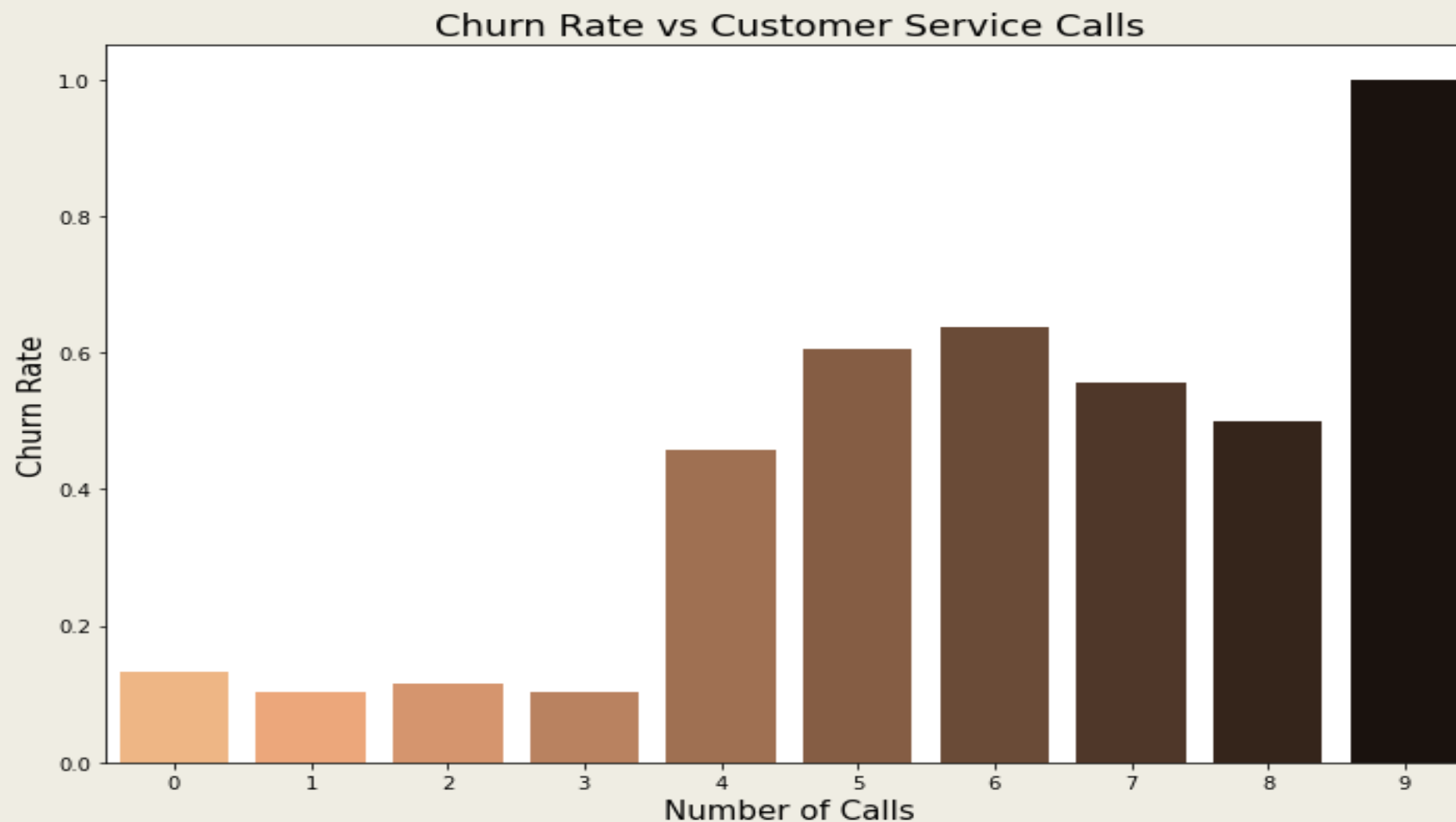
Customer Churn
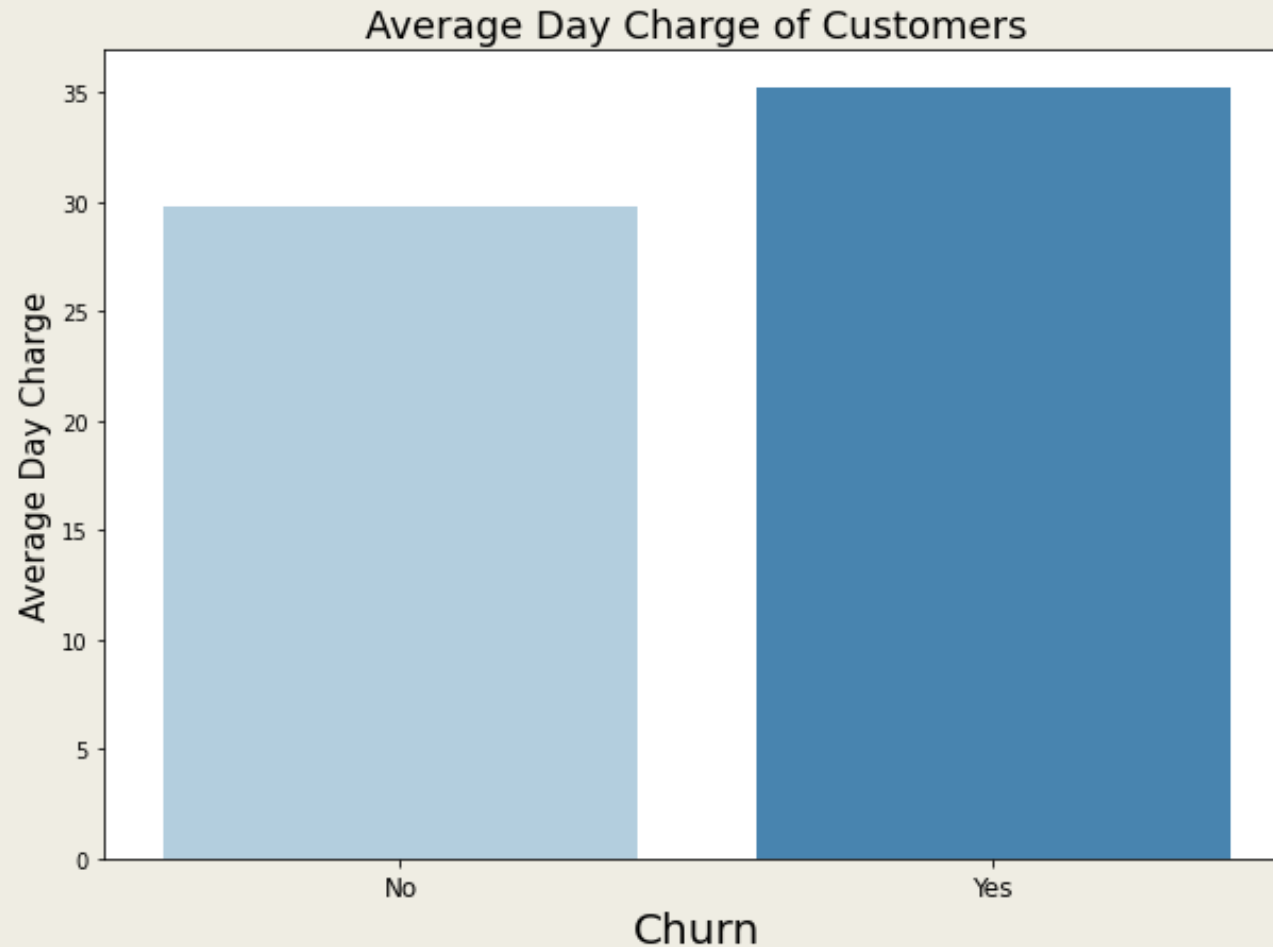

Distribution of Customer Churn

■ Churned – 14%

■ Active Customers – 86%
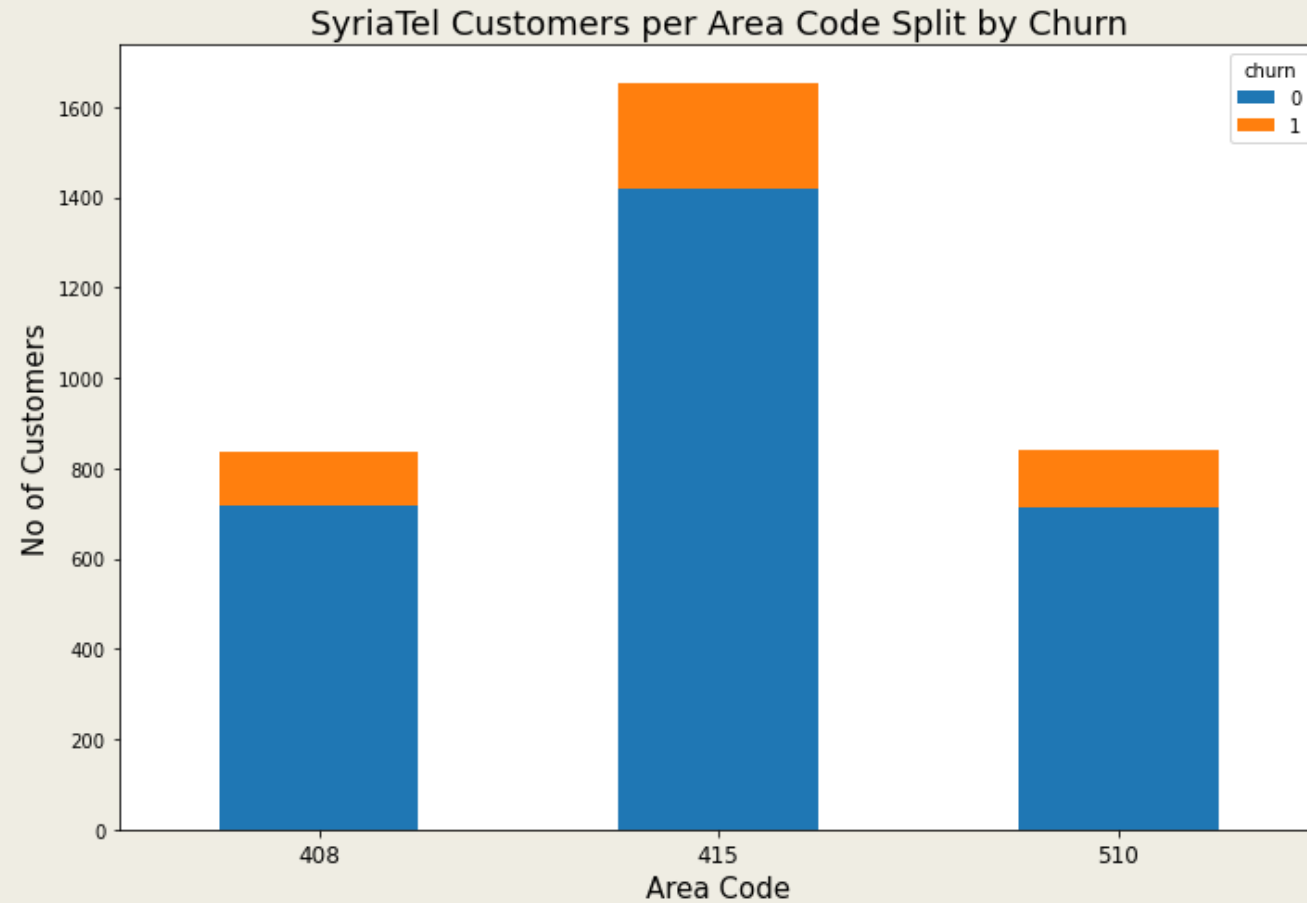
International Plan vs Churn
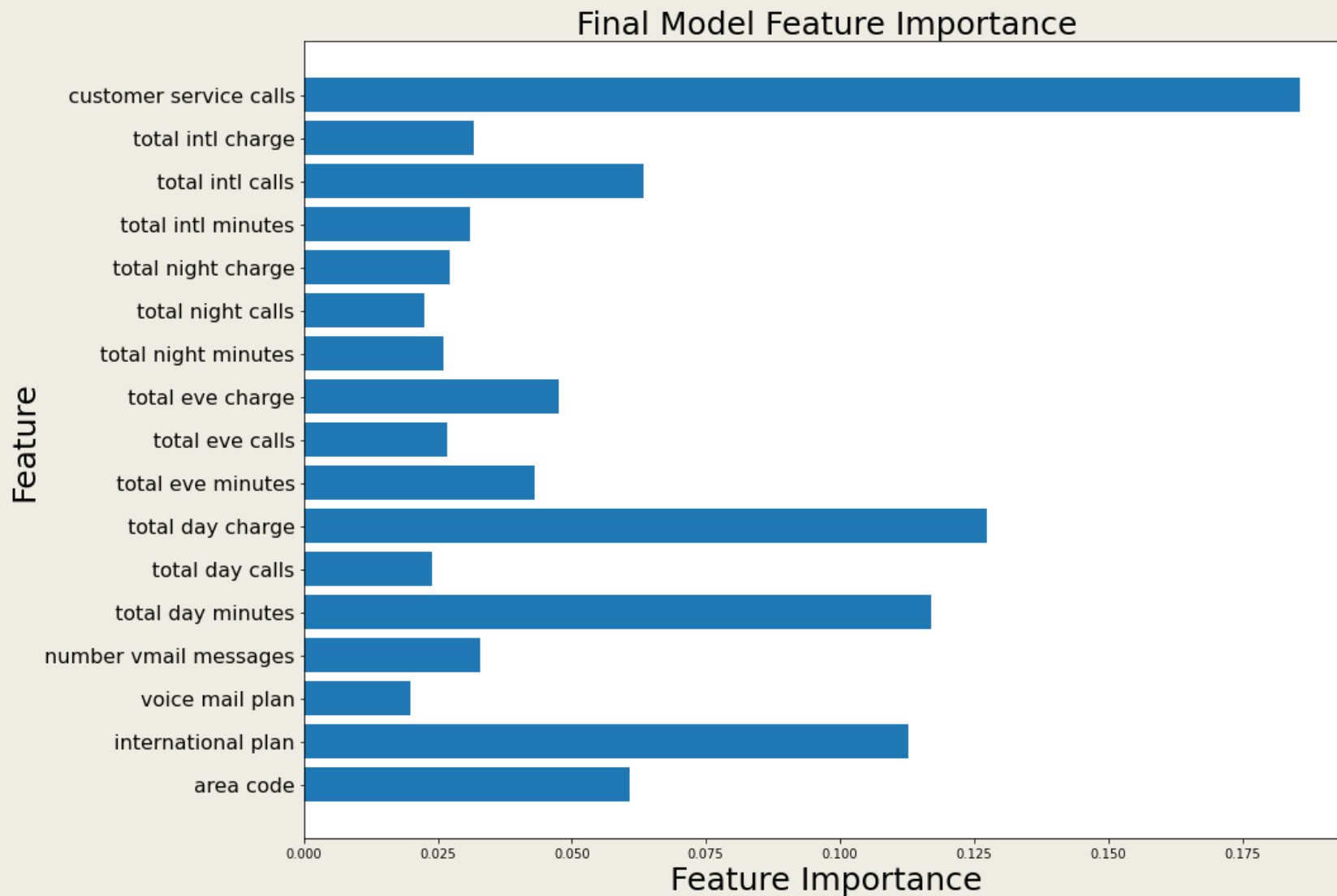
Customer Service Calls vs Churn
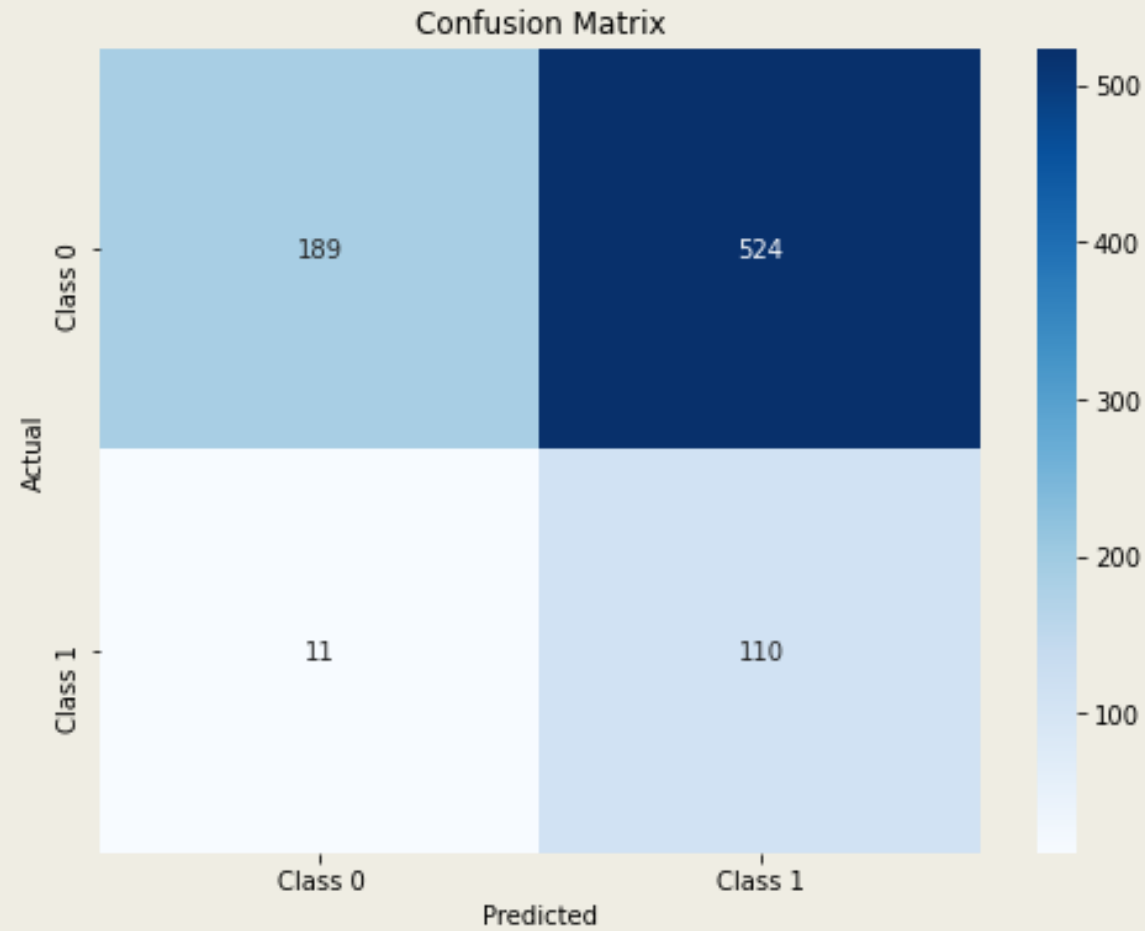
Average Day Charge for Customers

SyriaTel Customers per Area Code Split by Churn

Final Model Feature Importance

Confusion Matrix

Conclusions

- Approximately 14% of customers in the dataset have churned, highlighting the importance of addressing this issue.

- Almost half (42%) of the customers with international plan subscription churn

- Customers that stop doing business with the company spend relatively more than active customers

- Once a customer hit the 4th call to customer service, the chances of them churning increase significantly.

Recommendations

- Personalized Retention strategies
- Proactive customer engagement
- Improved Feedback mechanisms