



## **SYRIATEL CUSTOMER CHURN PROJECT**

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## **BUSINESS CONTEXT**

Syriatel is a Telecommunication company providing mobile network services in Syria.

The objective of this project is to build a classifier that predicts whether a customer will stop doing business with SyriaTel.

Our primary goal is to build a classification model that accurately identifies customers who are likely to churn, allowing the business to take measures to retain them.



## DATA

Data Available at SYRIATEL CUSTOMER CHURN portal:

<https://www.kaggle.com/becksddf/churn-in-telecoms-dataset>



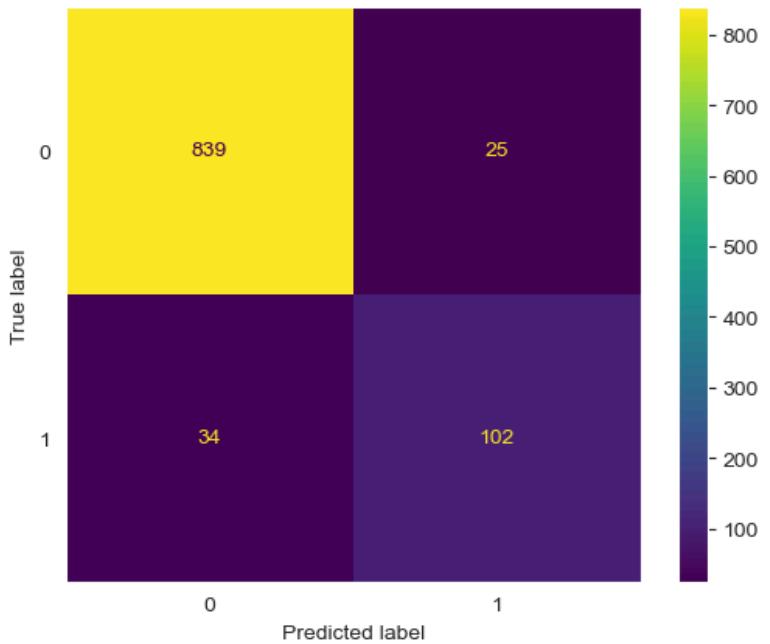
## RESULTS

In the following slides, we will delve into the results of our analysis. These findings highlights the key trend of the final model, refined through iterative improvements, achieved a strong AUC score of 0.86 on test data and an accuracy of 94% for predicting customer churn. This performance is well-suited for Syriatel's goal of identifying at-risk customers for targeted retention efforts. While the model effectively predicts churn risk based on mobile service usage, it may occasionally produce false positives or negatives.

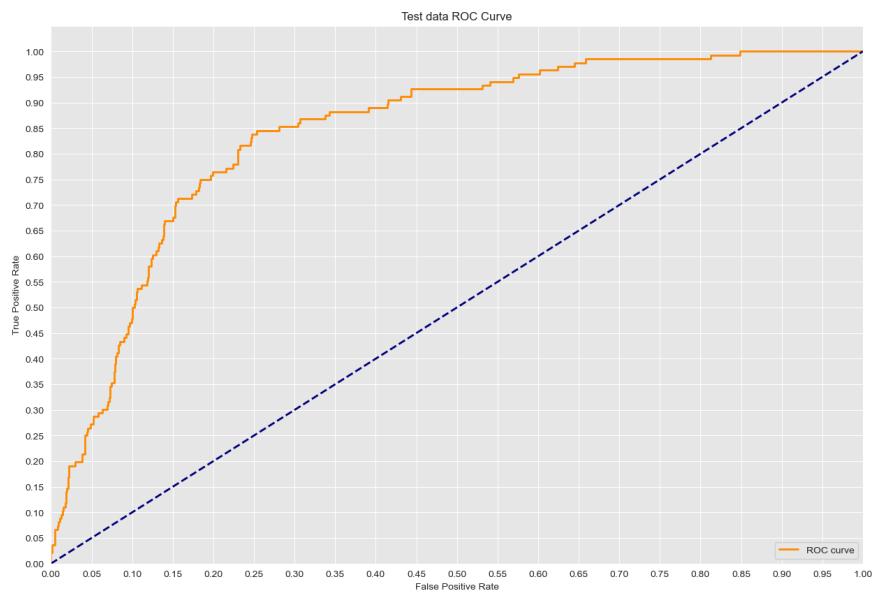




## FINDINGS



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# RECOMMENDATION

We conclude that the tuned  
Decision Tree classifier  
model gives the best performance.















