

An aerial photograph of a city coastline, likely Honolulu, Hawaii. The image shows a dense urban area with numerous high-rise buildings, a large green park area in the foreground, and a turquoise ocean with white waves. The sky is bright blue with scattered white clouds. The title text is overlaid on the upper portion of the image.

SyriaTel Customer Churn Analysis

CRM Consulting
Nate Kist

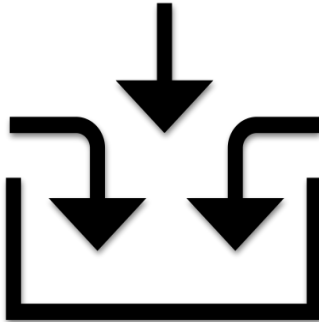
Outline

- Objective
- Data / Methods
- Observations / Results
- Recommendations
- Next steps



Objective

Predictive
Modeling



Identify at-risk
customers

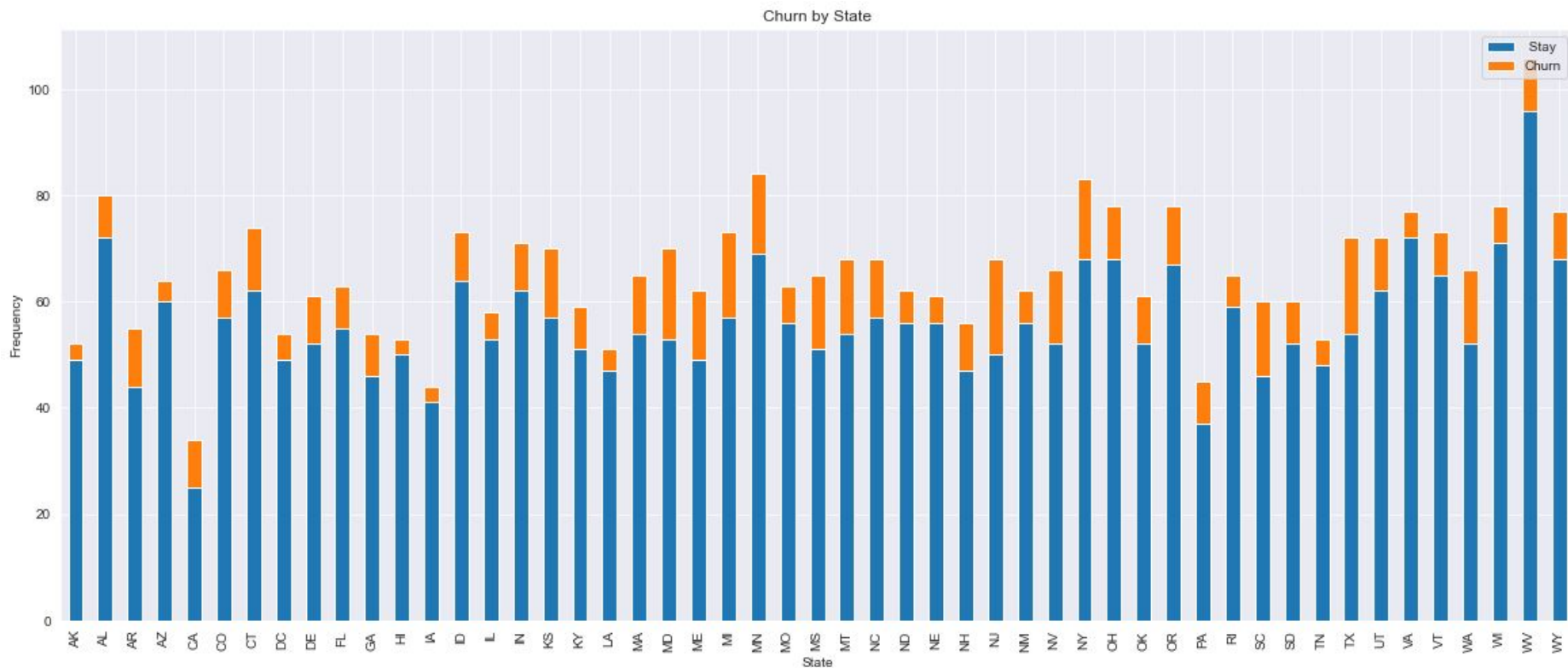


Data / Methods

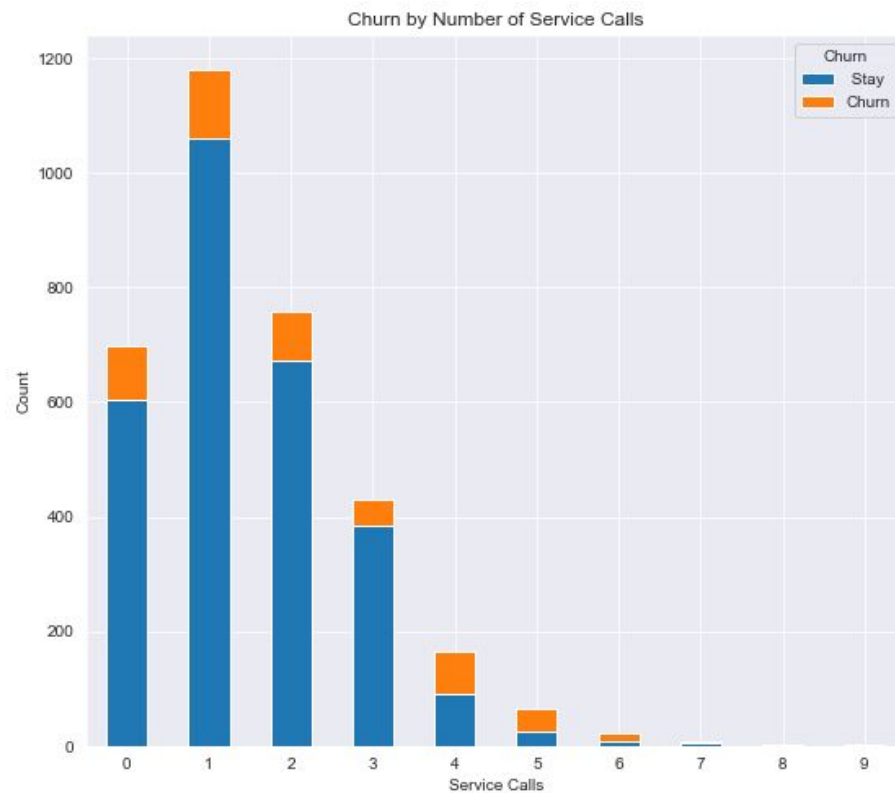
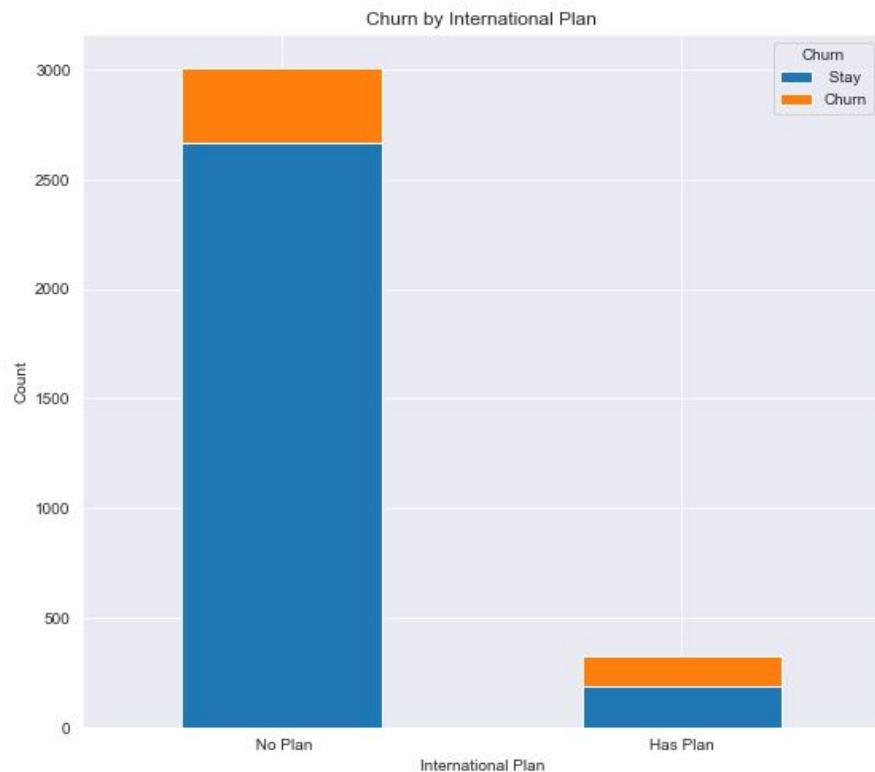
- Customer data
- Machine learning



Observations / Results



Observations / Results



Observations / Results

- 96% accurate prediction

Recommendations

- Look into high churn indicators
- Incorporate machine learning into marketing strategy



Next steps

- More customer data
- Customer retention plan

First Name	Last Name	Address	City	Age
Mickey	Mouse	123 Fantasy Way	Anaheim	73
Bat	Man	321 Cavern Ave	Gotham	54
Wonder	Woman	987 Truth Way	Paradise	39
Donald	Duck	555 Quack Street	Mallard	65
Bugs	Bunny	567 Carrot Street	Rascal	58
Wiley	Coyote	999 Acme Way	Canyon	61
Cat	Woman	234 Purrfect Street	Hairball	32
Tweety	Bird	543	Itotitaw	28

Records





Nate Kist

LinkedIn

GitHub