SyriaTel
Customer Churn Analysis
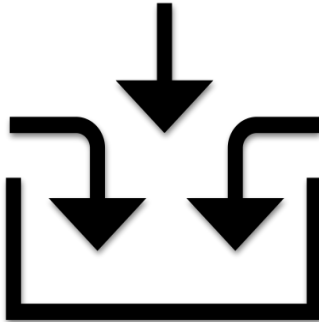
CRM Consulting
Nate Kist

Outline

- Objective

- Data / Methods

- Observations / Results

- Recommendations

- Next steps

Objective

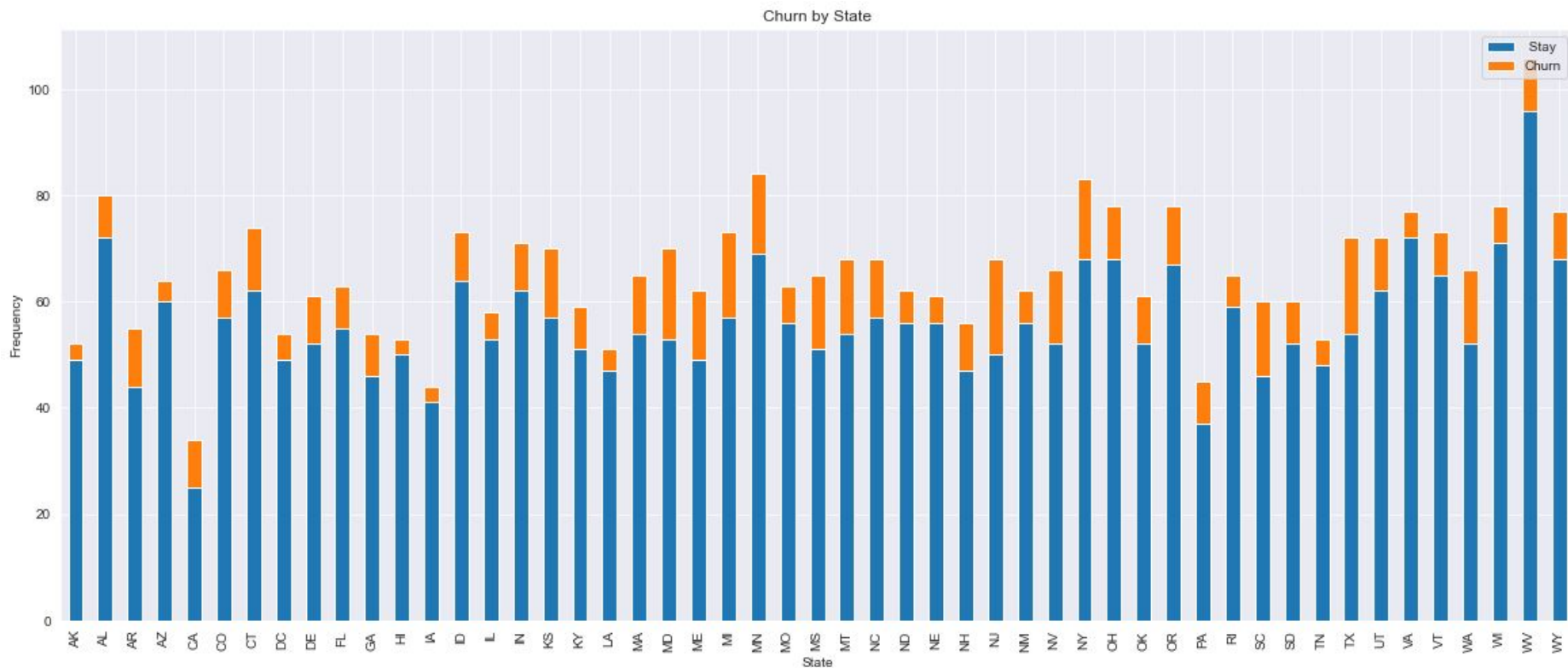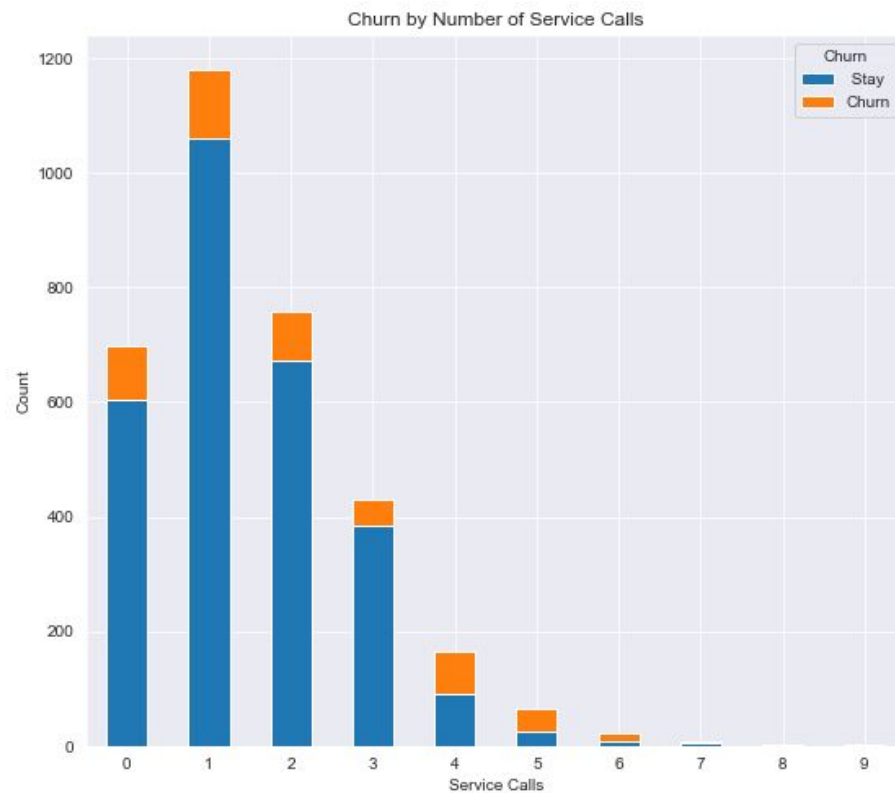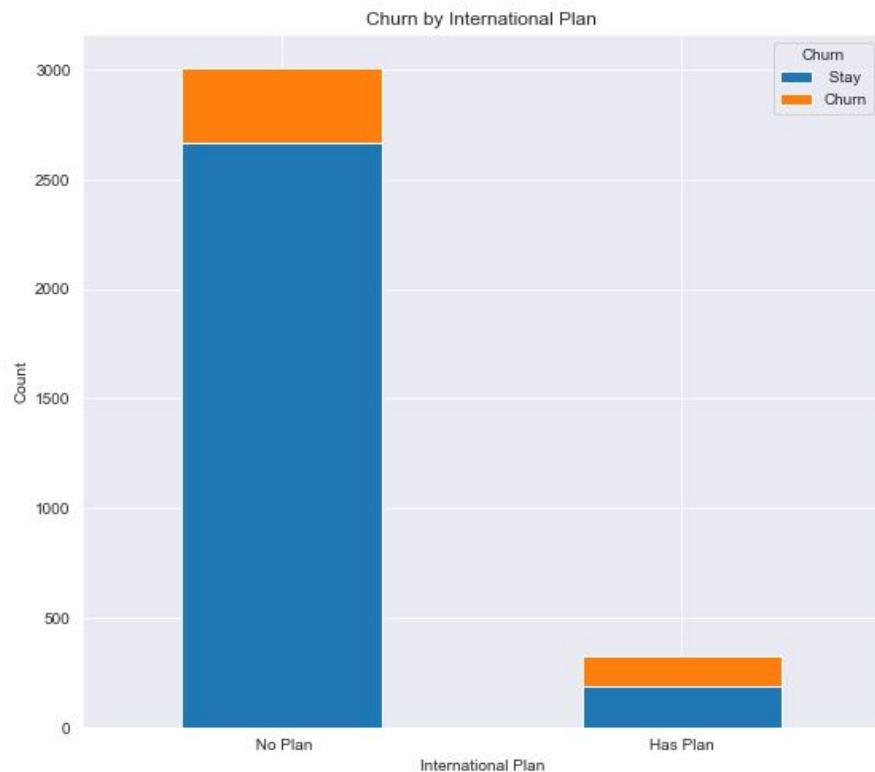Predictive
Modeling

Identify at-risk
customers

Data / Methods

- Customer data

- Machine learning

Observations / Results

Churn by State

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

Nate Kist

Linked **in**

GitHub