SyriaTel

By Charlie Jin SyriaTel Employee

Presenting to: SyriaTel Board

Business Problem

- A large amount of users leaving the telephone/internet subscription service that SyriaTel provides.

- How to prevent more users from leaving

First Steps

- Identify who and how many people have left

- Identify any false data entries

Interpreting my Metrics

METRIC FOR DETERMINING WHO HAS LEFT

- Recall score of my classification model

- Try to obtain the best recall score as possible.

- After finding recall score, we will know the False Negative total

- False Negatives = people who are predicted to still be in service, but have actually left.

METHOD FOR PREVENTING FURTHER USERS FROM LEAVING

- Look to precision score

- Precision score will yield the False Positive Value

- False Positives = users who are predicted to have left, but actually hasn't.

- We need to target these users, because model predicts that they'll leave. We need to prevent these specific (False Positive) users from leaving.

Further Methods

HOW TO IDENTIFY FALSE NEGATIVES

- Model predicts 38 False Negatives.

- Model predicts 58 False Positives.

Our goal is to target those 58 False Positive users, because model predicts they stand a very high chance of leaving.

How to find those users?

By:

- Area Code

- State

RESULTS

- Model points out people in **Texas, New Jersey, Maryland, Michigan,** and **New York** have reported to have left the most.

- Model points out area code **415** in **New York, Connecticut, Nevada, Arkansas,** and **Texas** have reported to have left the most.

States with Highest Departure Rates

States and Area Codes with Highest Departure Rates
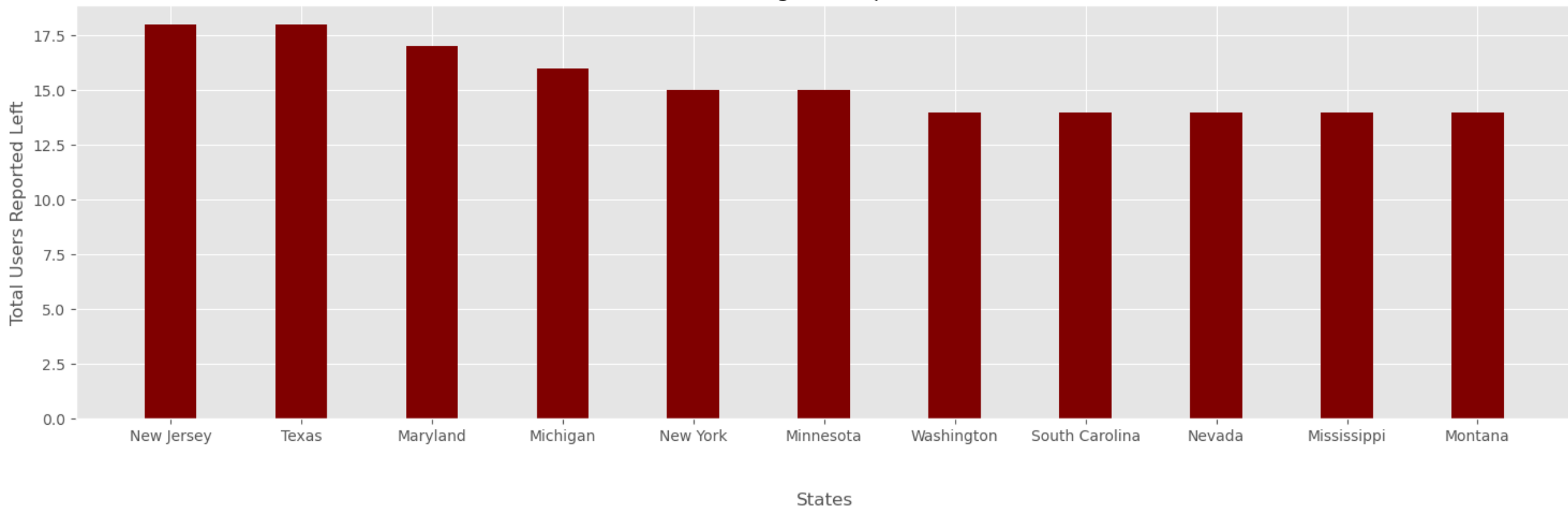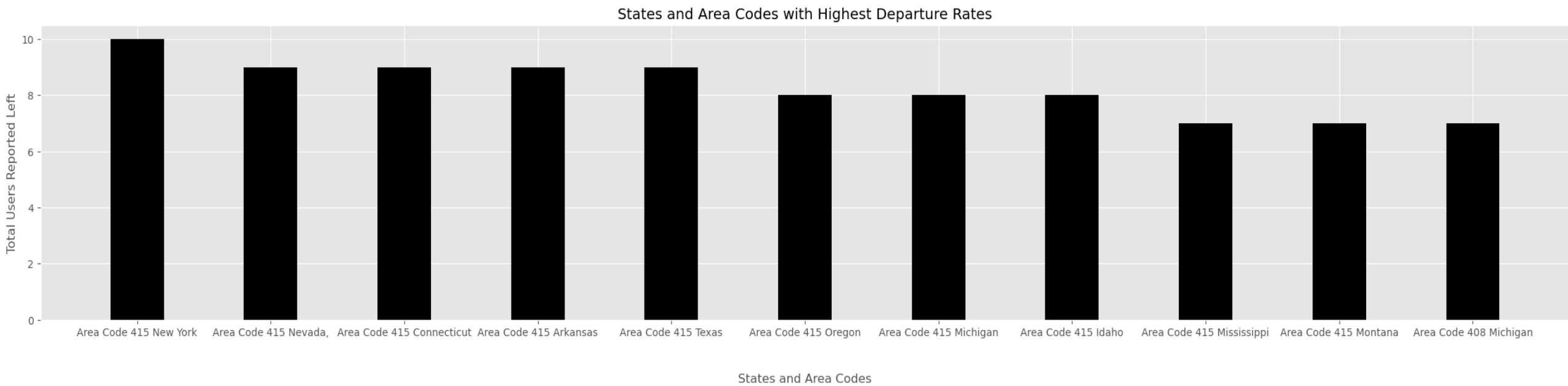
Final Goal

FINAL PLAN

- Locate the users who are predicted high chance of leaving using previous slide's metric.

- Call users from previously mentioned high departure states.

- Call users from Texas, New York, Connecticut, Nevada, and Arkansas with area code 415.

RECOMMENDATIONS

- Offer deals, bundles, discounts to those users