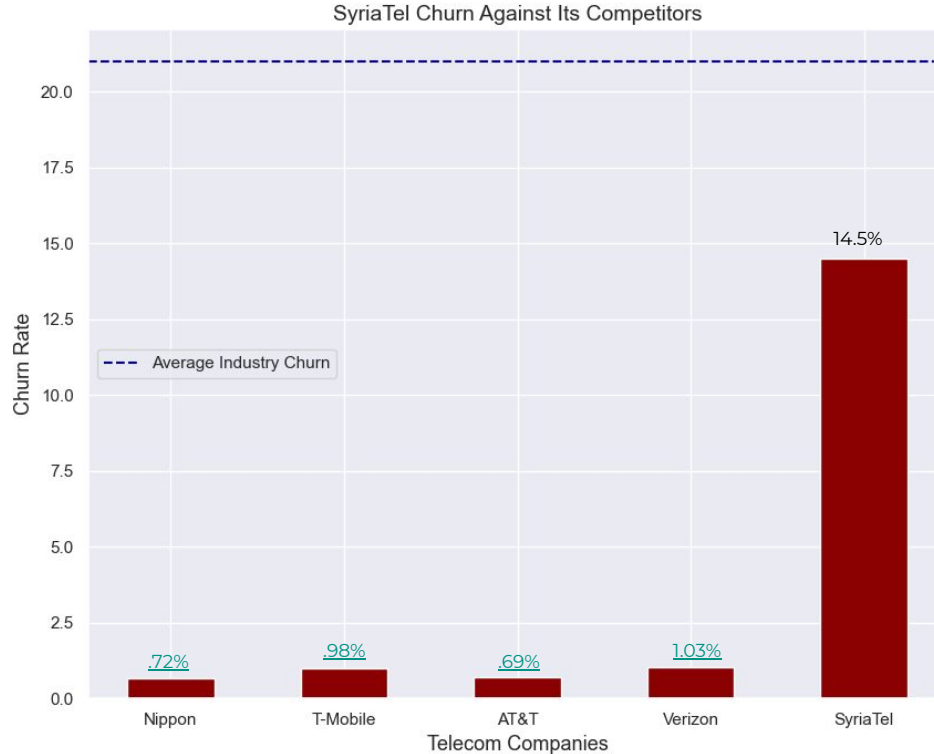# SyriaTel Churn

Samantha Baltodano

Churn Agenda

1. **Current Churn Rate**

2. **Indicators Of Churn**

   a. **Customer Service Calls**

   b. **Call Rates**

3. **Recommendations**

4. **Next Steps**

How can we predict whether a client will soon churn? How can we lower churn?

Current Churn
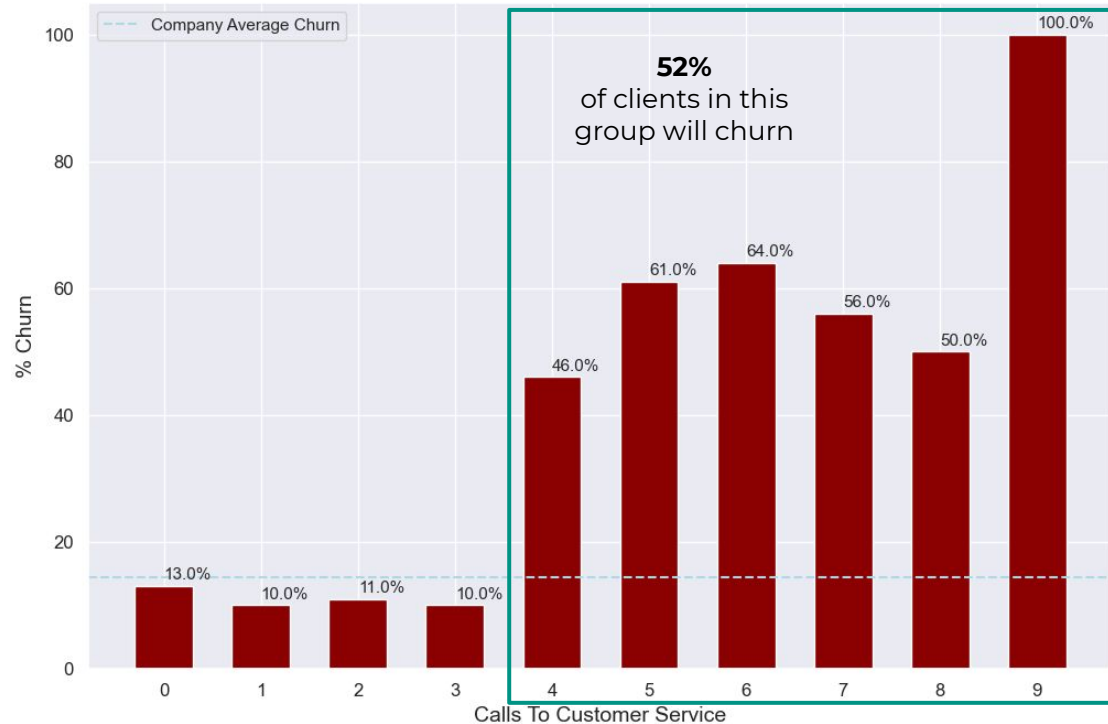
SyriaTel's Current Churn Rate Is 14.5%

SyriaTel Churn Against Its Competitors

Indicators Of Churn

Clients Who Call Customer Service 4+ Times Churn At A Rate Of 52%

➢ **Problem**

    ○ 28% of all churn comes from this cohort
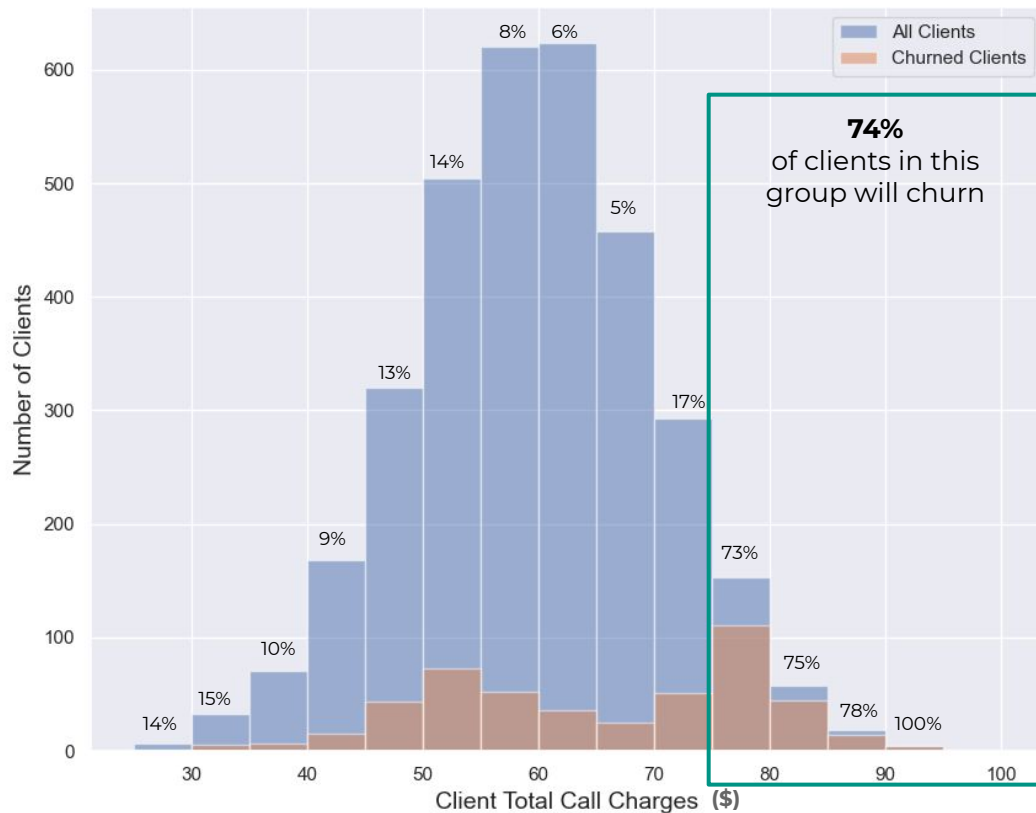
➢ **Solution**

    ○ Dig into the reason why people are calling and make corresponding improvements
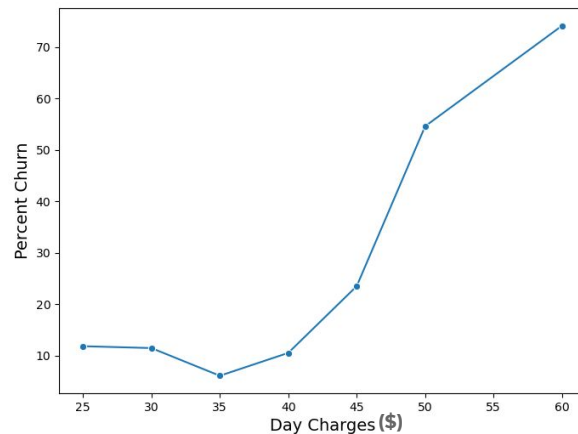
Price Has An Outsized Impact On Customer Churn - We Need To Rethink Pricing

Client Churn Based On Call Total Charges

Client Churn Based On Total Day Charges

We can predict with 97% accuracy whether a client will churn soon.

Summary And Next Steps

Recommendations

1. Record customer service calls

   a. Monitor the reason for the call and call frequency

2. Day call pricing structure needs to be reevaluated

   a. Consider a tiered pricing structure

1. Launch our model on our client base

2. Closely track call minutes and customer service calls

   a. Automatically notify our operations team once a client has passed a certain threshold

Thank you!

Check out the full project on Github.

Samantha Baltodano

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