

SyriaTele Churn Data

Module 3 Project

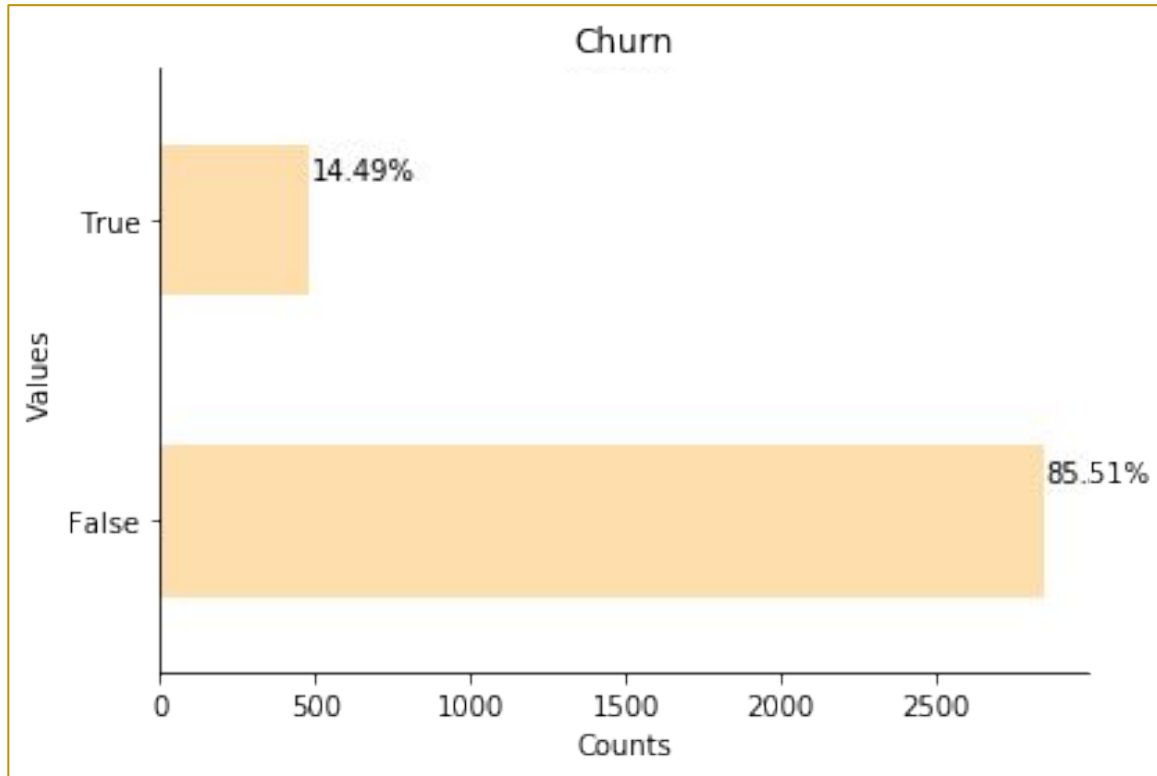
Keeping the customers

- The Churn
- Data Analysis
- How to Improve
- Conclusions



The Data

The Churn

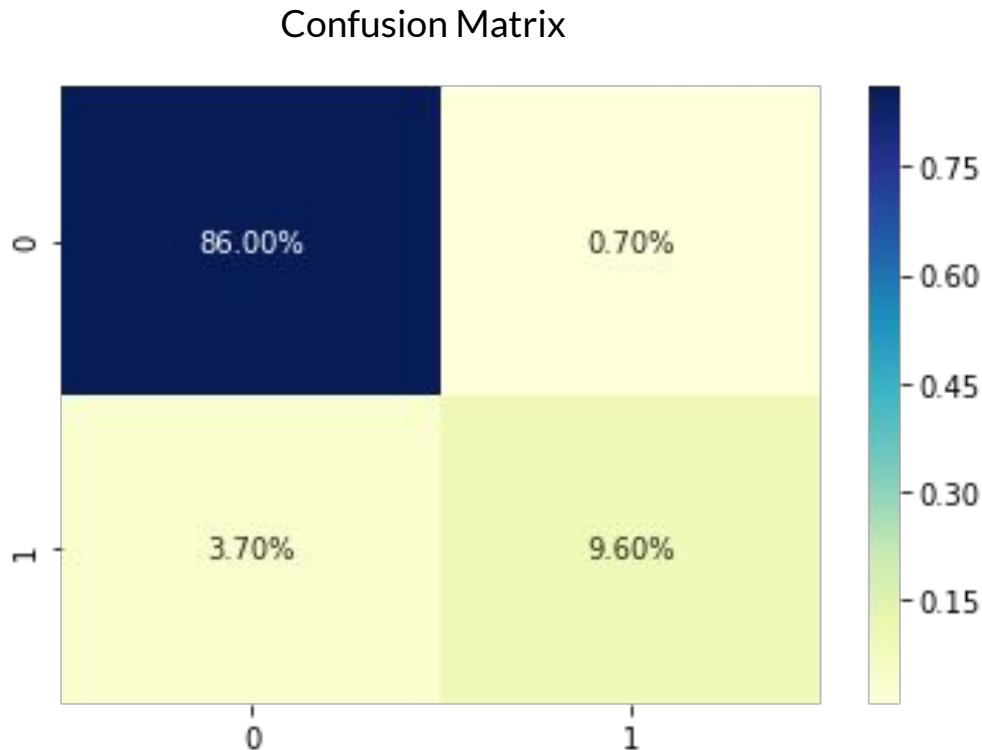


Value	Count
False	2850
True	483

Composite of Churn Prediction

Few incorrect predictions

- Customers who left but stayed
- Customers who stayed but left

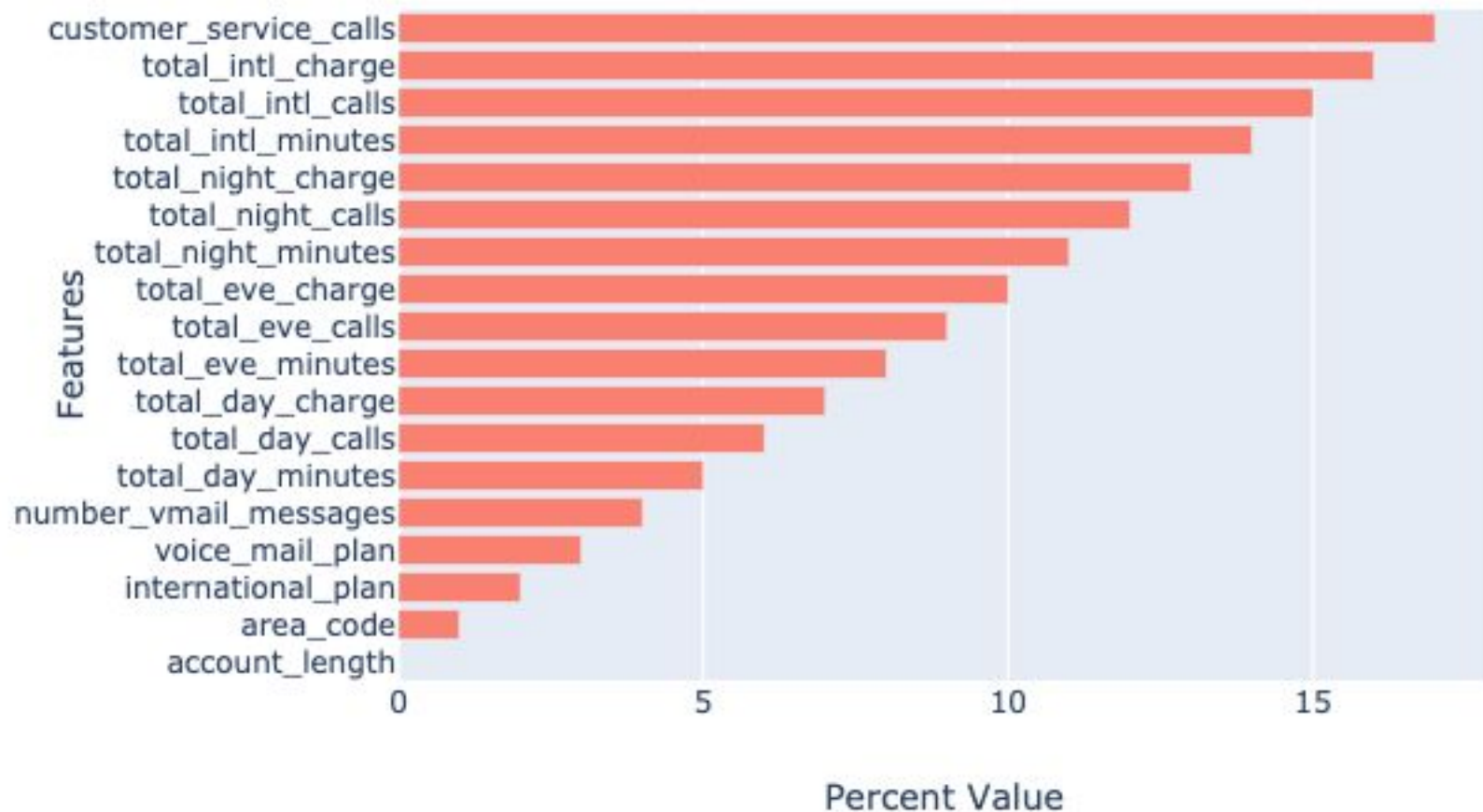


Model Accuracy

- What percent of predictions were correct?
 - Those who stayed - 96% correctly.
 - Those who left - 93%
- Overall Accuracy is 96%



Important Features of Random Forest Model



How can we keep customers from leaving?


- Let model identify customers
- Calling customer service - warning
- Making international calls



Thank You!

: -D

Other Features

- We have:
 - Usage features
 - We could use:
 - Customer features
 - Support features
 - Contextual features
 - Explore Feature Importance Caveat
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- A circular illustration in the top right corner shows a hand holding a smartphone. The screen displays a customer support agent wearing a headset. Surrounding the phone are various icons: a speech bubble with three dots, a lifebuoy, and a person icon, all connected by dashed lines, suggesting a support or data flow.

