

SYRIATEL CUSTOMER CHURN ANALYSIS

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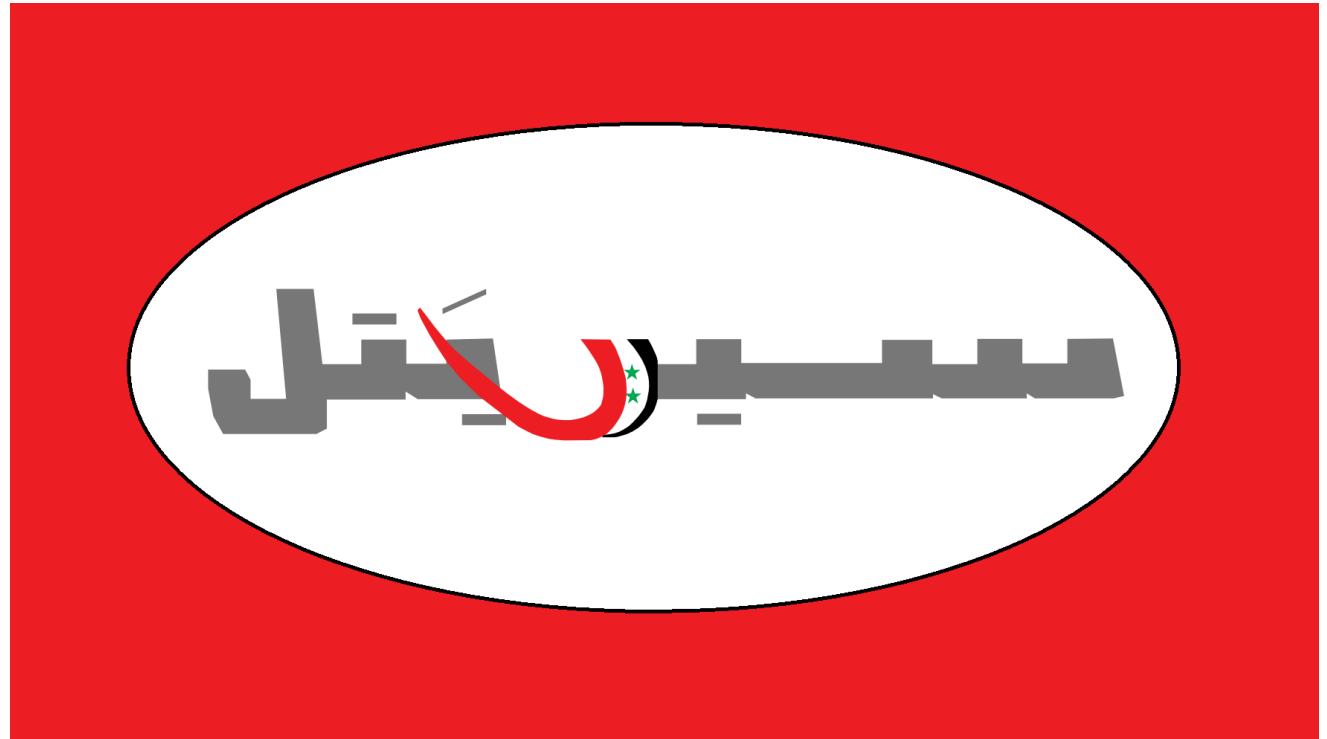
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TABLE OF CONTENTS

- Goals
- Data
- Churn Analysis
- Modeling Analysis
- Modeling Results
- Suggestions

GOALS

- Determine indicators customers may “soon” churn.
- Generate preventative measures that can be taken.

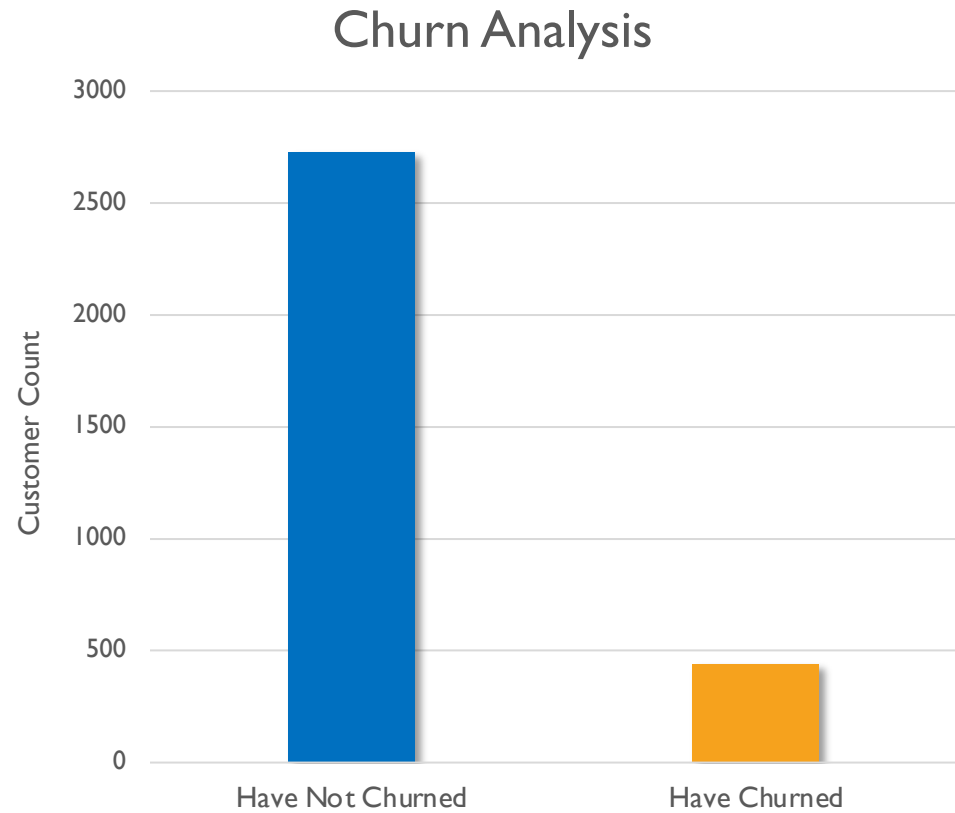


DATA PREP & ANALYSIS

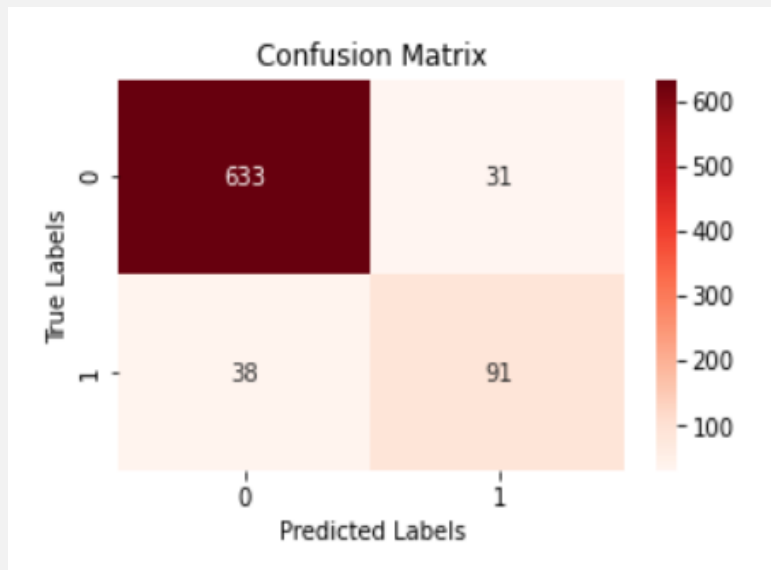
- Outliers were dropped.
- Features with a correlation 0.9 or greater were dropped.
- One-hot encoding performed on categorical features.
- Numerical features were scaled.
- Synthetic Minority Oversampling Technique (“SMOTE”) applied to resolve class imbalance.

CHURN ANALYSIS

- Approximately 3,100 customers
- 14.5% churn rate

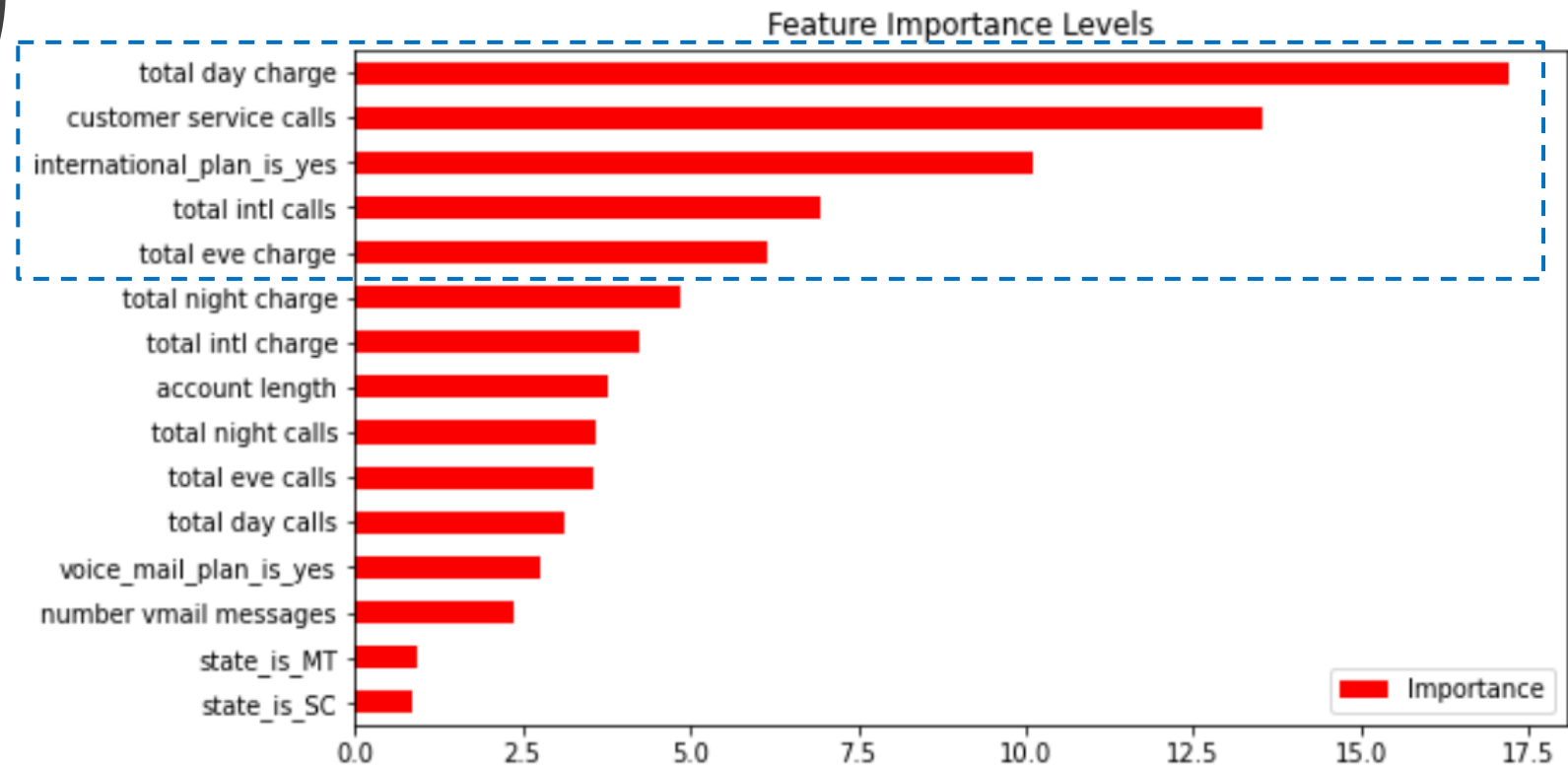


MODELING RESULTS



- Random Forest Classifier concluded as best model.
- Precision Score: 0.781

FEATURE IMPORTANCE



SUGGESTIONS

- Offer a discount to customers who have made more than 2 phone calls within 6 months.
- Start an internal forum where customer service representatives document the common reasons customer call Syriatel. Next step is to have conversations on strategic solutions that can resolve those issues.
- Start SyriaTel Sundays. A rewards program in which the company partners with external vendors and offers treats/discounts to customers.