SYRIATEL CUSTOMER CHURN ANALYSIS

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DATA

- Outlier were dropped.

- Features with a correlation 0.9 or greater were dropped.

- One-hot encoding performed on categorical features.

- Numerical features were scaled.
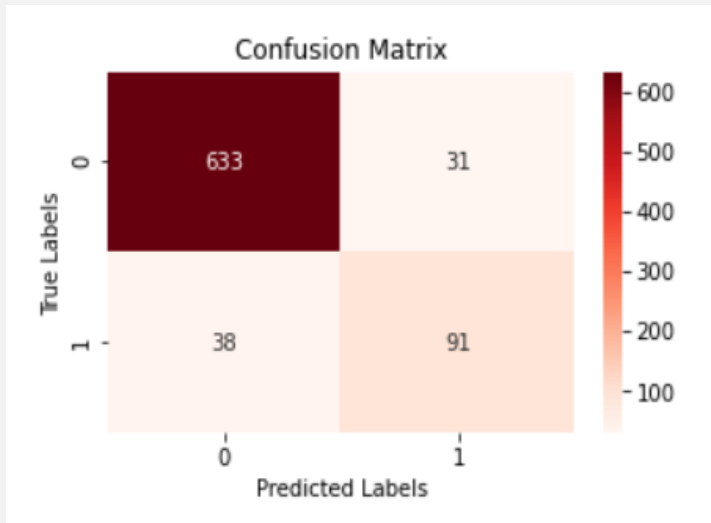
- SMOTE applied to resolve class imbalance

CHURN ANALYSIS

- Dataset with information on approximately 3,300 customers.

- 14.5% have churned. They have left SyriaTel and taken their business elsewhere.
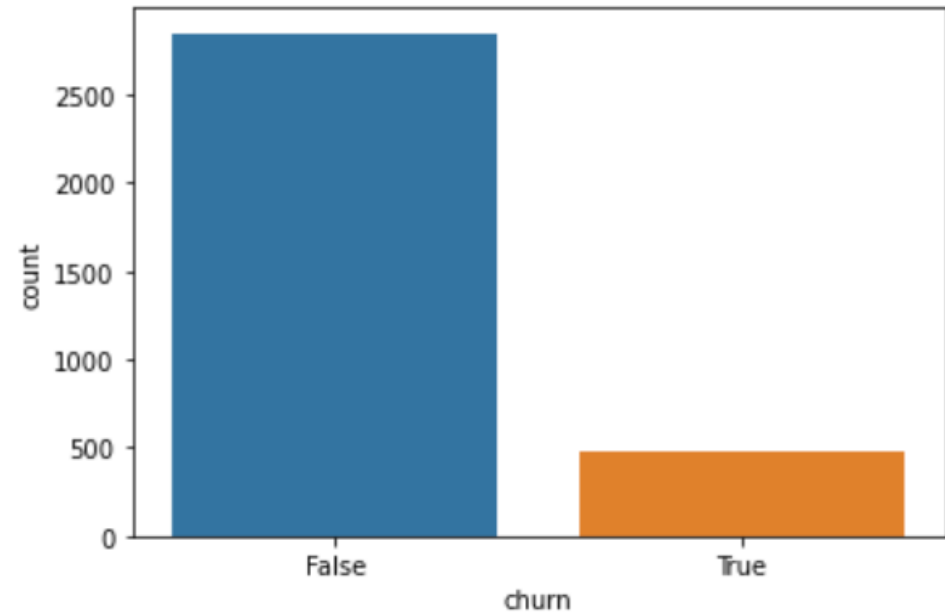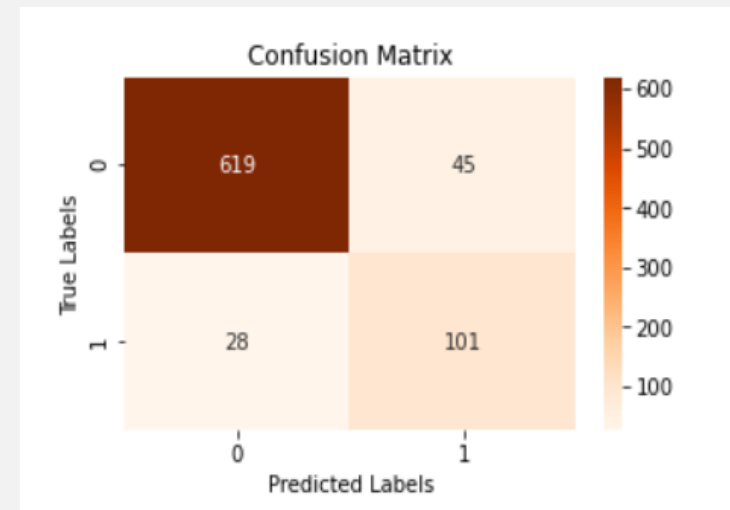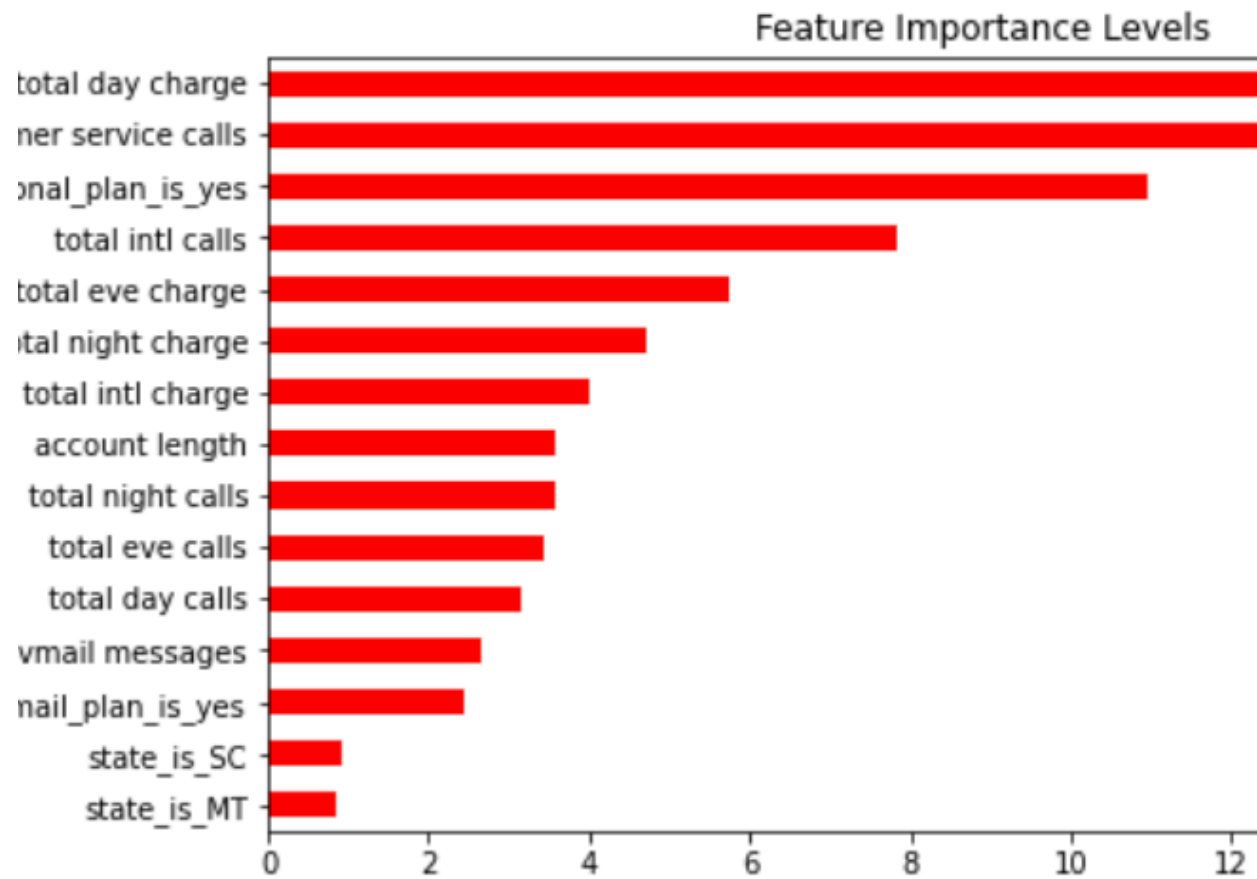
MODELING ANALYSIS

Original Model

Hyperparameter Tuned Model

Feature Importance Levels

MODELING RESULTS

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.