

Churn No More SyriaTel

Non-Tech Presentation
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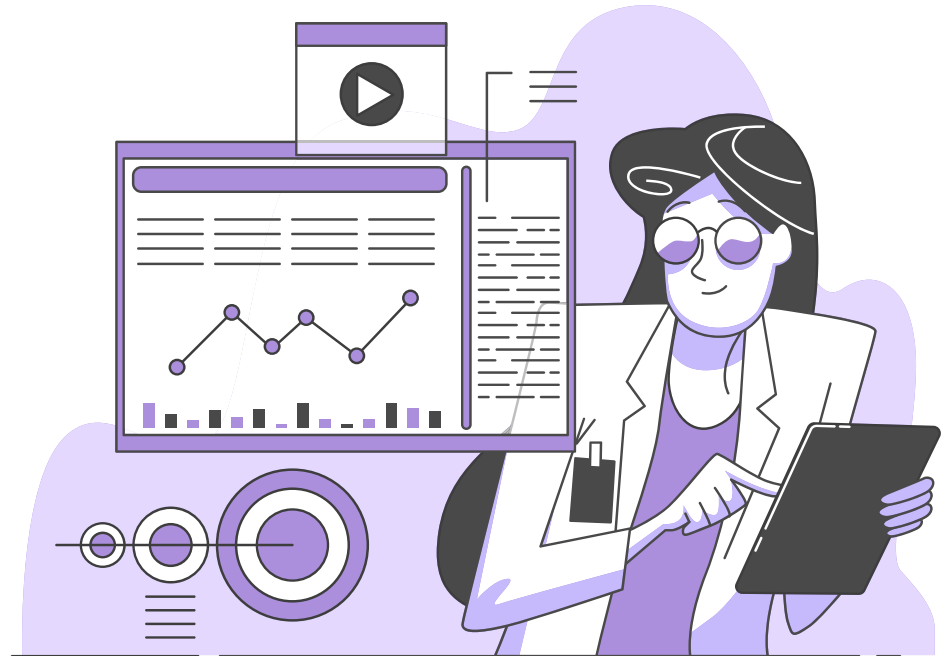
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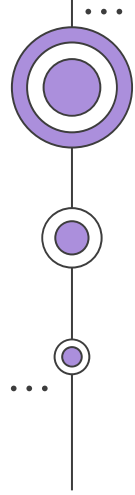
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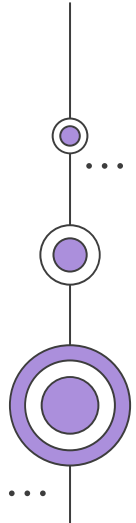
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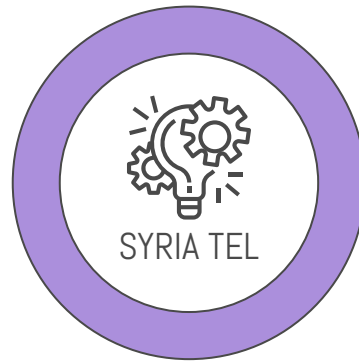




01

Business Understanding



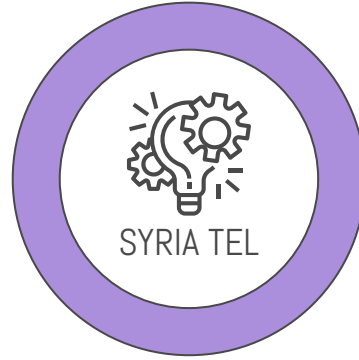


Our Company

Syriatel is a telecommunication company.

That aims to:

- Provide reliable and high-quality telecommunications services to its customers.
- It has continually upgraded its network technology to offer advanced services and features.
- The company also focuses on customer satisfaction, offering competitive pricing, attractive packages, and responsive customer support.



Business Understanding

1. Customer churn is a critical concern in the competitive telecommunications industry.
2. Predicting churn accurately helps develop effective retention strategies and minimize revenue loss.
3. Analyzing historical customer data enables proactive identification of potential churners and tailored retention efforts.

02

Problem Statement

Problem Statement

SyriaTel would like to maintain/increase the customer retention rate as well as seek to address the challenge of customer churn by developing an accurate binary classification model that predicts the likelihood of customers discontinuing their services, as well as identifying patterns that would lead to this.



Our Objectives



01

Accurate Model

Develop an accurate churn prediction model for SyriaTel.

02

Patterns that lead to churn

Identify patterns in order to identify high-risk churn customers.

03

Develop new strategies

Optimize retention strategies, allocate resources, and minimize financial losses.

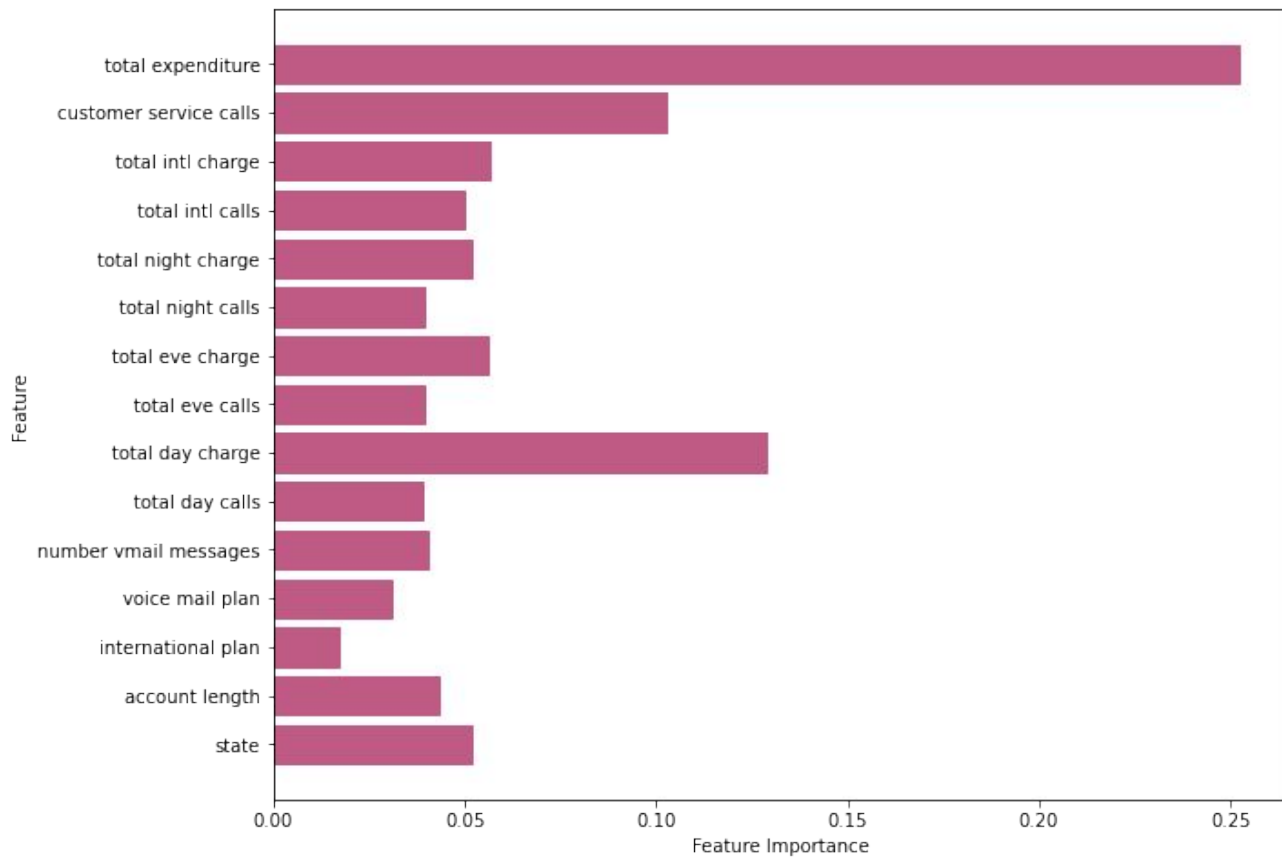
03

Model Evaluation

Tuned Scores

Model	Accuracy	Precision	F1 Score	Recall
Logistic Reg	0.6978	0.2689	0.3942	0.7387
Decision Tree	0.8465	0.4593	0.600	0.8649
Random Forest	0.9472	0.8384	0.7905	0.7477
SVM	0.8717	0.5141	0.5771	0.6577

Key Features



04

Recommendations



Recommendations

01

Affordable Service Costs

SyriaTel should reconsider service costs to accommodate customers with specific budget constraints.

02

Improved Customer Service

Improve customer service by addressing issues raised during calls and ensuring well-trained staff who adhere to good customer service norms.

03

Customizable Plan Options

Adopt a customer-centered approach by offering customizable plans to cater to the diverse needs of the customer base

Thanks!

Do you have any questions?

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