

# Churn No More SyriaTel

Non-Tech Presentation  
Stella K.

# Table of Contents

01

## Business Understanding

Why is the churn rate important to SyriaTel?

02

## Problem Statement

What are the objectives of conducting this analysis?

03

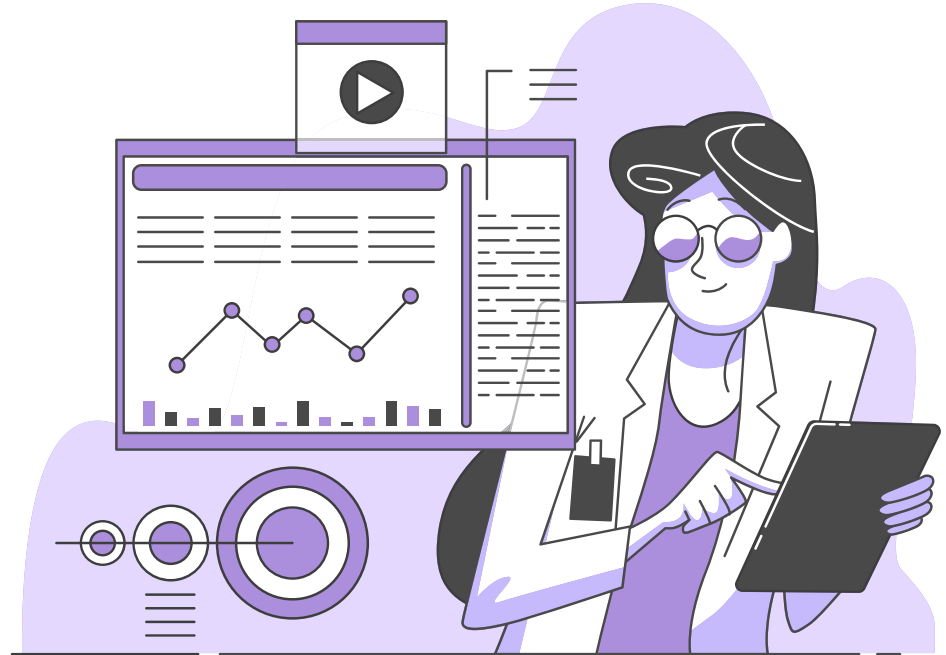
## Model Evaluation

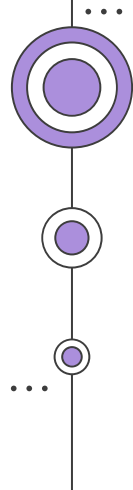
Which model had the best performance?

04

## Recommendations

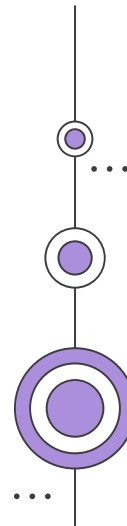
What is the way forward?

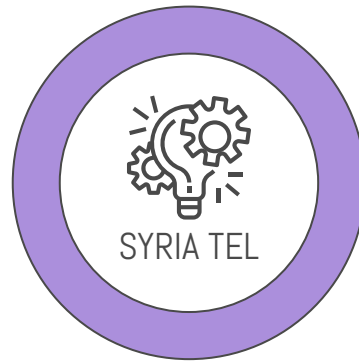




# 01

## Business Understanding



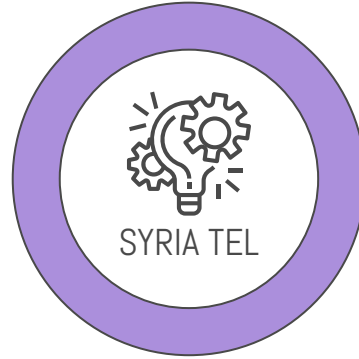


# Our Company

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.



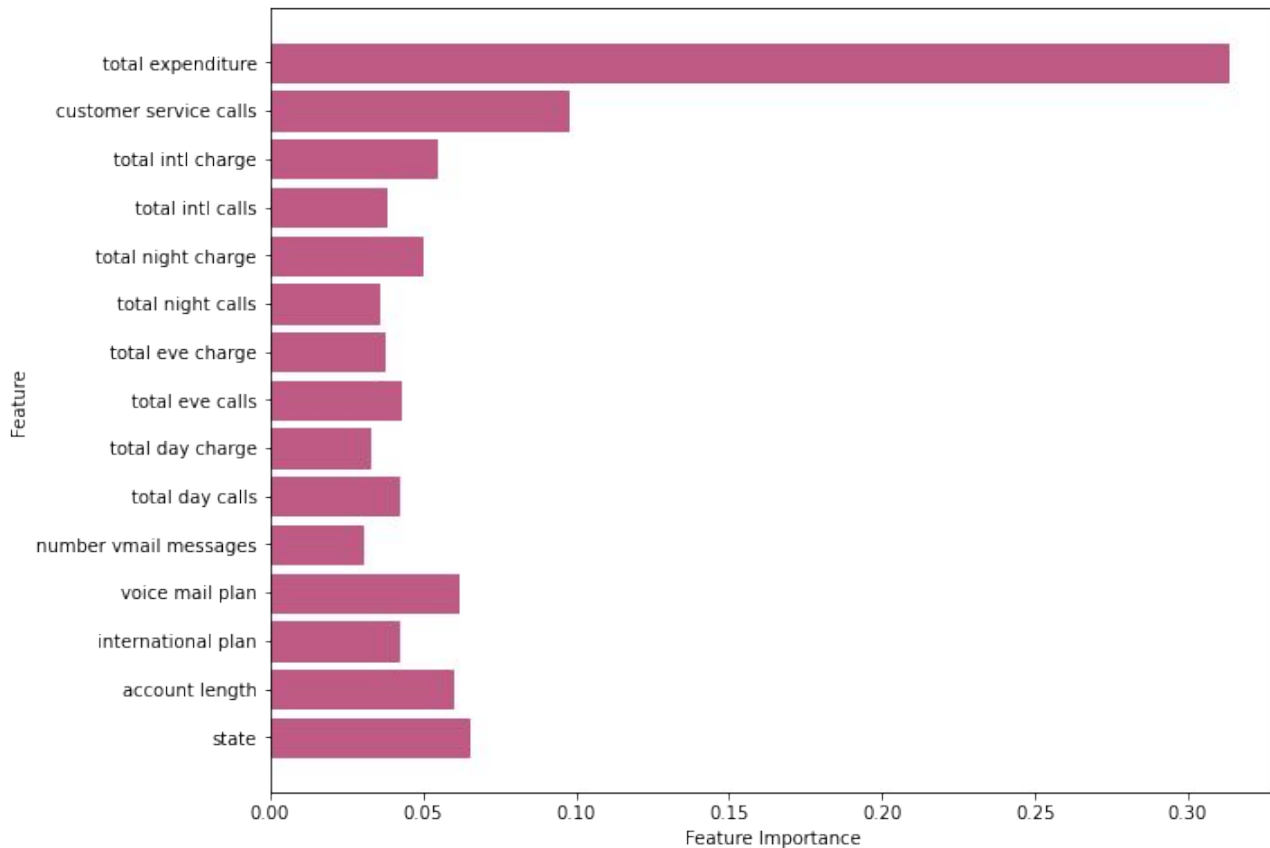
# 03

## Model Evaluation

# Tuned Scores

Model	Accuracy	Precision	F1 Score	Recall
Logistic Reg	0.6978	0.2689	0.3942	0.7387
Decision Tree	<b>0.8465</b>	<b>0.4593</b>	<b>0.600</b>	<b>0.8649</b>
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?

[GitHub Repo](#)

[Blog](#)

[LinkedIn](#)



**CREDITS:** This presentation template was created by [Slidesgo](#), including icons by [Flaticon](#), infographics & images by [Freepik](#) and illustrations by [Stories](#)

Please keep this slide for attribution