

SyriaTel Churn Analysis

~Ronny Kabiru



Problems to solve!

- Too many customers are leaving.
- What is making the customers leave?
- How can we mitigate the customer churn?

The Plan

1. Analyze recent data.
2. Determine causes of increased churn.
3. Make recommendations.



14.49%

Percentage of customers that left SyriaTel

What I did with the data

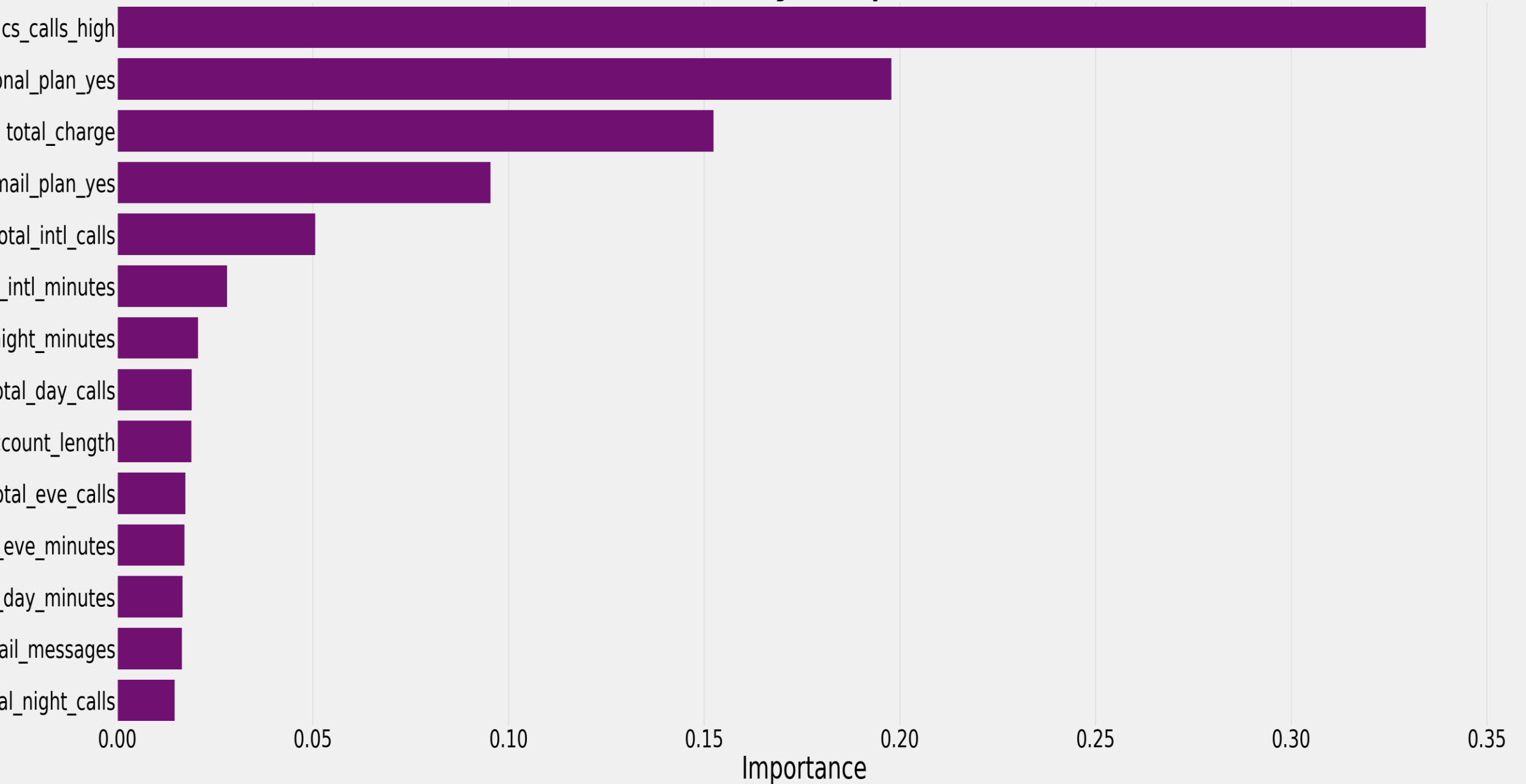


1. Initial Exploration
2. Data Cleaning
3. Modeling
4. Made Recommendations

Which features had the most influence on churn?



Features by Importance



Feature Importance

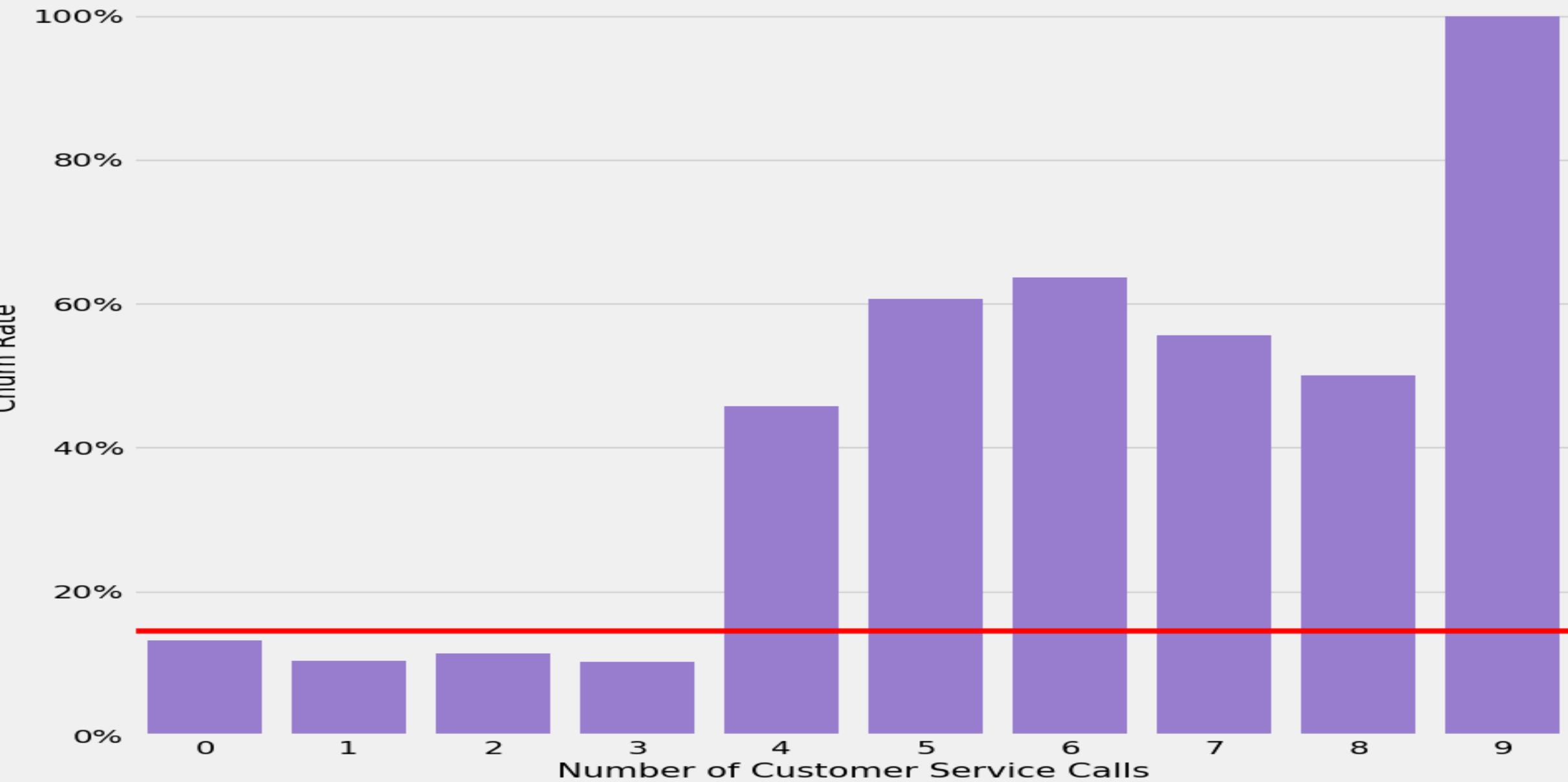
- 1) 37% Customer Service Calls
- 2) 19% International Plan
(consists Total International
Calls & Total International
Minutes)
- 3) 14% Total Amount Charged
- 4) 11% Voicemail Plan

Feature Importance:

1. Customer Service Calls



Churn Rate by Number of Customer Service Calls



Churn rate @ 3 calls = 10.25%

Churn rate @ 4 calls = 45.78%

Less than 50% of customers make 0-1 Customer Service Calls

Recommendation:


Increase focus on quality Customer Service

Feature Importance:

2. International Plan



- Only 323 people (9.5% of customers) have international plans
- Their Churn Rate is 42.4%
- Churn Rate for those without the International Plan is 11.5%



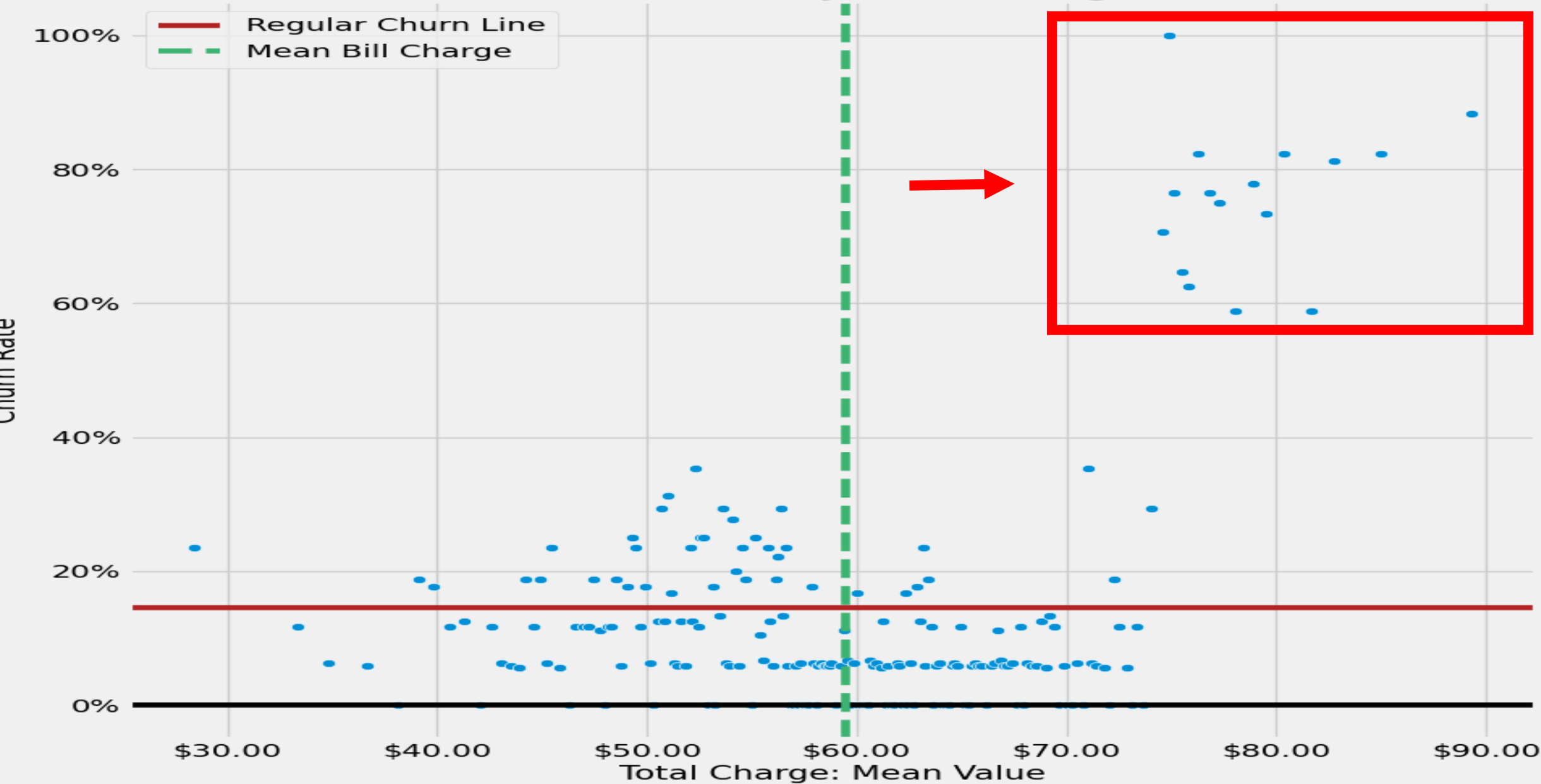
Recommendation:
Rethink your international plan.

Feature Importance:

3. Total Amount Charged



Churn Rate by Total Charge



Recommendation:

Consider a flat price model to keep charges consistent.

Feature Importance:

4. Voicemail Plan



Voicemail Plan

Customers with voicemail:

8.6% Churn rate

Customers without voicemail:

17.6% Churn rate

9% increase

Recommendation:

Encourage customers to get a voicemail plan.

Recommendation:
Setting Up a Churn Risk
Identification System



Low Risk

0-1 customer
service calls

Customer has a
voicemail plan

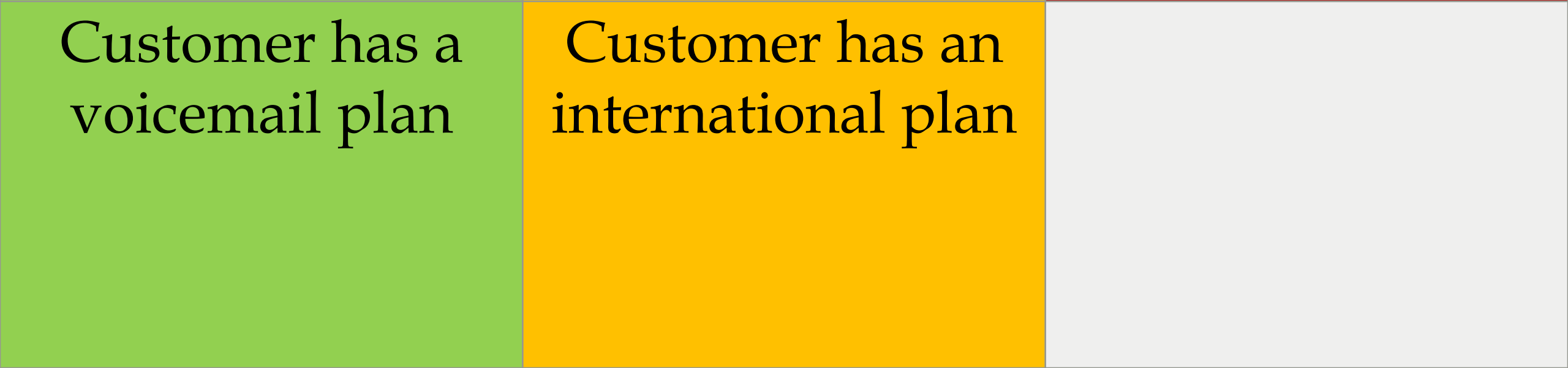
Medium Risk

2-3 customer
service calls

Customer has an
international plan

High Risk

4+ customer
service calls



You will always have
Churn

BUT, if you know what to
look for, and are proactive
in dealing with it, you
WILL lower your Churn
Rate



Recommendations

1. Increase focus on quality customer service.
2. Rethink the international plan.
3. Have a consistent pricing model.
4. Encourage customers to get the voicemail plan.
5. Set up a Churn Risk Identification System

Questions?