

Customer Churn Analysis

SyriaTel Dataset

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Overview

Client Objective

- Customer Retention
- Upgrade Decision Making

My Goal

- Build Predictive Model
- Understand Customer Churn
- Recommend Solutions

Outline

- Business and Data Understanding
- Modeling
- Evaluation
- Recommendations
- Next Steps

Business Understanding

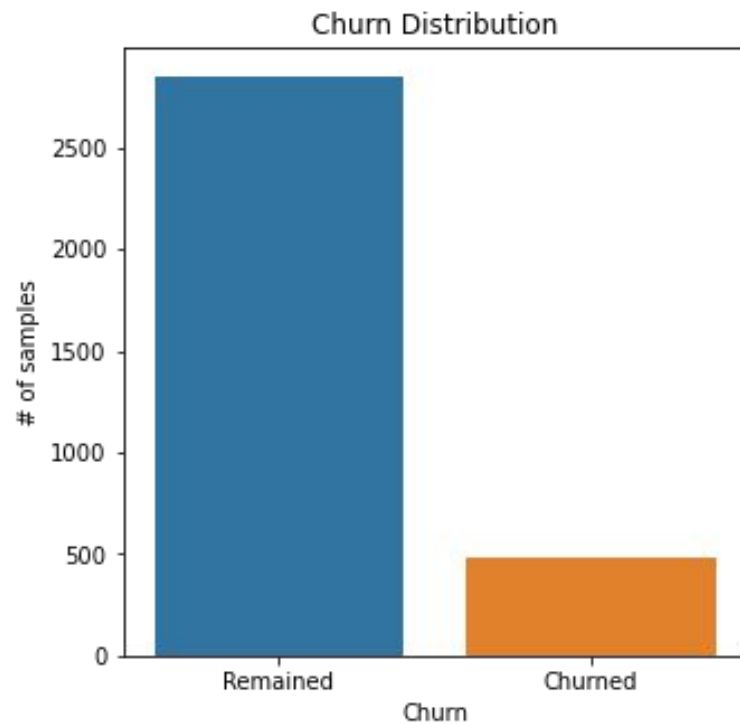
What's The Problem?

- Customer Retention Crucial
- Tough Economy

Data Understanding

What Are We Working With?

- SyriaTel Dataset
- ~ 15 % Churn Rate
- Customer Attributes



Modeling

Type

- Predictive
- Classification

Use Cases

- Customer Targeting
- Enhanced Forecasting

Evaluation

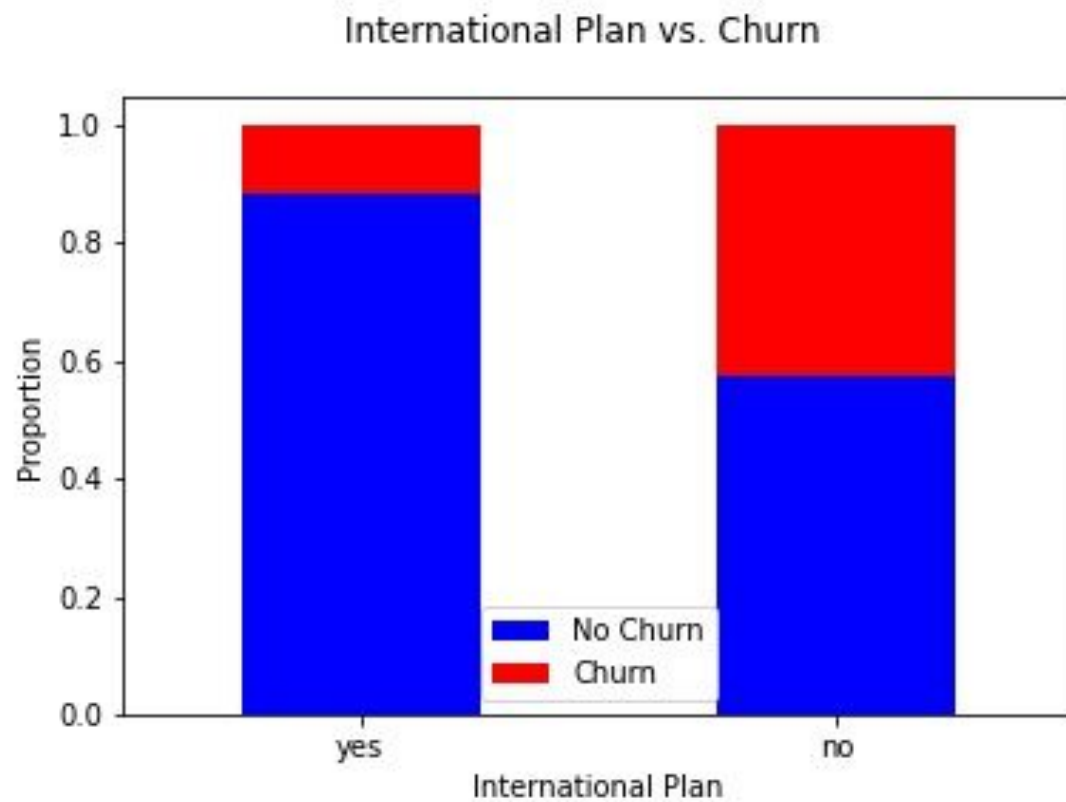
Metrics

- Accuracy ~ 96%

Key Discoveries

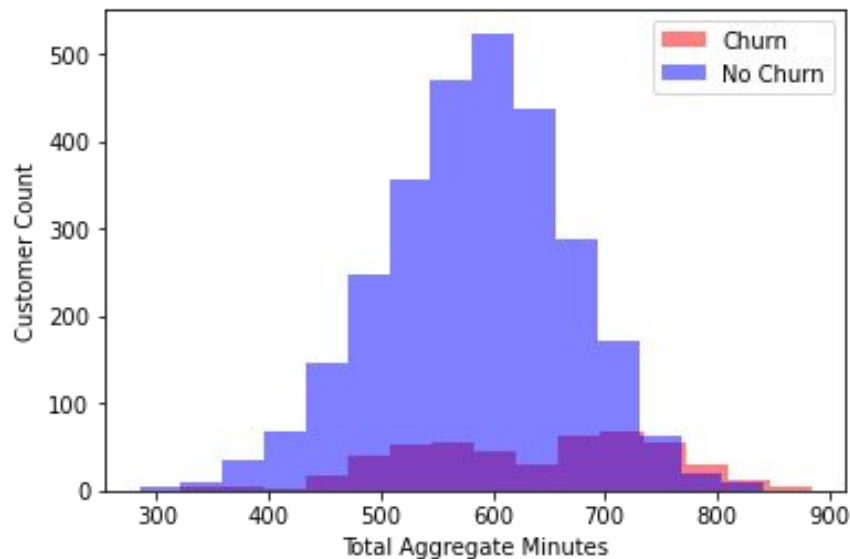
- International Plan
- Total Minutes / Charge

International Plan

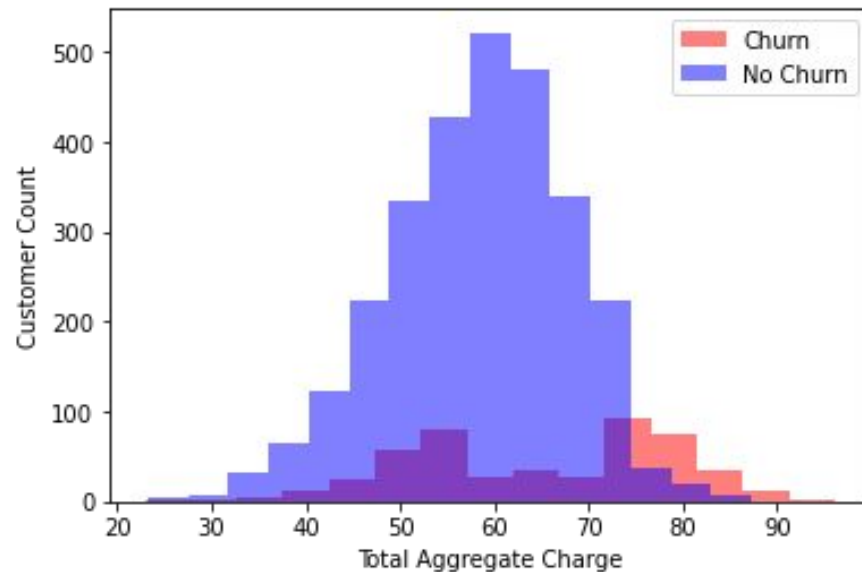


High Activity Customers

Total Aggregate Minutes vs. Churn



Total Aggregate Charge vs. Churn



Recommendations

- 1.) Push International Plans
- 2.) Savings For High-Activity Users

Next Steps

- Increase Data Collection
- Fine Tuning

Thank You!

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Github Link: <https://github.com/zchern/Phase-3-Project>