

PRIVACY AS A PRODUCT

Katherine Salazar
May 4, 2021



AGENDA



1

Executive
Summary
and Scope



2

Existing
Market



3

Product
Opportunity



4

Product
Introduction



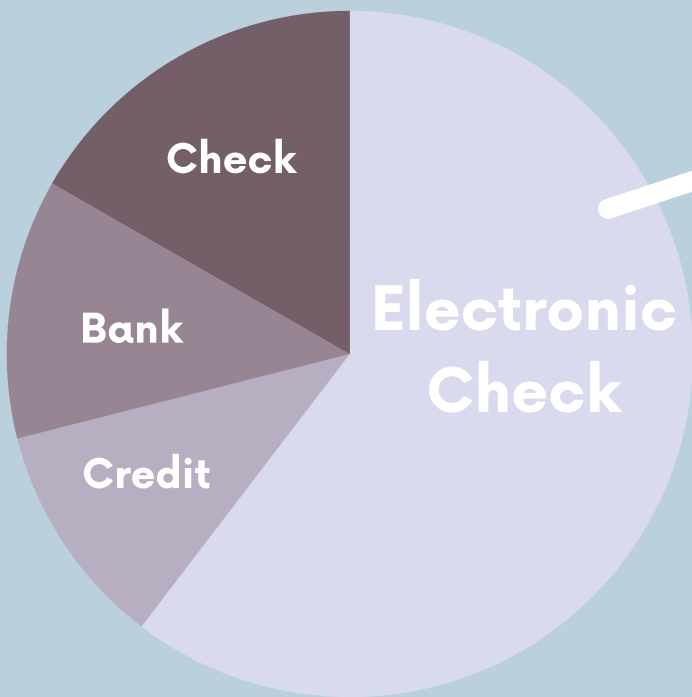
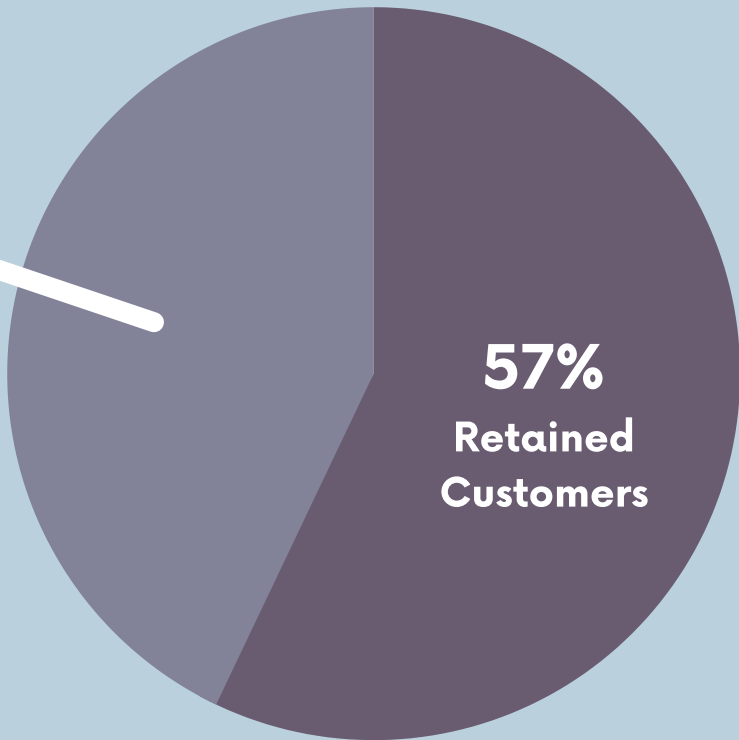
5

Conclusion

EXECUTIVE SUMMARY

43%
Churned
Customers

Month-to-Month
Phone



60%
Conversion
Opportunity
for month-to-month
phone to alternative
currency payments

Recommend
Privacy as a Product
Bitcoin
payment options



Predict
50%
Customer
Increase
with Privacy as a Product



PRIVACY AS A HISTORY

● **2014**

Apple's iPhone 6 has more processing power than Apollo 11

● **2020**

California Privacy Rights Act (CPRA) goes into effect



2018

General Data Protection Regulation (GDPR) is enforceable for EU citizens

2021

KT&T's Privacy as a Product Launch



DATA SCOPE

8 years of data
spanning 2013 - 2020

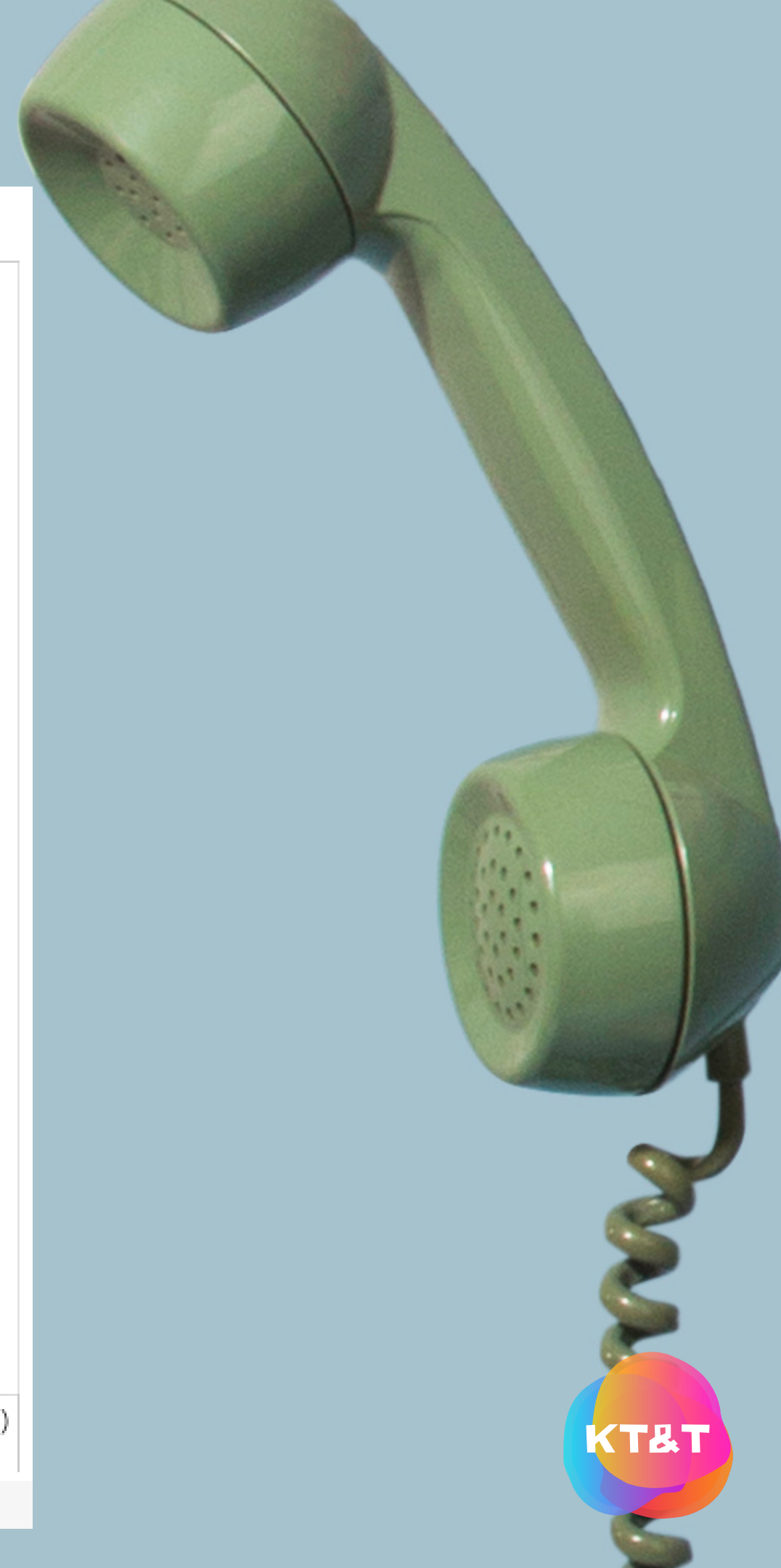
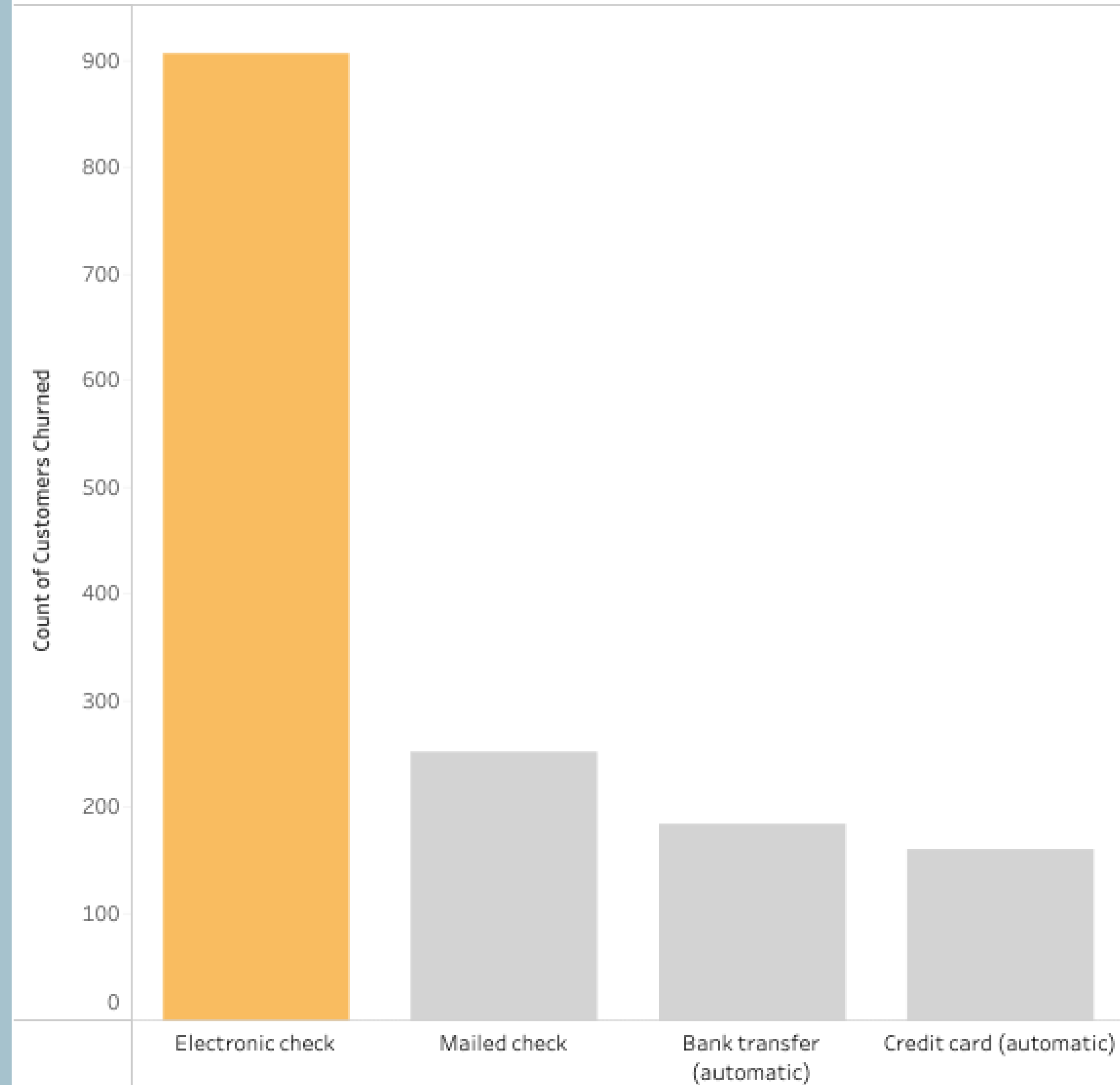
Phone
consumers

Month-to-month
consumers

Churned
customers

ISSUE VISUALIZATION

Churned Month-to-Month Phone Customer Payment Types



PRIVACY AS PRODUCT RECOMMENDATION



**Alternative
Currency
Options**



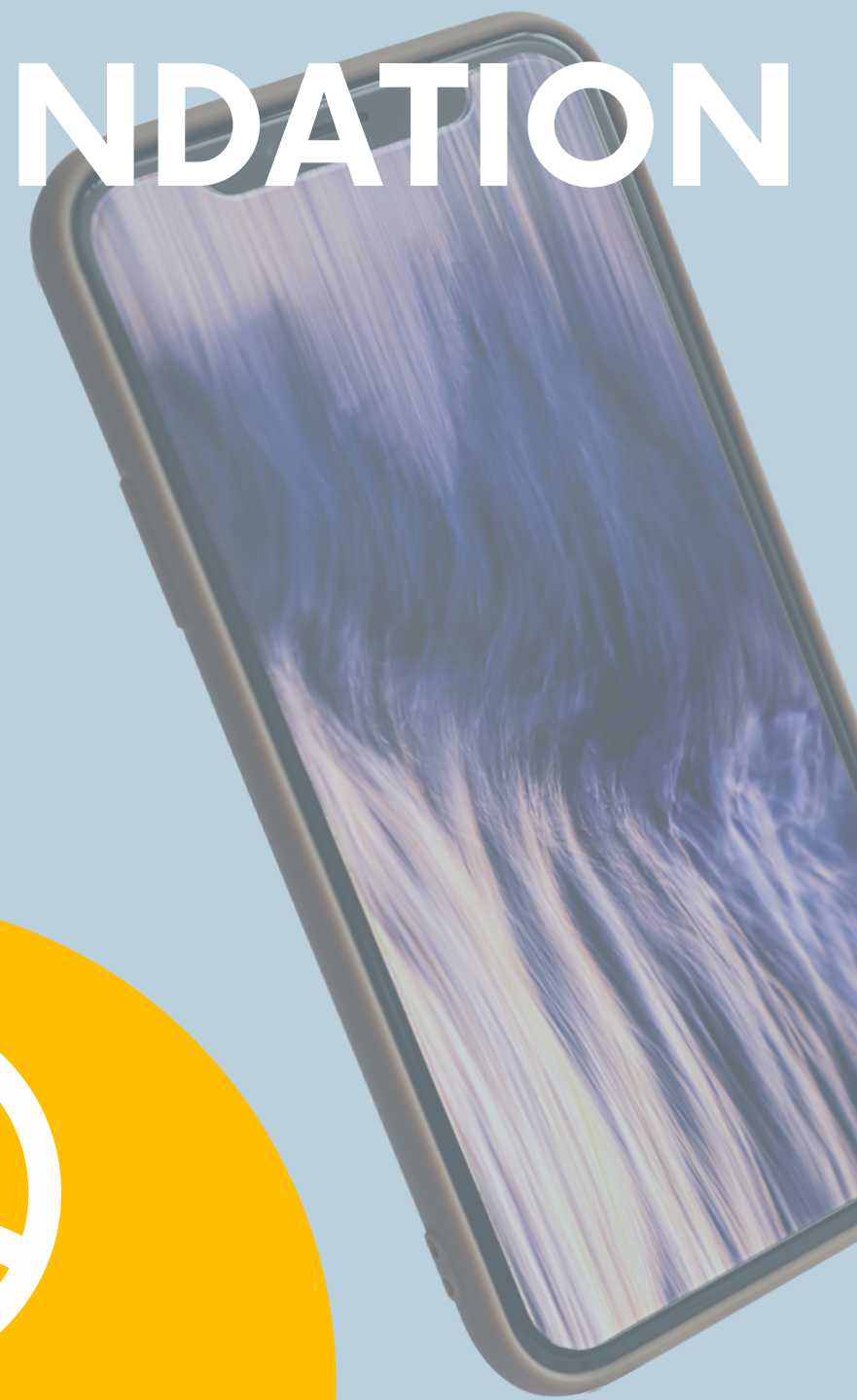
**No need to
surrender
personal
information**



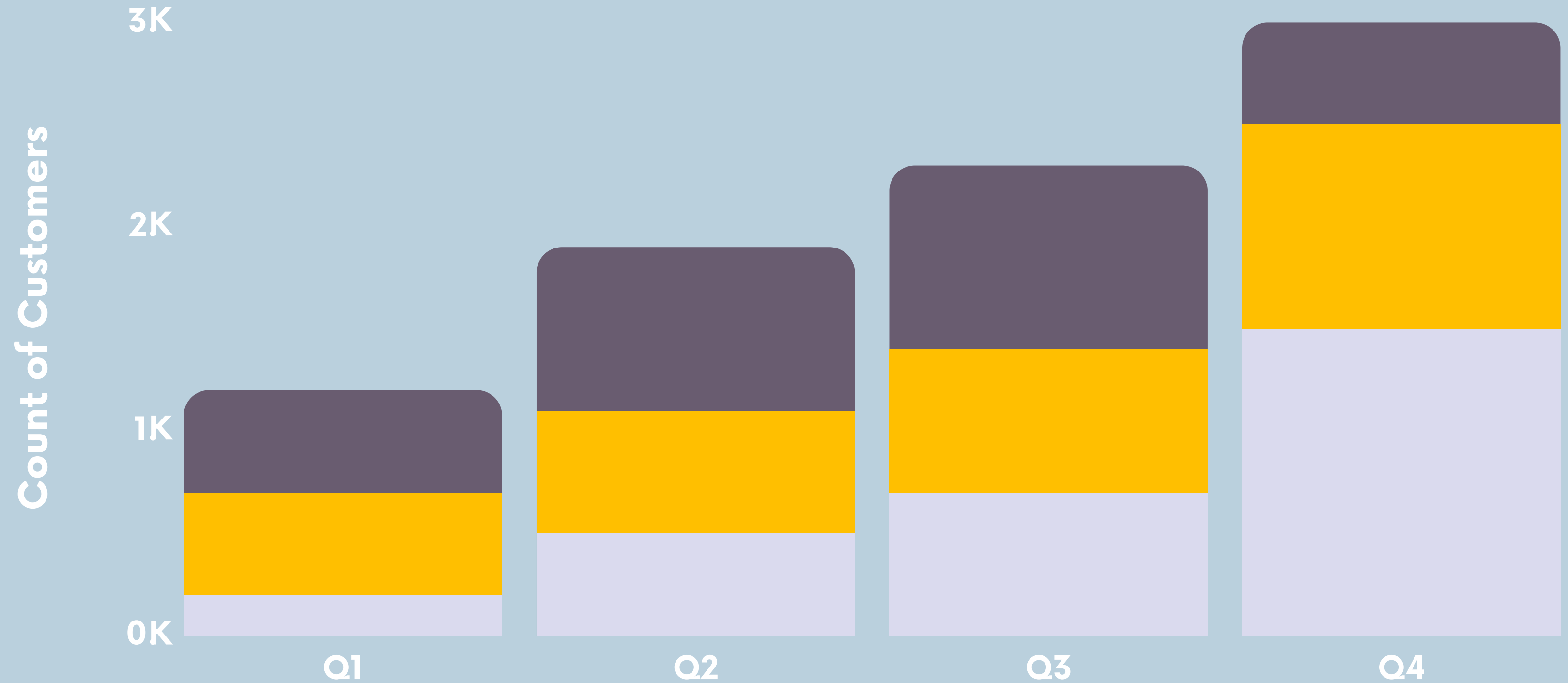
**Anonymity in
blockchain
ledger**



**We won't sell
your data**



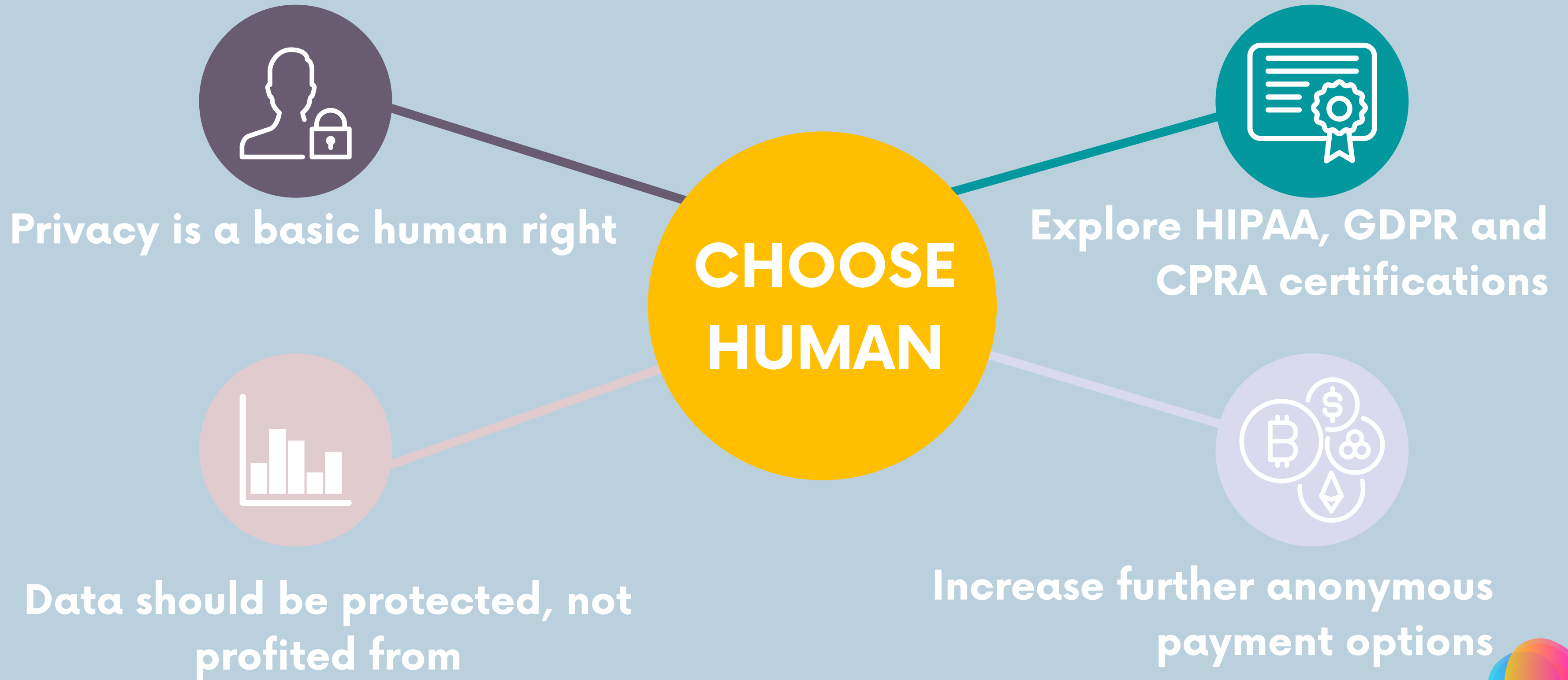
PRIVACY AS A PRODUCT PREDICTIONS



2022 Fiscal Year Quarters



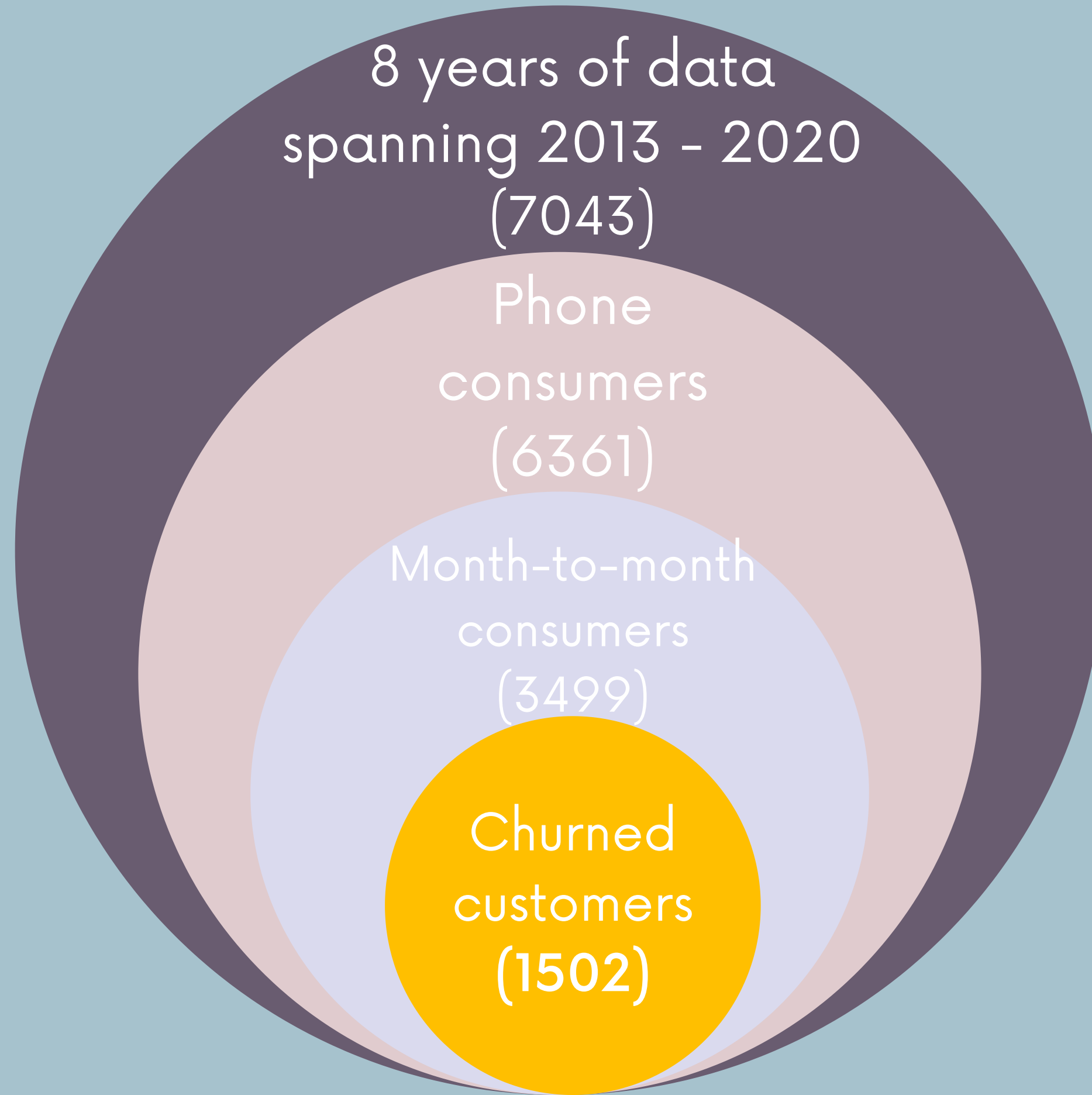
CONCLUSIONS & NEXT STEPS





APPENDIX

DETAILED DATA SCOPE



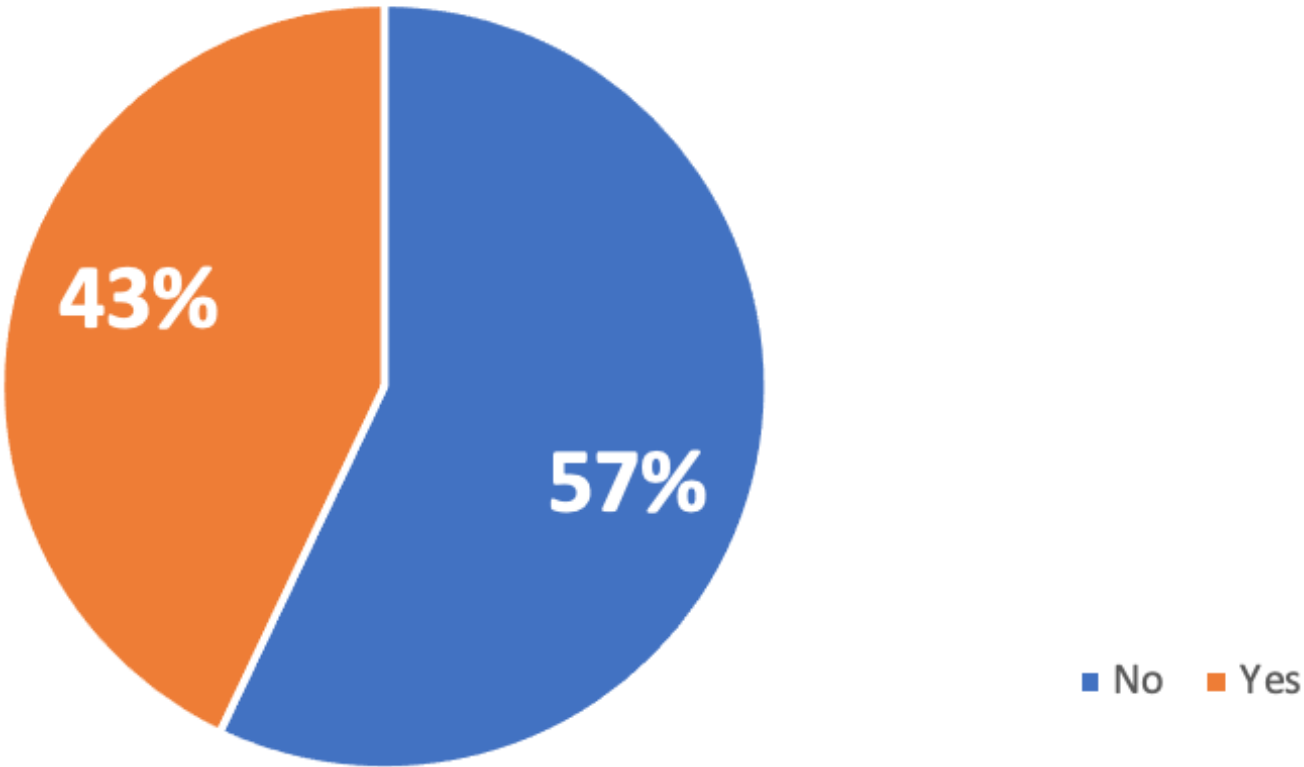
DATA DEFINITIONS

Feature	Definition	Data Type
contract_type	monthly, 1 year, 2 year	int - (0-2)
service_type	phone, internet, or both services	int - (1-3)
churn	customer has left the compay or stayed	int - boolean
payment	phone, internet, or both services	int - (1-3)
phone_service	one or multiple lines, or no service	int - (0-2)
payment_type	bank transfer (automatic), credit card (automatic), electronic check, mailed check	int - (1-4)

DETAILED CHURNED CUSTOMERS

payment_type	(Multiple Items)	
service_type	(Multiple Items)	
contract_type	Month-to-Month	
Row Labels		Count of churn
No		1997
Yes		1502
Grand Total		3499

Month-to-Month Churned Phone Customers



DETAILED CONVERSION OPPORTUNITY

churn	Yes	
service_type	(Multiple Items)	
Row Labels	Count of service_type	
Bank transfer (automatic)	237	
Credit card (automatic)	213	
Electronic check	975	
Mailed check	274	
Grand Total	1699	

