AT&T Chief Data Office Data Platform

2019 My Performance Plan for Korina Han Lim CDO MYBI PowerBI Visualization Reports -AT&T branding Implementation to PowerBI Visualization 8/1/2019-11/1/2019





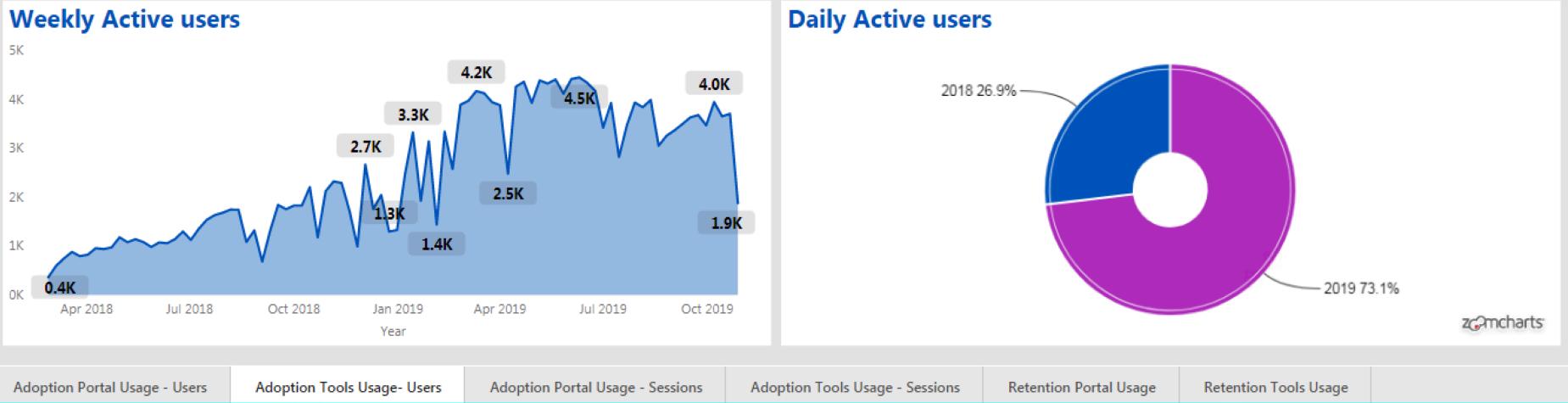
New Users

Unique Users 16,477

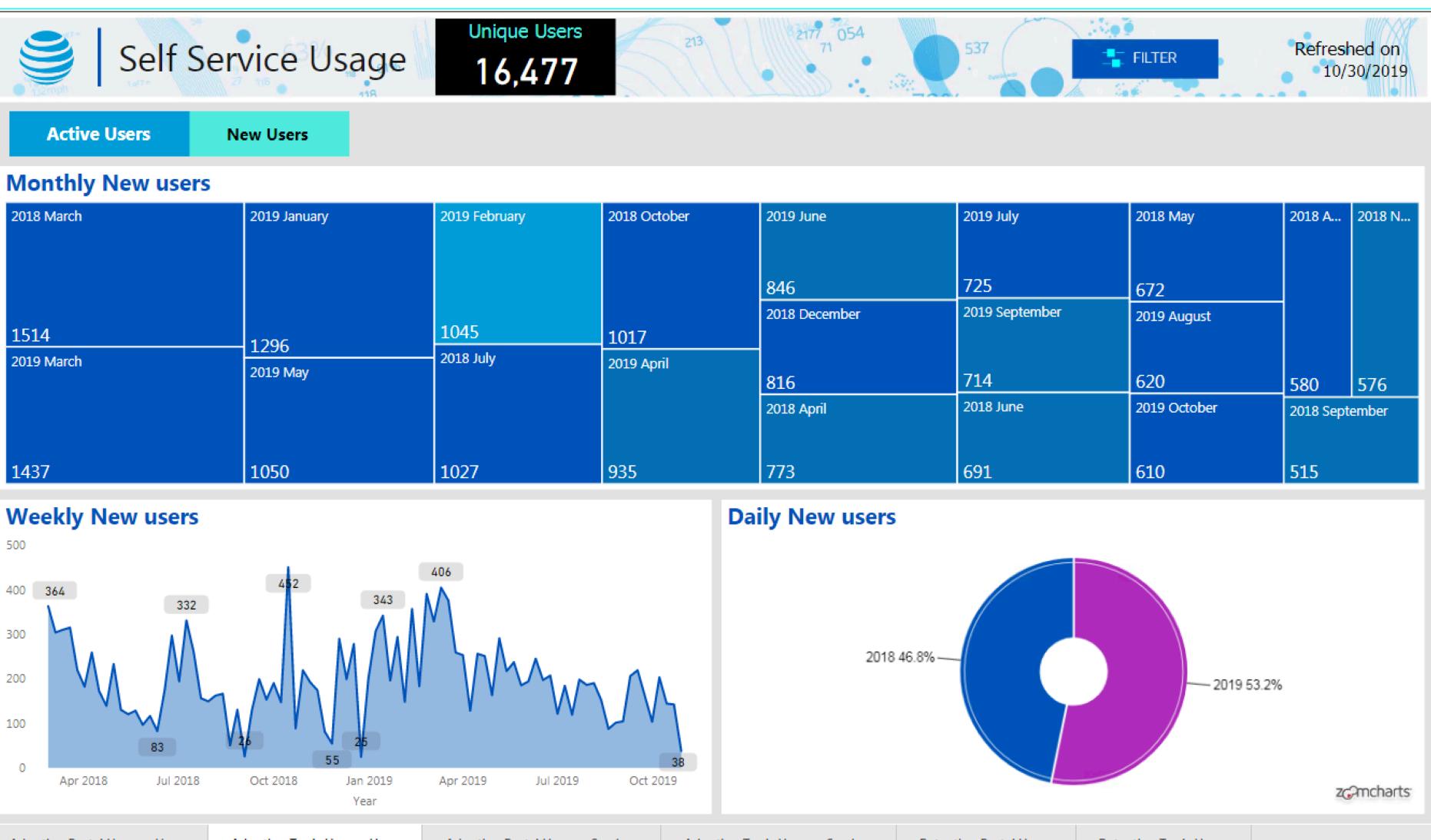
Monthly Active users

Active Users

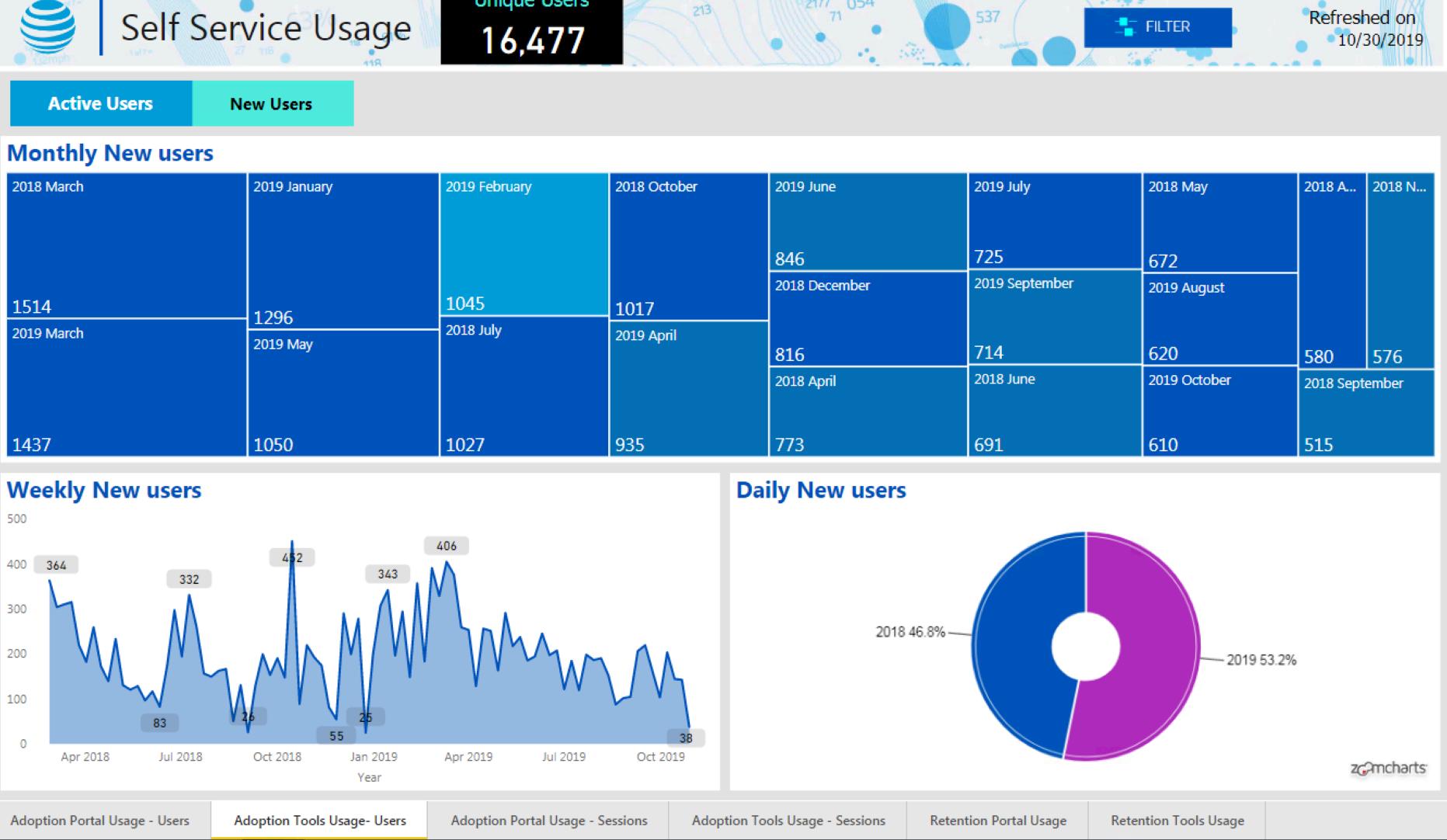
2	2019 May	2019 March	2019 April	2019 October	2019 February	2018 December	2018 Aug	2018 Sept	2018	3 July
						3.67K				
						2018 October				
7	7.39K	6.84K	6.69K	6.14K	5.26K		2.81K	2.75K	2.73	к
2	2019 June	2019 July	2019 August	2019 September	2019 January		2018 June	2	018	201
						3.56K				
						2018 November	2.21K			
							2018 May			
7	7.25K	6.71K	6.22K	6.04K	4.93K	3.50K	2.11K	1	.78K	1.51K

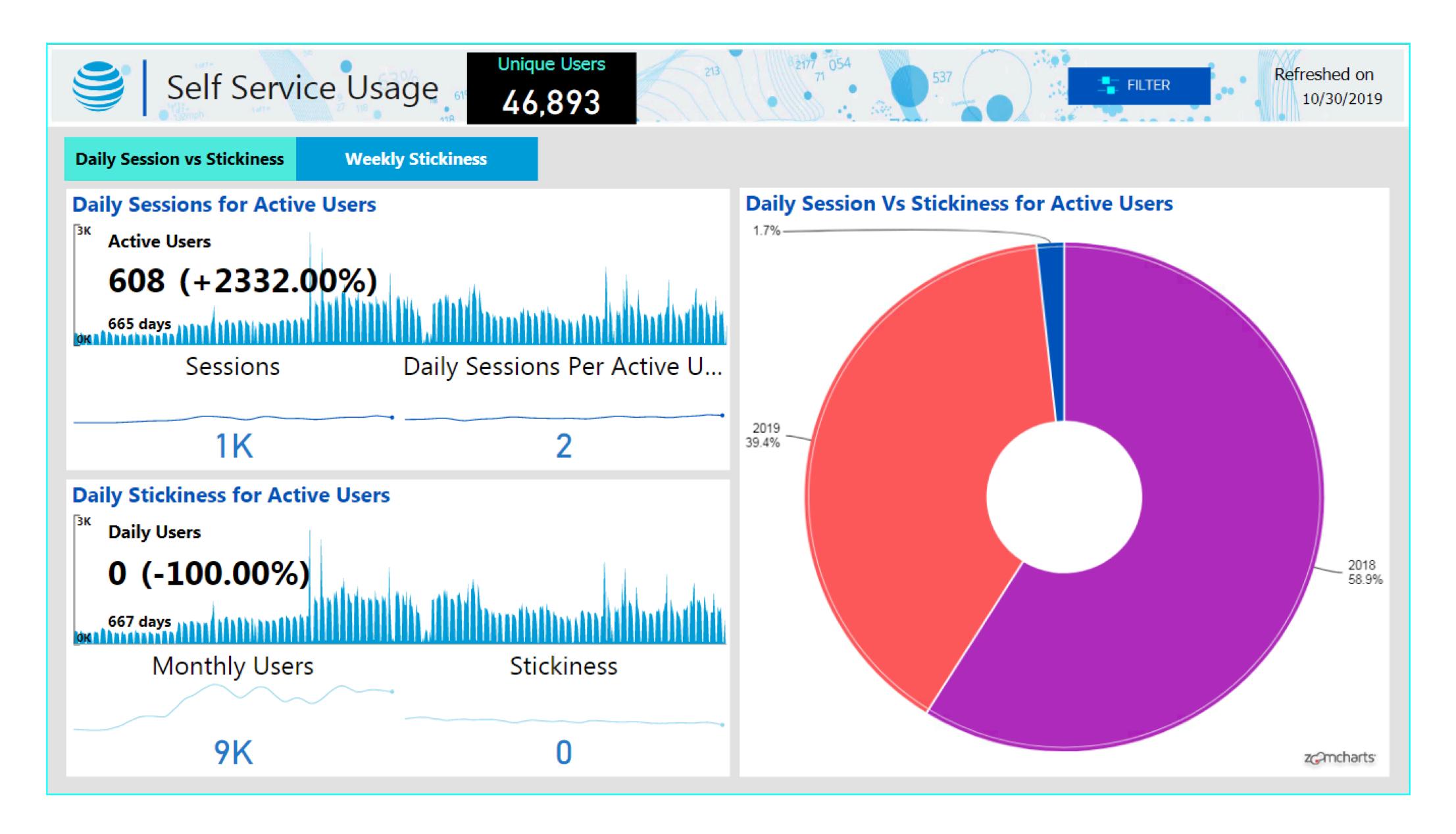


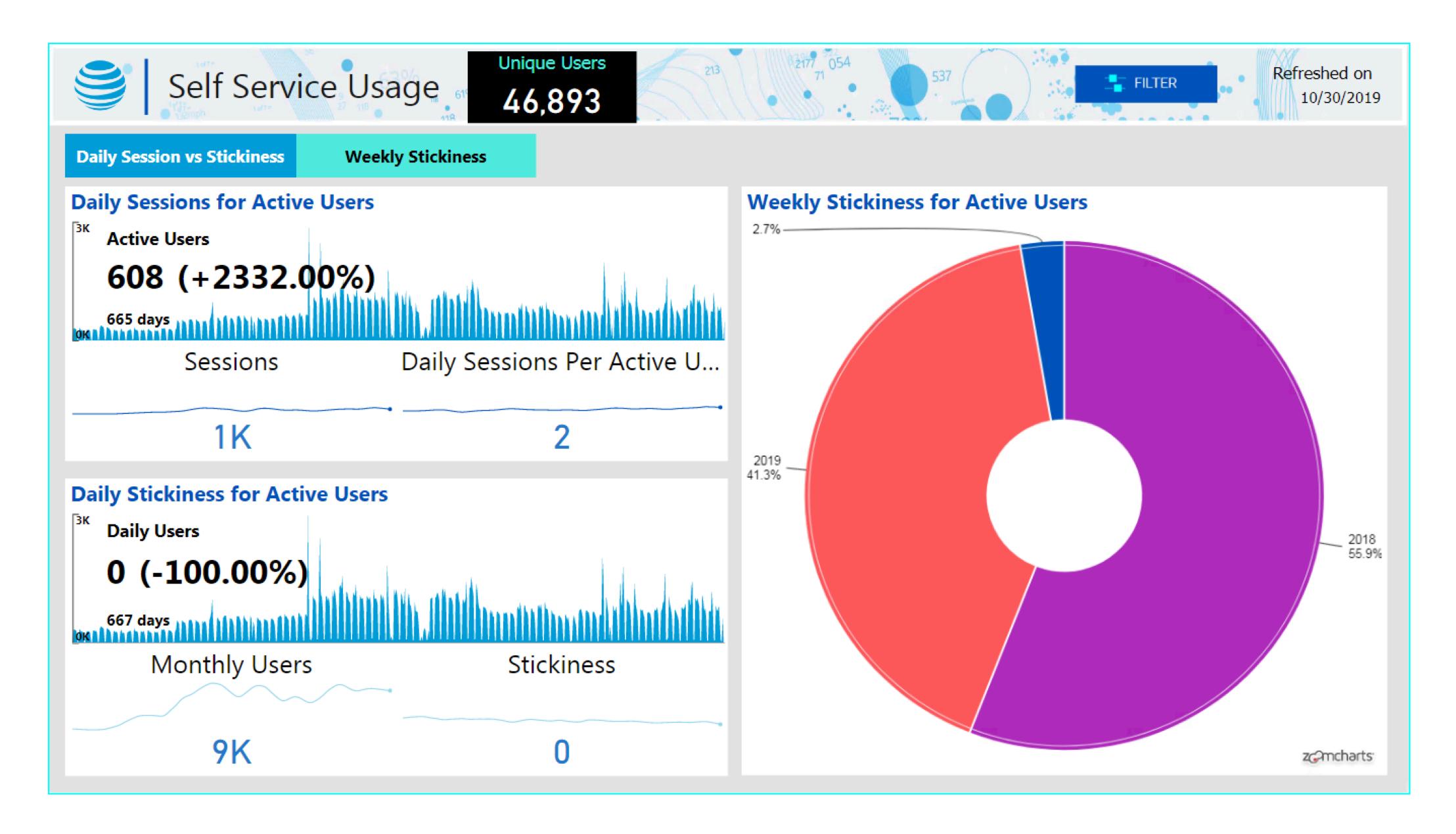


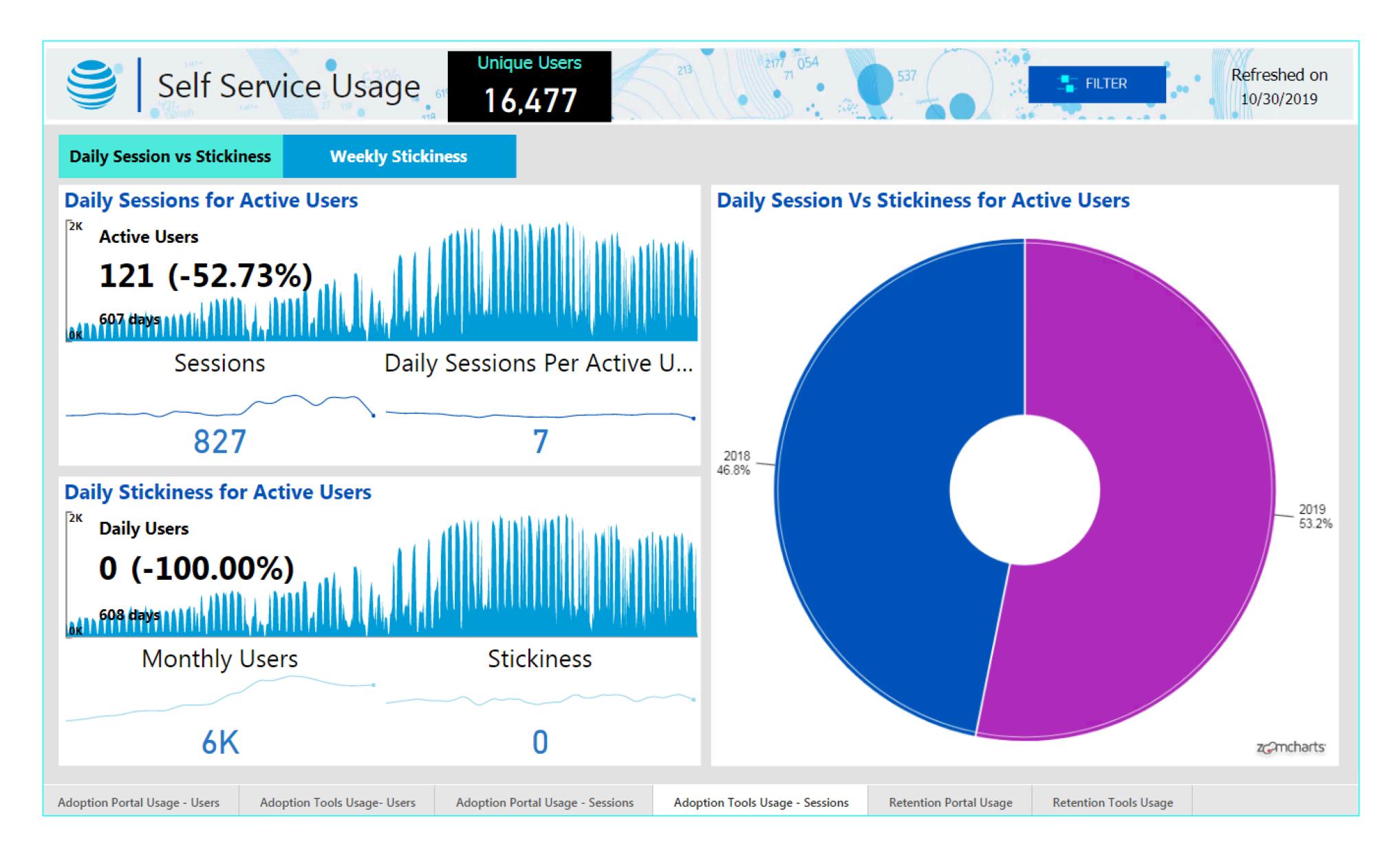


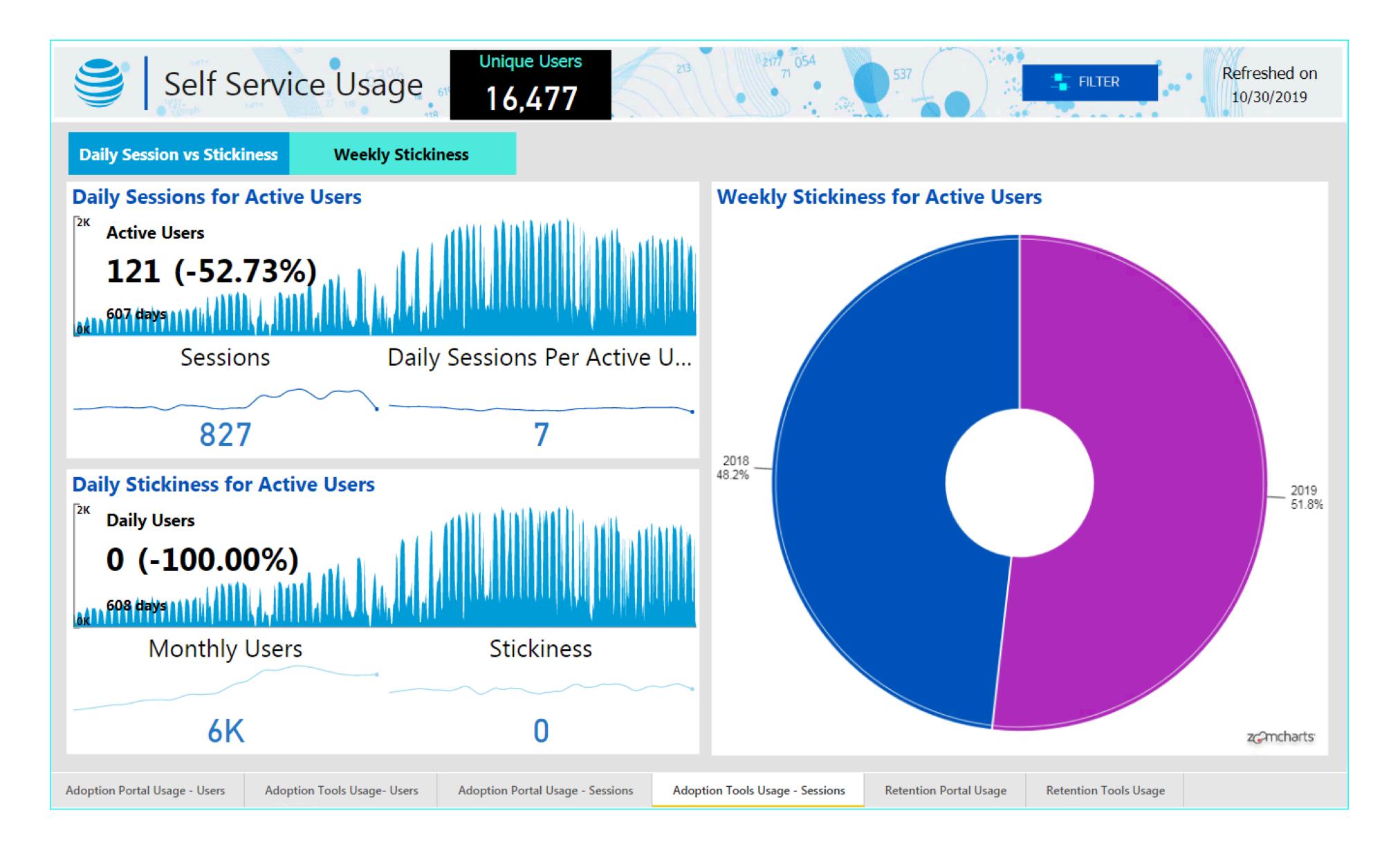
2018 March	2019 January	2019 February	2018 Oc
1514 2019 March	1296 2019 May	1045 2018 July	1017 2019 Ap
1437	1050	1027	935







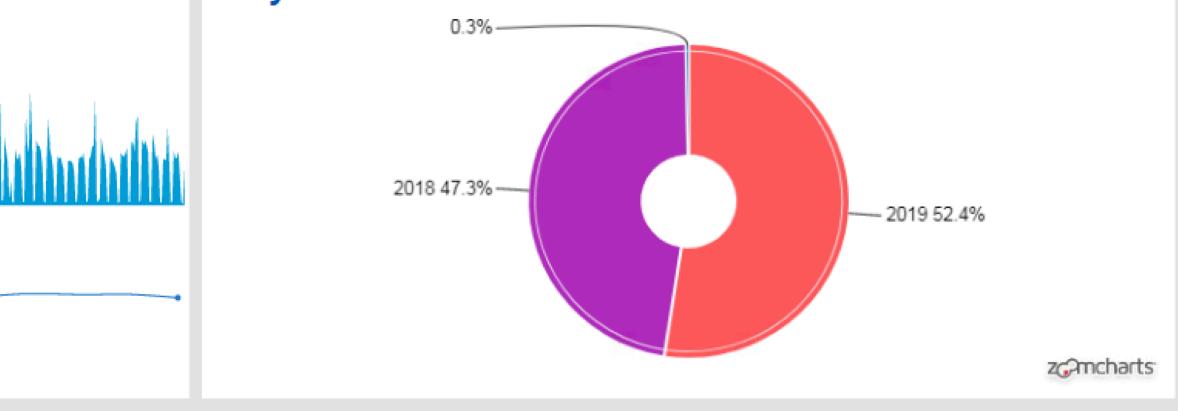




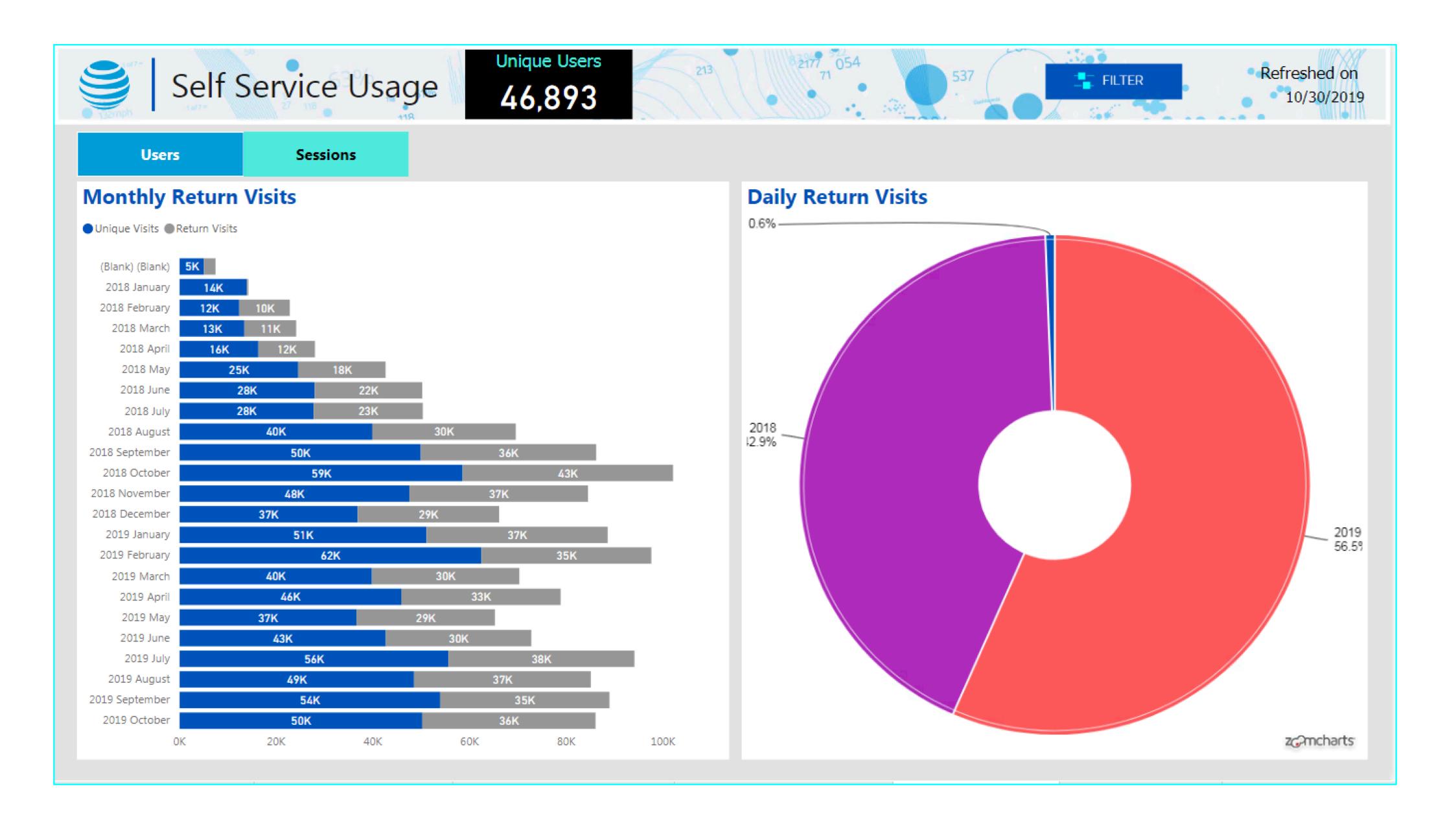
Self S	Service Usage	Unique Users 46,893	213	2177_054	537	FILTER	Refreshed or 10/30/201
Users	Sessions						
Retention Rate							
2019 June	2019 April	2019 October	2019 August	2018 October	2018 September 58.59%	2018 December	2019 March
100 759/	92.69%	77.19%	70.06%		2019 May	43.92%	43.71%
108.75% 2019 July	2019 September	2019 January	70.06% 2018 August	65.55% 2019 February	57.64% 2018 November	2018 June 36.04% 2018 May	2018 July 31.06%
103.39%	90.16%	76.77%	66.88%	61.92%	54.22%	32.11%	2018 April
Image: Weight of the second state	332.00%)	S	Dai	y Return Visitor 0.3%-		2019 52.4%	zç⊋mchart

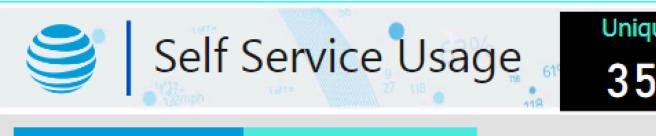




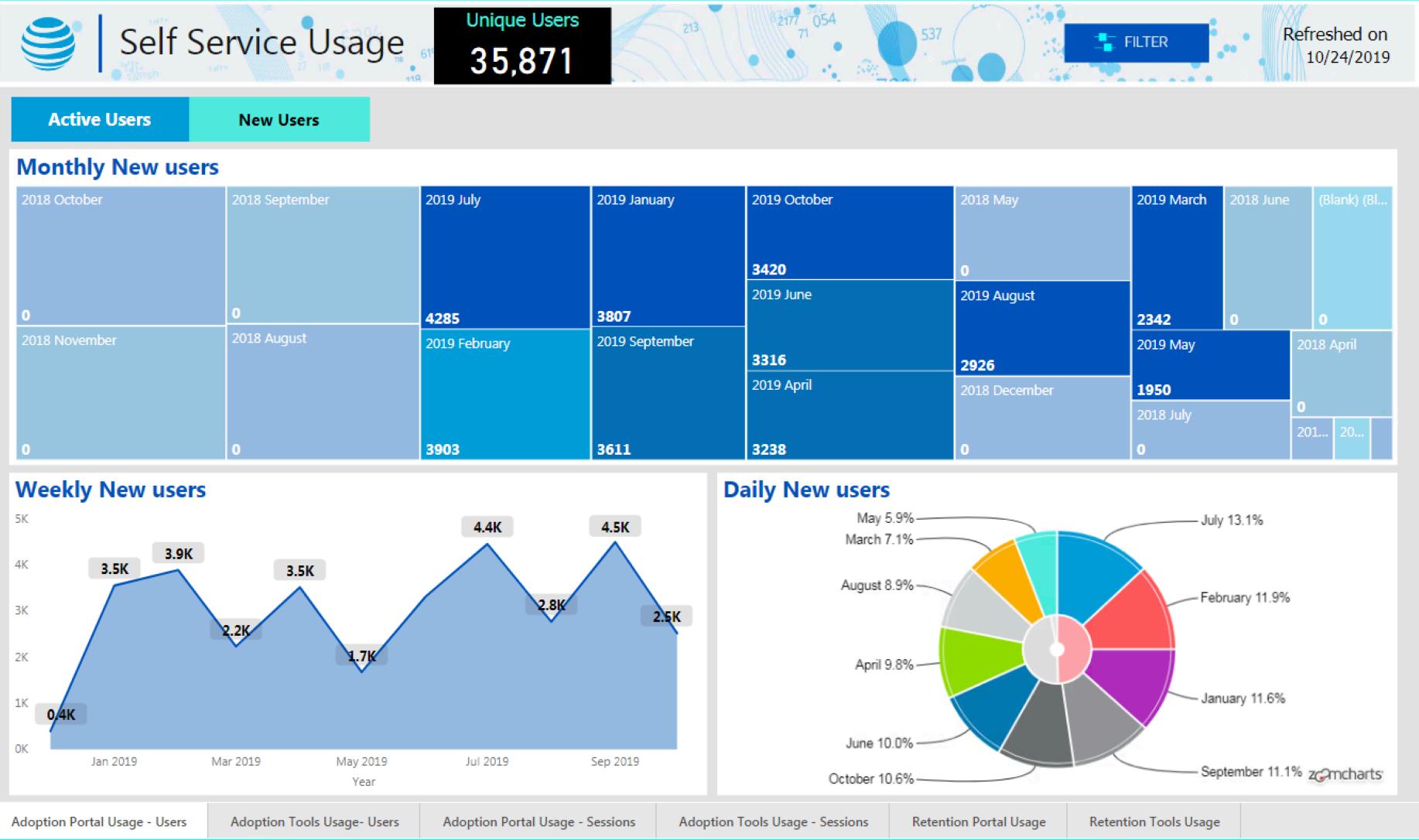








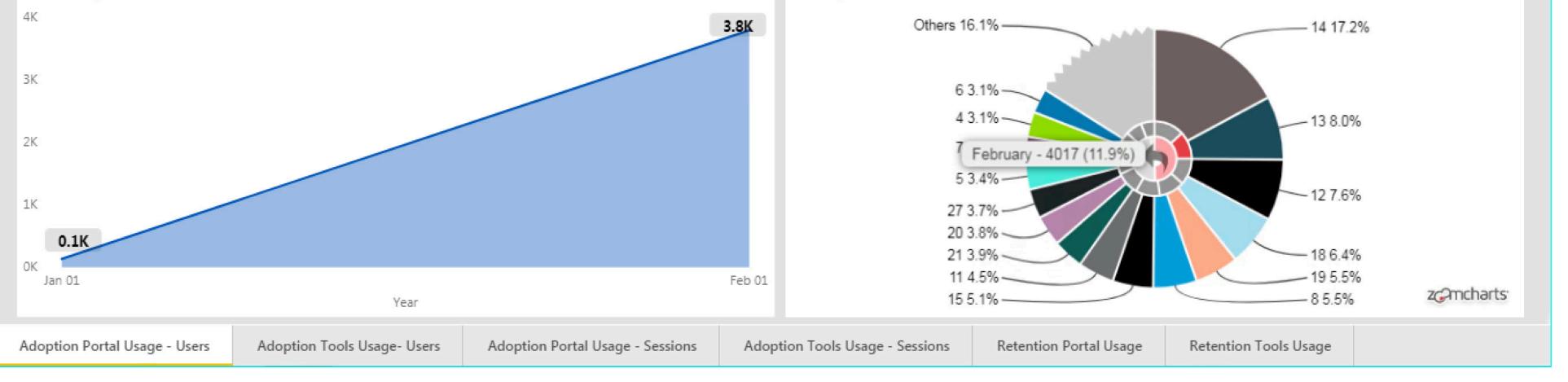
2018 October	2018 September	2019 July	2019.
0	0	4285	3807
2018 November	2018 August	2019 February	2019 :
0	0	3903	3611





Weekly New users

2018 November



2018 August

2019 February

3903

019 January	2019 October	2018 May	2019 March	2018 June	(Blank) (Bl	
	0	0				
	2019 June	2019 August				
			0	0	0	
019 September			2019 May		2018 April	
	0	0				
	2019 April	2018 December	0			
			2018 July		0	
					201 20	
	0	0	0			



Self	Service Usag	Unique Us 9e 9,03	- / ···/ /	2177_054		FILTER	Re	efreshed on 2/28/2019
Active Users	New Users							
Monthly New us	ers							
2018 October	2018 September	2019 July	2019 January	2019 October 0 2019 June	2018 May 0 2019 August	2019 March	2018 June	(Blank) (Bl
2018 November	2018 August	0 2019 February 3903	0 2019 September	0 2019 April 0	0 2018 December 0	0 2019 May 0 2018 July 0		0 2018 April 0 201 20
• Weekly New use	0	3903		o Daily New users	0	0		





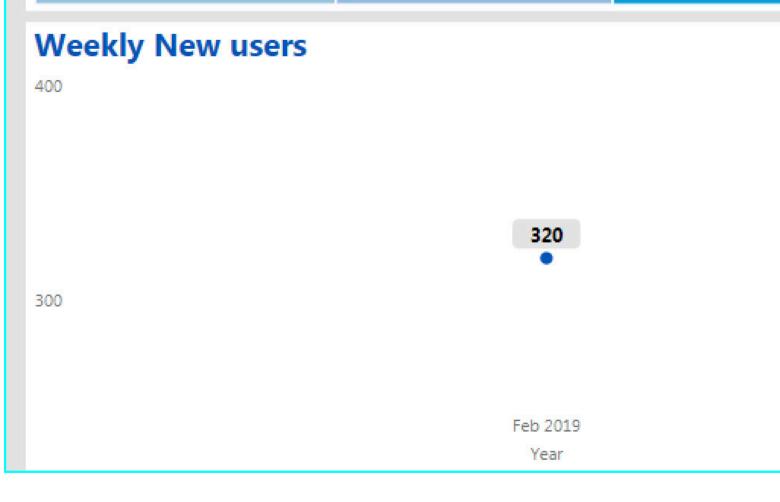
Self Servi	ce Usage	Unique Users 1,469

New Users

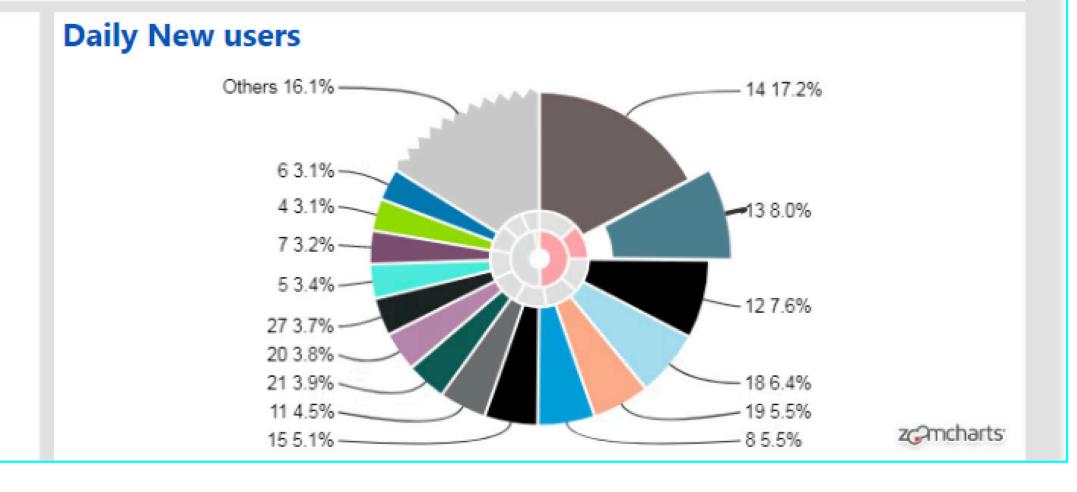
Monthly New users

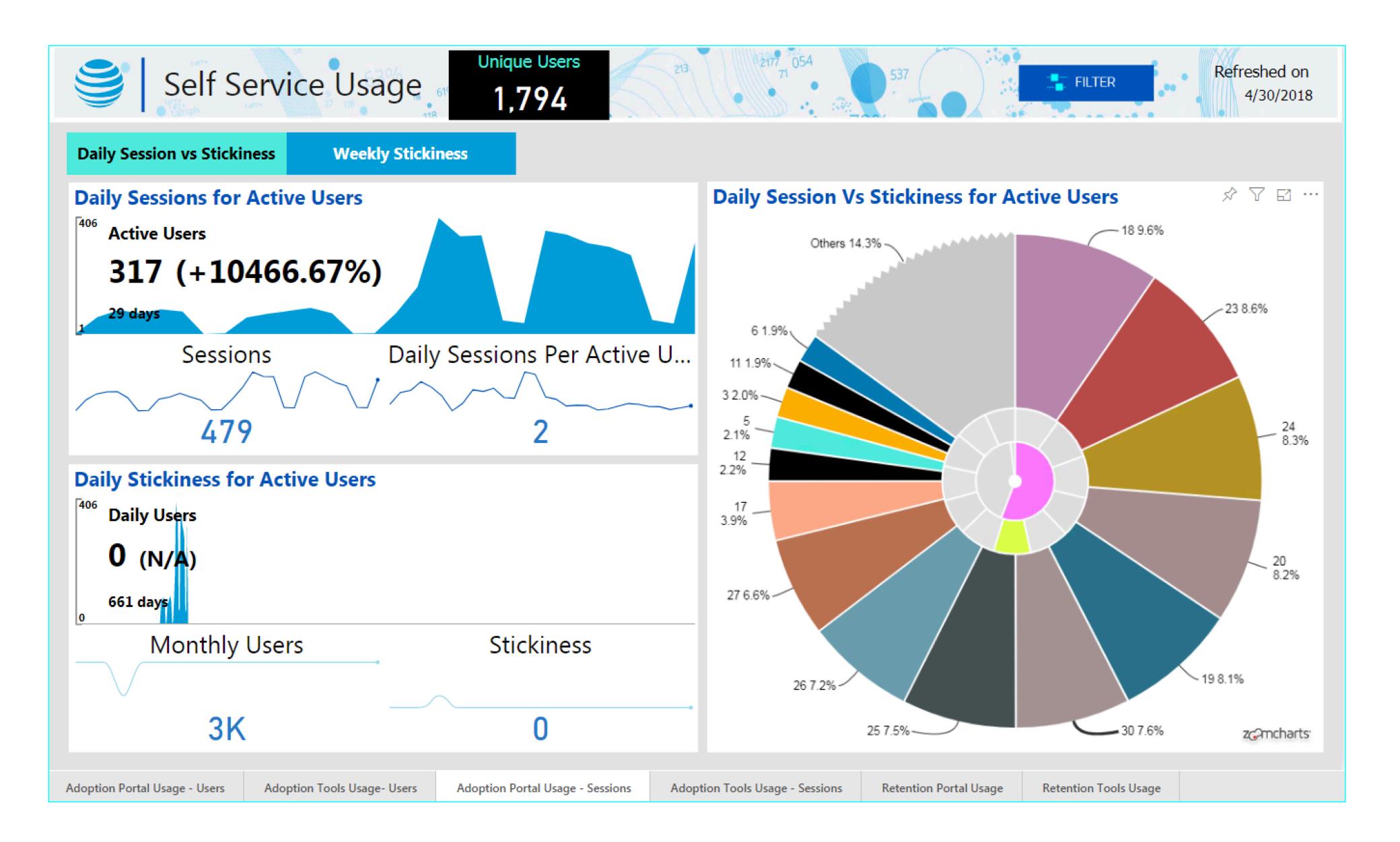
Active Users

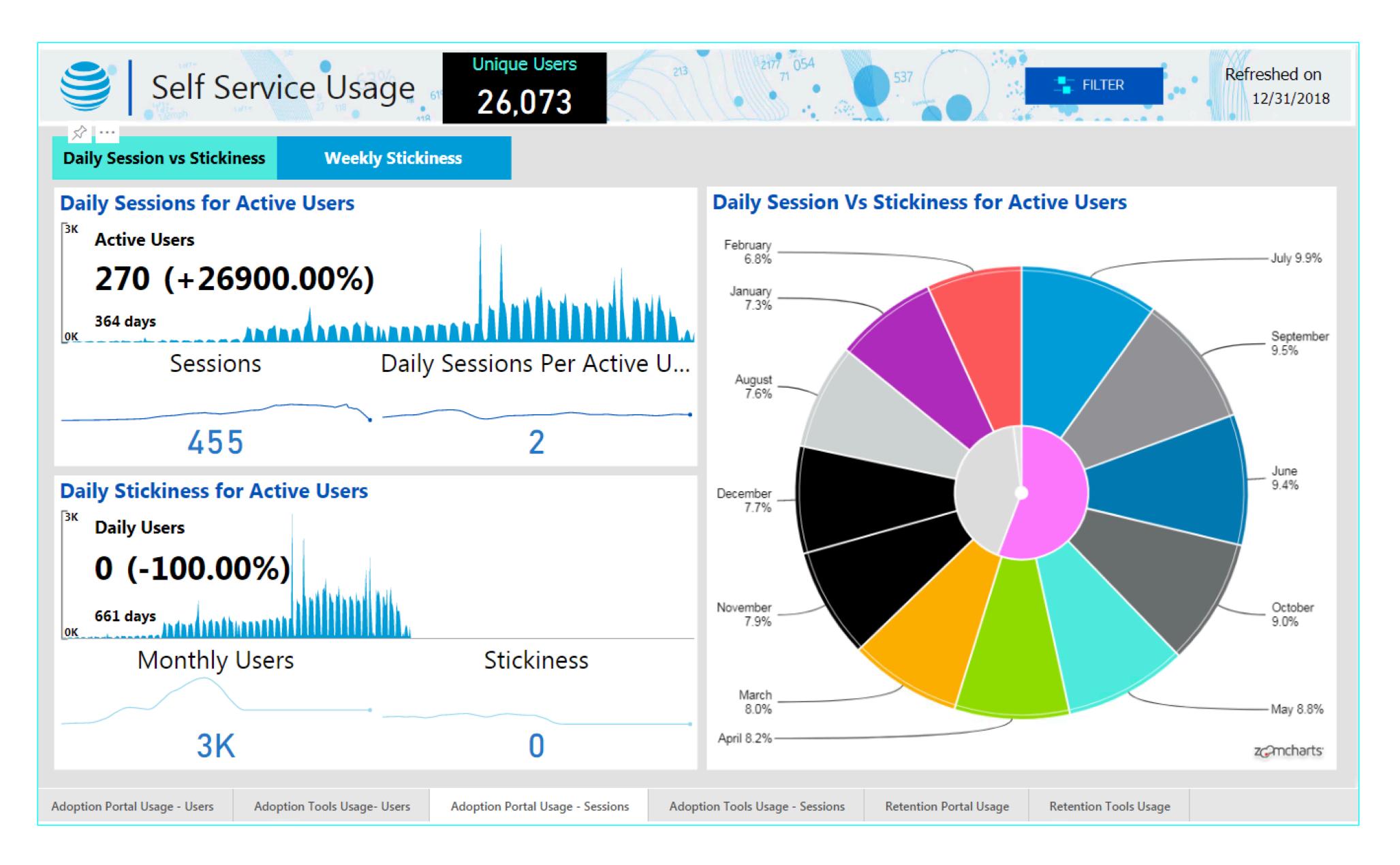
2018 October	2018 September	2019 July	2019 January	2019 October	2018 May	2019 March	2018 June	(Blank) (Bl
				0	0			
				2019 June	2019 August			
0	0	0	0			0	0	0
2018 November	2018 August	2019 February	2019 September			2019 May	1	2018 April
				0	0			
				2019 April	2018 December]o		
						2018 July		0
							1	201 20
0	0	320	0	0	0	0		







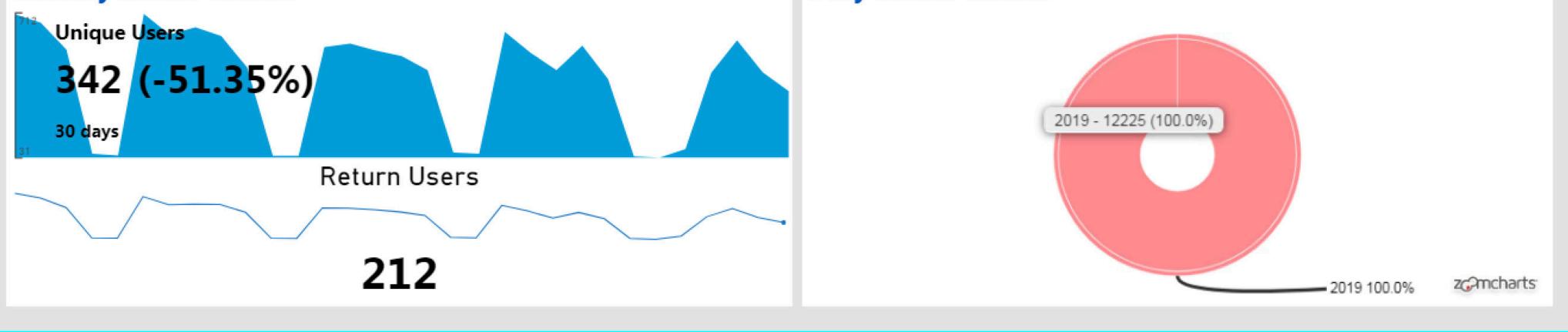






Self 9	Service Usage	Unique Users 5,579	213	7 054 71 53		ER	freshed on 5/31/2019
Users	Sessions						
Retention Rate						$\uparrow \downarrow \downarrow \downarrow \land \checkmark$	· 7 6 …
2019 June	2019 April	2019 January	2019 August	2019 February	2018 October 60.87%	2018 December	2019 March
109.95%	95.63%	83.59%	69.54%	66.55%	2018 September	45.44%	35.71%
2019 July	2019 September	2019 October	2018 August	2018 November	56.36% 2019 May	2018 June 30.77% 2018 July	2018
107.69%	92.75%	75.39%	68.46%	61.15%	53.43%	26.54%	26.4

Monthly Return Visitors





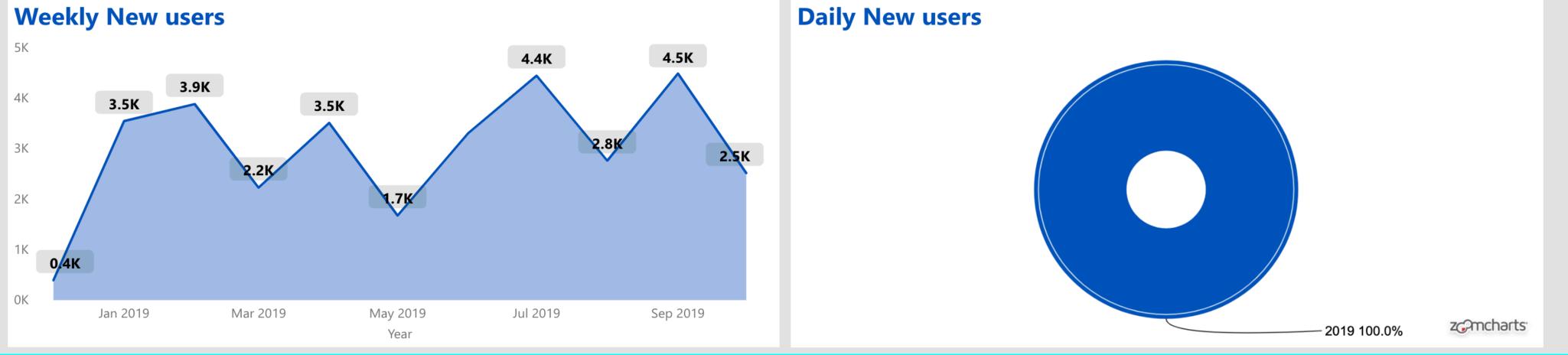
February	2018 October	2018 December 2019 March
	60.87%	
	2018 September	



 $\diamondsuit ~ \square ~ \square ~ \dotsb ~$

Self Service Usage 35,871								
Active Users New Users								
Monthly New users								
2019 July	2019 January	2019 October	2019 April	2019 March				
4285	3807	3420	3238	2342				
2019 February	2019 September	2019 June	2019 August	2019 May				
3903	3611	3316	2926	1950				







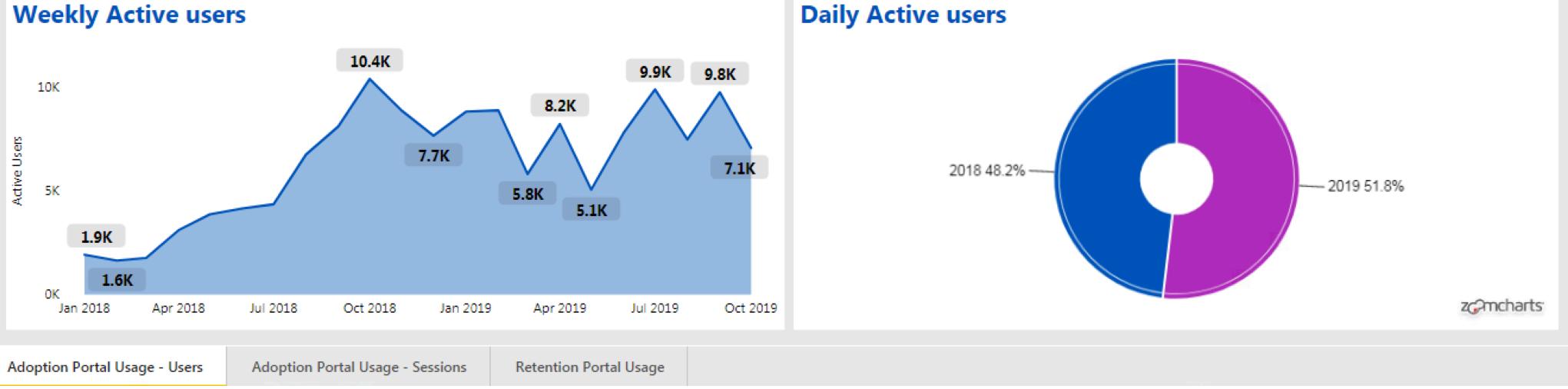
CDO MYBI PowerBI Visualization Reports -AT&T branding Implementation to PowerBI Visualization selfserviceportal

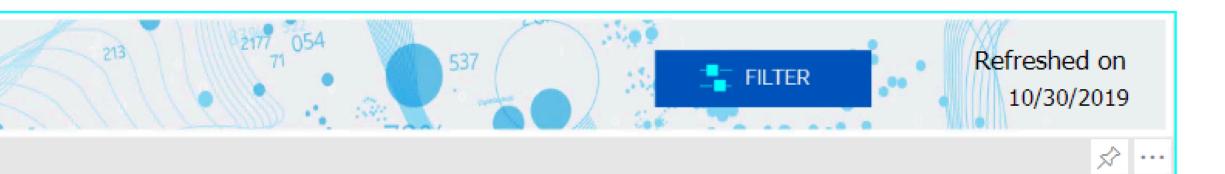
Self Service Usage Unique Users 44,725 **Active Users** New Users

Monthly Active users

2018 October	2019 January	2019 February	2019 September	2019 August	2019 April	2019 March	2018 May	2018 July
					7.75K	6.09K		
9.98K	9.38K	8.98K	8.44K	7.86K	2018 August	2019 May	4.12K	3.96К
2019 July	2018 November	2019 October	2018 September	2019 June			2018 April	2018 Ja
					7.09K			
					2018 December	5.79K	2.71K	1.84K
						2018 June	2018 March	2018 Fe
9.62K	9.32K	8.52K	8.15K	7.84K	6.83K	4.25K	1.85K	1.67K

Weekly Active users





Unique Users Self Service Usage 44,725

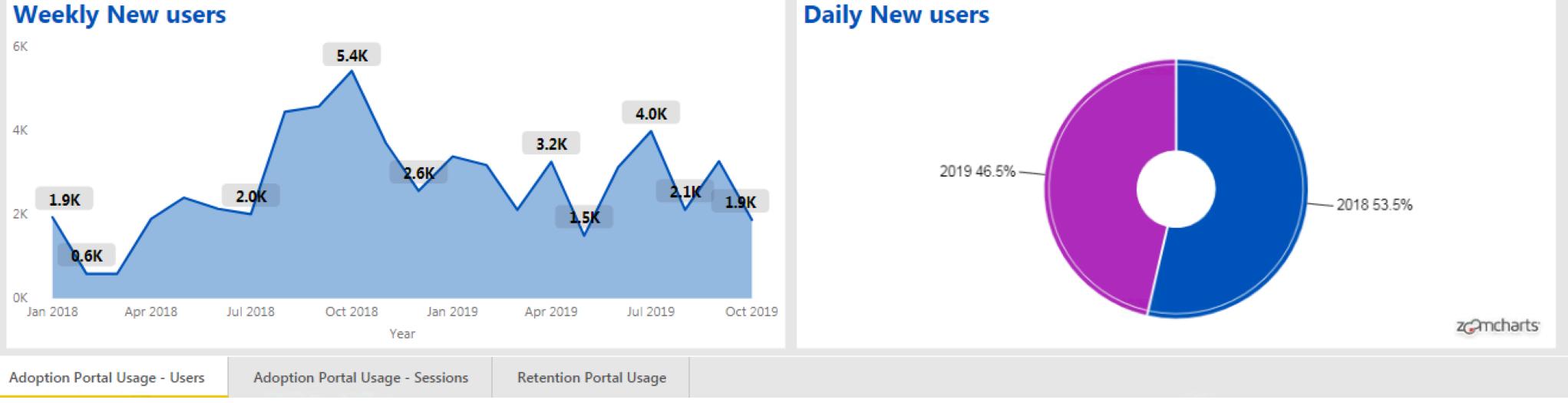
Active Users

New Users

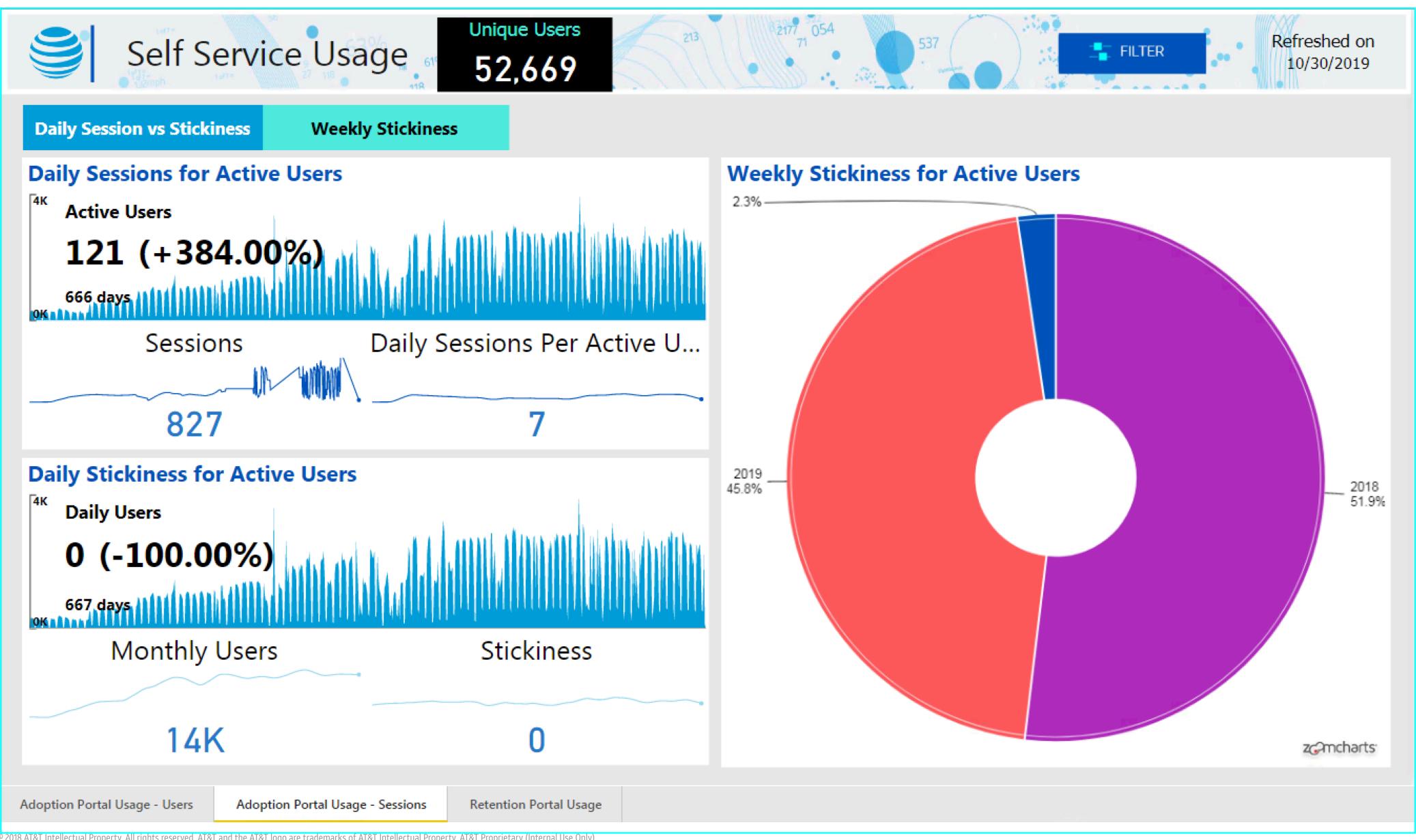
Monthly New users

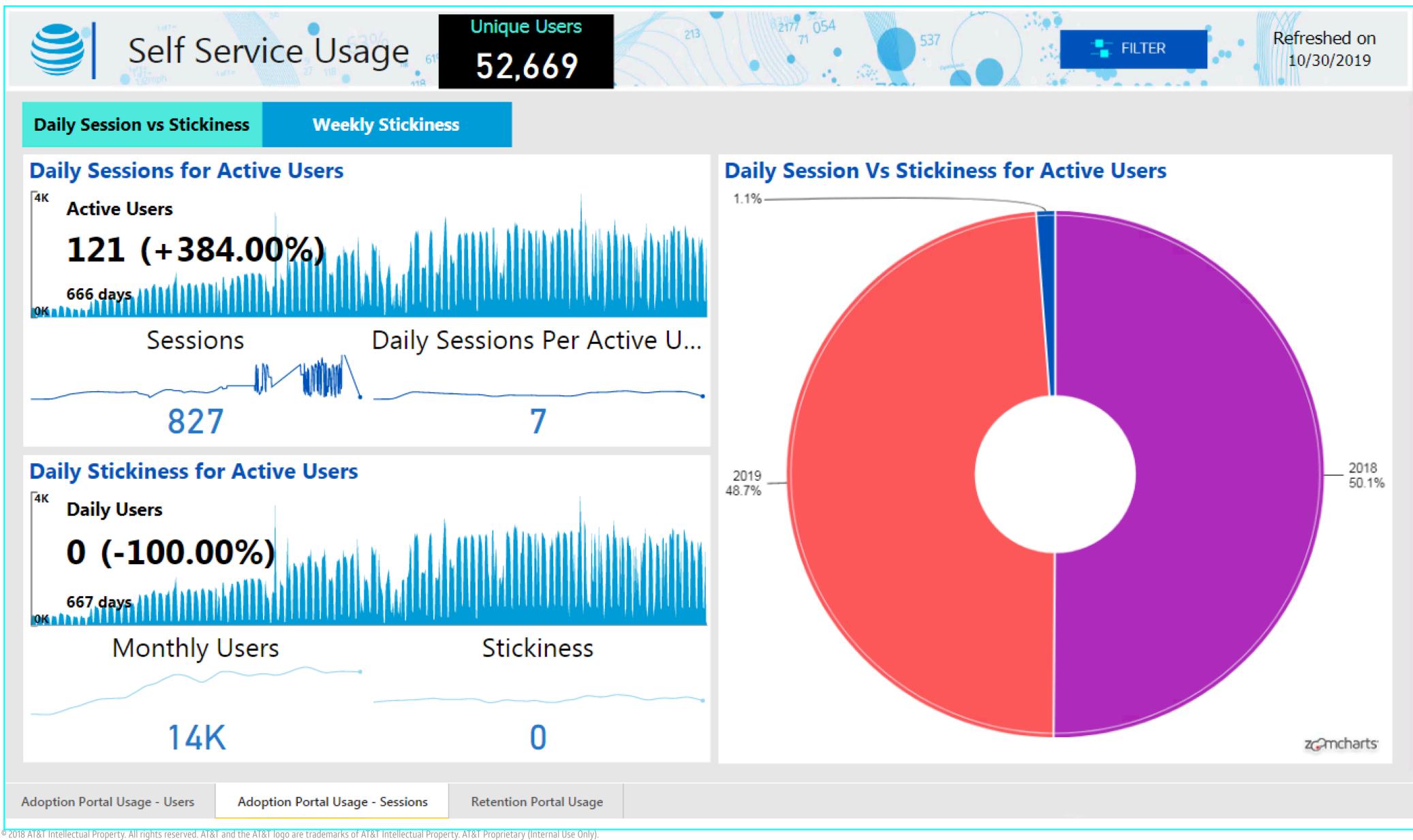
2018 October	2018 September	2019 July	2019 February	2019 October	2019 August	2019 March	2018 Jan	2019 May
			3199	2604	2232			
			2019 June	2018 May	2018 June			
5102	4589	3843				2107	1835	1736
2018 August	2018 November	2019 January	3127	2594	2220	2197 1835 2018 July 1704 2018 April 2018 April		2018 M
			2019 April	2019 September	2018 December			634
								2018 F
4687	4004	3624	2995	2536	2201	1549		632





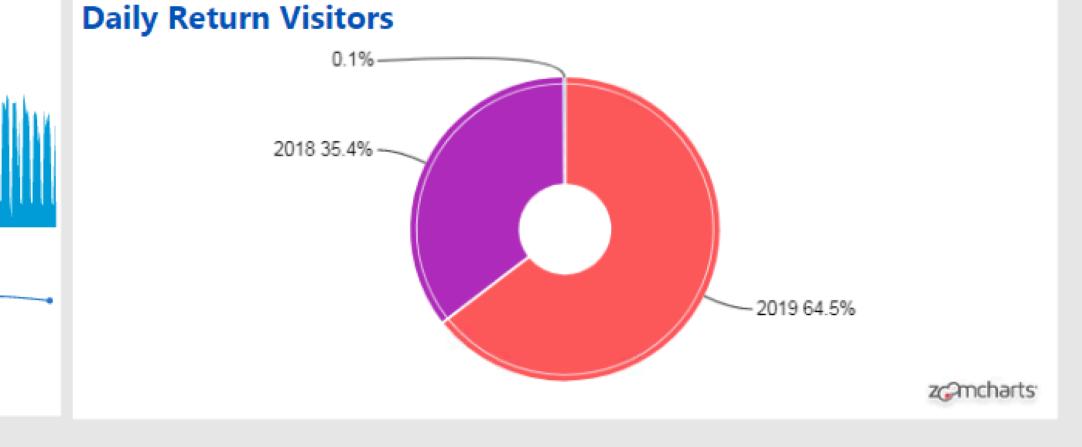






Users	Sessions						
Retention Ra	te						
2019 June	2019 September	2019 April	2019 May	2018 August	2018 September	2018 July	2018 Decen
			82.07% 2018 October	77.50% 2019 February	67.59% 2018 November		
00.37%	92.40%	91.41%	2010 October	ZOIDTCDIddiy	2016 NOVEITIDE	58.98%	58.85%
019 July	2019 January	2019 October	70.400/	74.05%		2018 June	
			78.40% 2019 August	74.96% 2019 March	64.40%	55.23%	
			Lous magast	2013 March	2018 May	2018 April	
			77.00%	72.19%	60.72%	50.54%	
5.41%	91.99%	186.52%	17.92%	1/2.13/0	100.7270	1 3 9 3 7 7 9	
	91.99%	86.52%	77.92%			30.3470	
6.41% Ionthly Retu	urn Visitors	86.52%	11.92%	Daily Return Visitor	's	30.3 170	
Ionthly Retu Unique Use	urn Visitors ers	86.52%	11.92%		's	30.3 170	
Ionthly Retu Unique Use	urn Visitors ers	86.52%	77.92%	Daily Return Visitor 0.1%	rs	30.3 170	
Ionthly Retu Unique Use	urn Visitors ers	86.52%	77.92%	Daily Return Visitor	rs		
Unique Use 121 (H	urn Visitors ers + 384.00%)			Daily Return Visitor 0.1%	rs		
Ionthly Retu Unique Use	urn Visitors ers + 384.00%)	86.52%		Daily Return Visitor 0.1%	rs		
Unique Use 121 (H	urn Visitors ers + 384.00%)			Daily Return Visitor 0.1%	rs	2019 64.5%	





Self Service Usage 52,669

Users

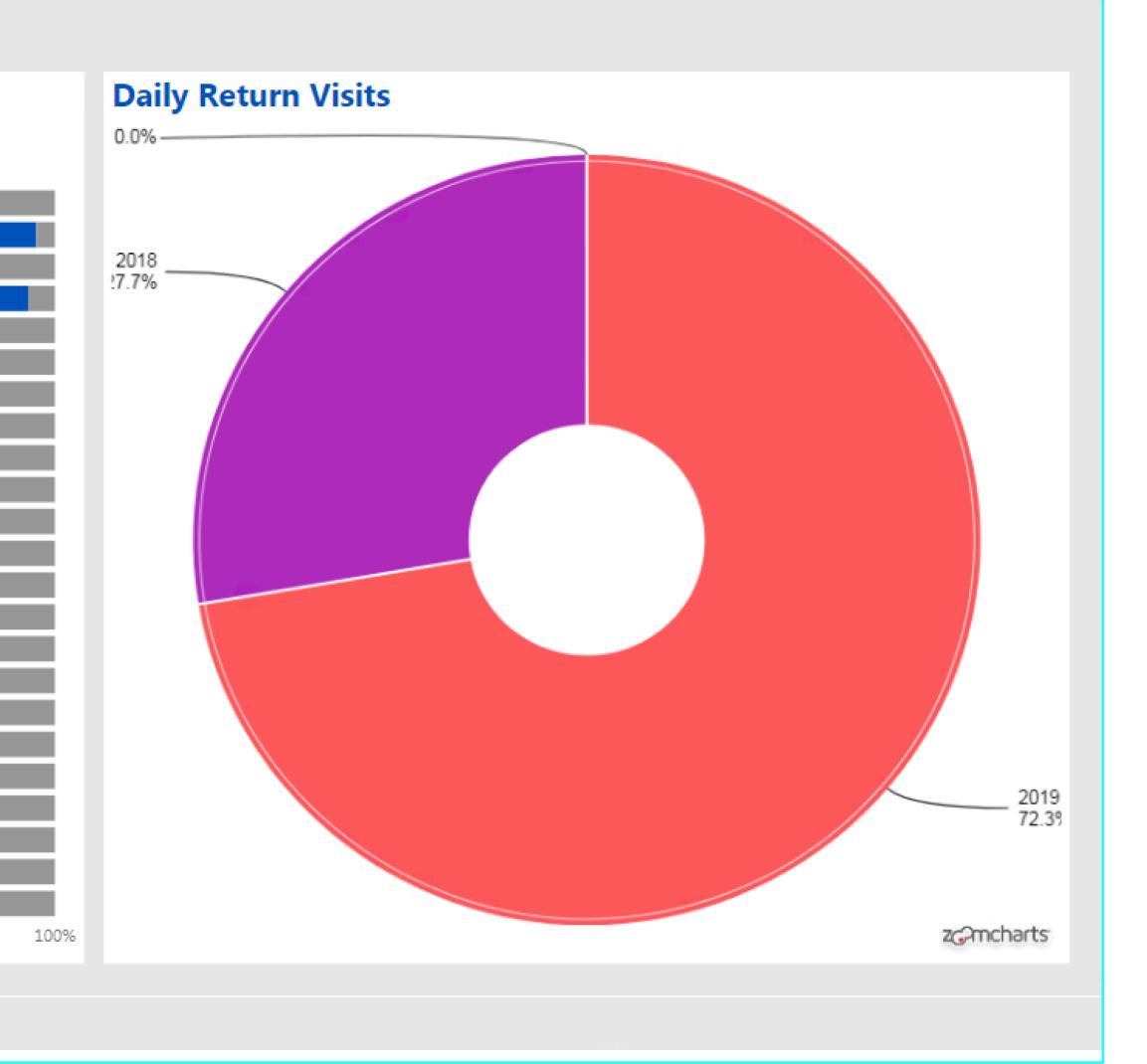
Sessions

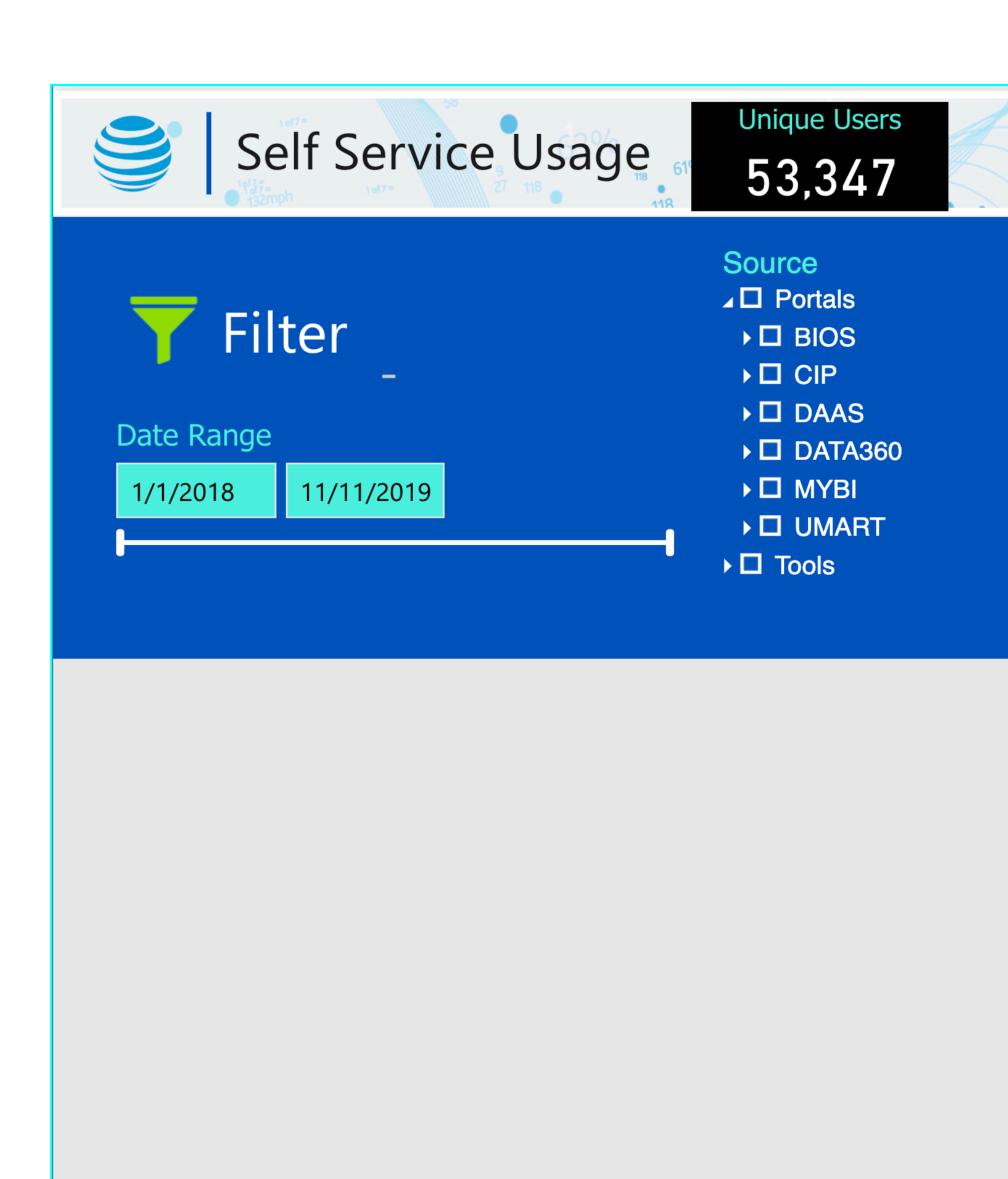
Monthly Return Visits

Unique Visits Return Visits

(Blank) (Blank)		68.16%		31.84%	6
2018 January		97.719	6		
2018 February	54.33%	6		45.67%	
2018 March		96.69%	5		
2018 April	54.699	6		45.31%	
2018 May	52.62%			47.38%	
2018 June	52.73%			47.27%	
2018 July	52.86%			47.14%	
2018 August	52.27%			47.73%	
2018 September	53.57%			46.43%	
2018 October	56.14	%		43.86%	
2018 November	52.03%			47.97%	
2018 December	51.50%			48.50%	
2019 January	54.43%	b		45.57%	
2019 February	52.78%			47.22%	
2019 March	52.28%			47.72%	
2019 April	51.15%			48.85%	
2019 May	51.31%			48.69%	
2019 June	51.17%			48.83%	
2019 July	51.41%			48.59%	
2019 August	51.34%			48.66%	
2019 September	51.39%			48.61%	
2019 October	51.42%			48.58%	
0%	20%	40%	60%	80%	
Adoption Portal Usage - Users	Adoption Po	ortal Usage - Session	s Retentio	on Portal Usage	







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Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

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Business Unit

- □ (Blank)
- □ AT&T BUSINESS
- □ AT&T DIGITAL, RETAIL & CARE
- □ AT&T TECHNOLOGY & OPERATIONS
- CHIEF COMPLIANCE OFFICE
- □ FINANCE
- GLOBAL MARKETING
- □ HUMAN RESOURCES
- □ LEFT THE COMPANY

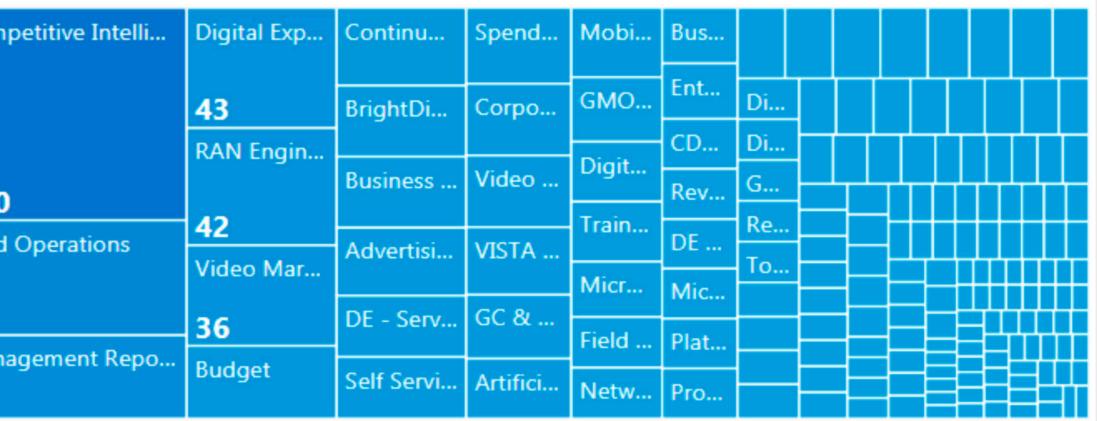
Hierarchy Users Selection

- ADAM BERKOWITZ (ab4456)
- ANGELA SANTONE (as5937)
- BRIAN LESSER (bl321n)
- CYNTHIA BREWER (cb5455)
- DAVID HUNTLEY (dh8320)
- DAVID MCATEE (dm952g)
- ERICA CIBELLA (ec084b)
- JOHN DONOVAN (jd613h)
- JOHN STANKEY (js3658)

CDO MYBI PowerBI Visualization Reports – AT&T branding Implementation to PowerBI Visualization My CommunityActivity

sate sate of a set	63% MyBI Col	m
Community Name ~	Count of USER_KEY by Community Business Performance (U-MART)	Com
Event Action \checkmark		12(Field
Date Range 6/6/2018 9/4/2019		65 Mar
Business Unit AT&T TECHNOLOGY & OPERATIONS Hierarchy Users Selection	Average of TIME SPENT by Community SM Compl Sales Reso Digital Cus 157 99 83	
 JOHN DONOVAN (jd613h) 		

munity Activity³⁷



1.00

12.

Tableau Tr 77	Wireless 71	Analytic R 68	Business 67	BQ TITAN 54	Service - U 53	Mobility V 53

Date Refreshed

09/11/2019

1.0

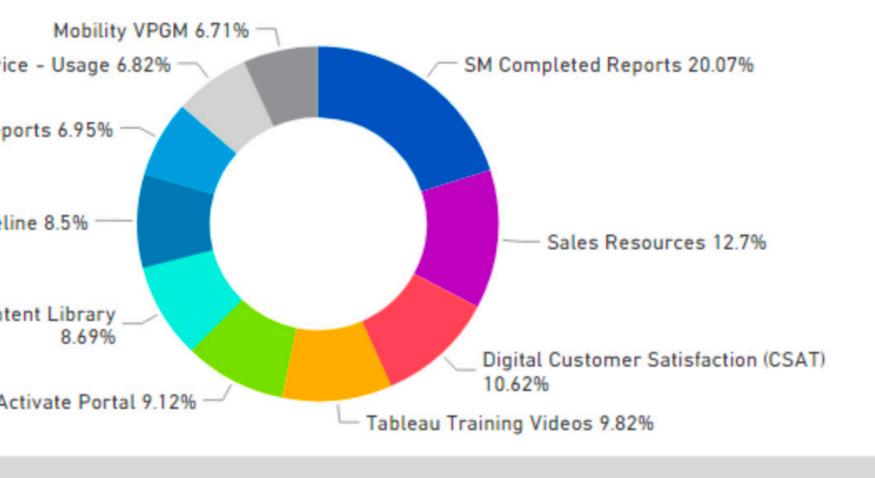
Details

sate sate sate sate sate	63% 63% MyBI	Community
Community Name	Business Performance (U-MART)	Competitive Intelli
Event Action	211 Dashboard as a Service (DaaS)	120 Field Operations
Date Range 6/6/2018 9/4/2019 Business Unit		65 Management Repo Mobility VPGM
Hierarchy Users Selection	BC	Service - Usage 6.82% -
		eports Content Library 8.69% ss - Easy Activate Portal 9.12%

nmunity Activity ³⁷ Details Date Refreshed 09/11/2019											
ompetitive Intelli	Digital Exp	Continu	Spend	Mobi	Bus						
	43	BrightDi	Corpo	GMO	Ent	Di					
	RAN Engin	Business	Video	Digit	CD	Di G		ŀТ.		Т	
20	42	Dusiness		Train	Rev	G Re		_			
eld Operations	Video Mar	Advertisi	VISTA	Micr	DE	То					
5	36	DE - Serv	GC &	Field	Mic						
				rielu	ridl		19 C				

Field ... Plat.

Netw... Pro..

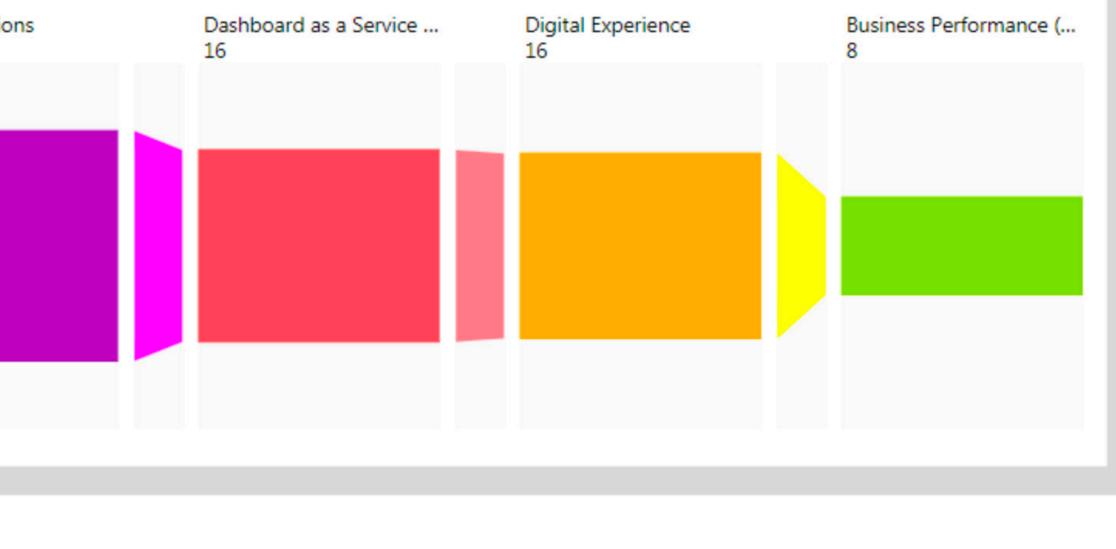


Self Servi... Artifici...

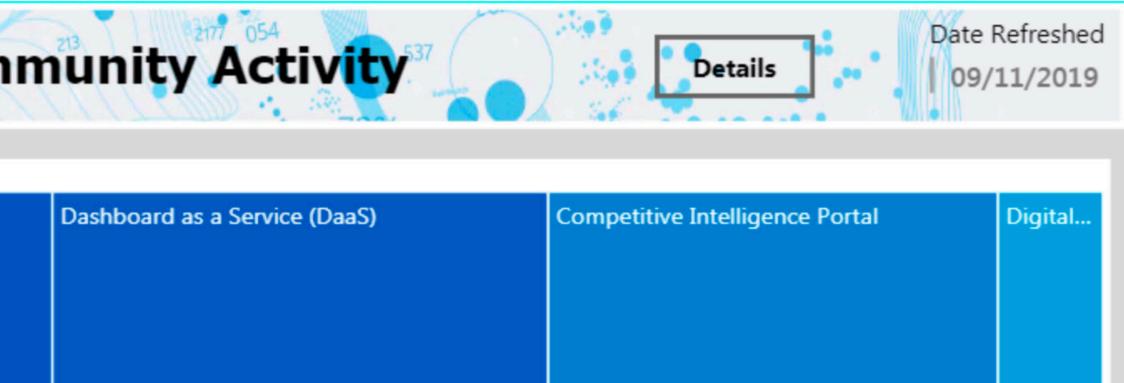
Budget

unter de	63% MyBI Com
Community Name	Count of USER_KEY by Community
Multiple selections \checkmark	Business Performance (U-MART)
Event Action ~	
Click on a tile on a community page $~~$	
Date Range	
6/6/2018 9/4/2019	204
Business Unit 🗸 🗸	Average of TIME SPENT by Community
AT&T TECHNOLOGY & OPERATIONS V	Competitive Intelligenc Field Operation 31 20
Hierarchy Users Selection	
 JOHN DONOVAN (jd613h) 	

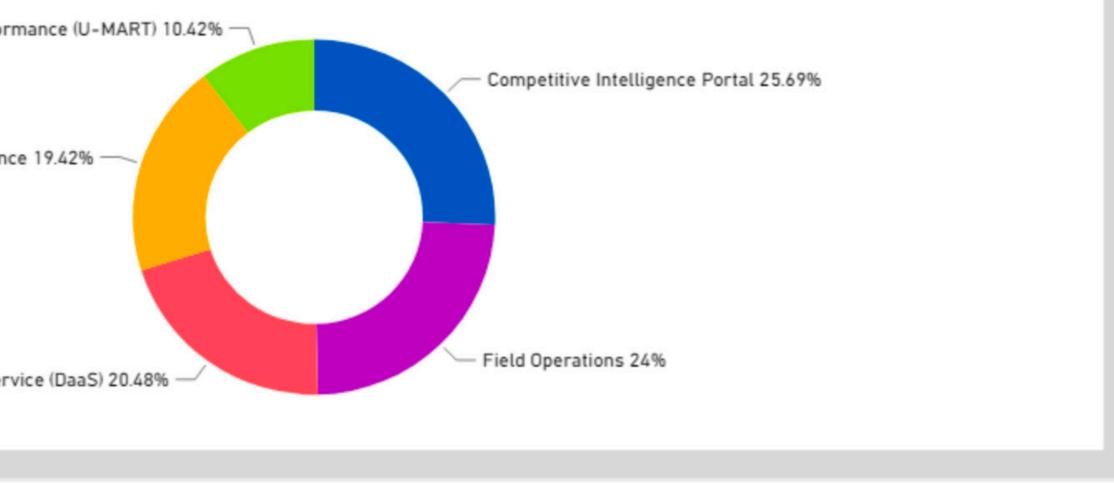
munity Activity ³⁷ Details Date Refreshed 09/11/2019							
	Dashboard as a Service (DaaS)	Field Operations	Compet				
		64 Digital Experience					
	196	43	43				



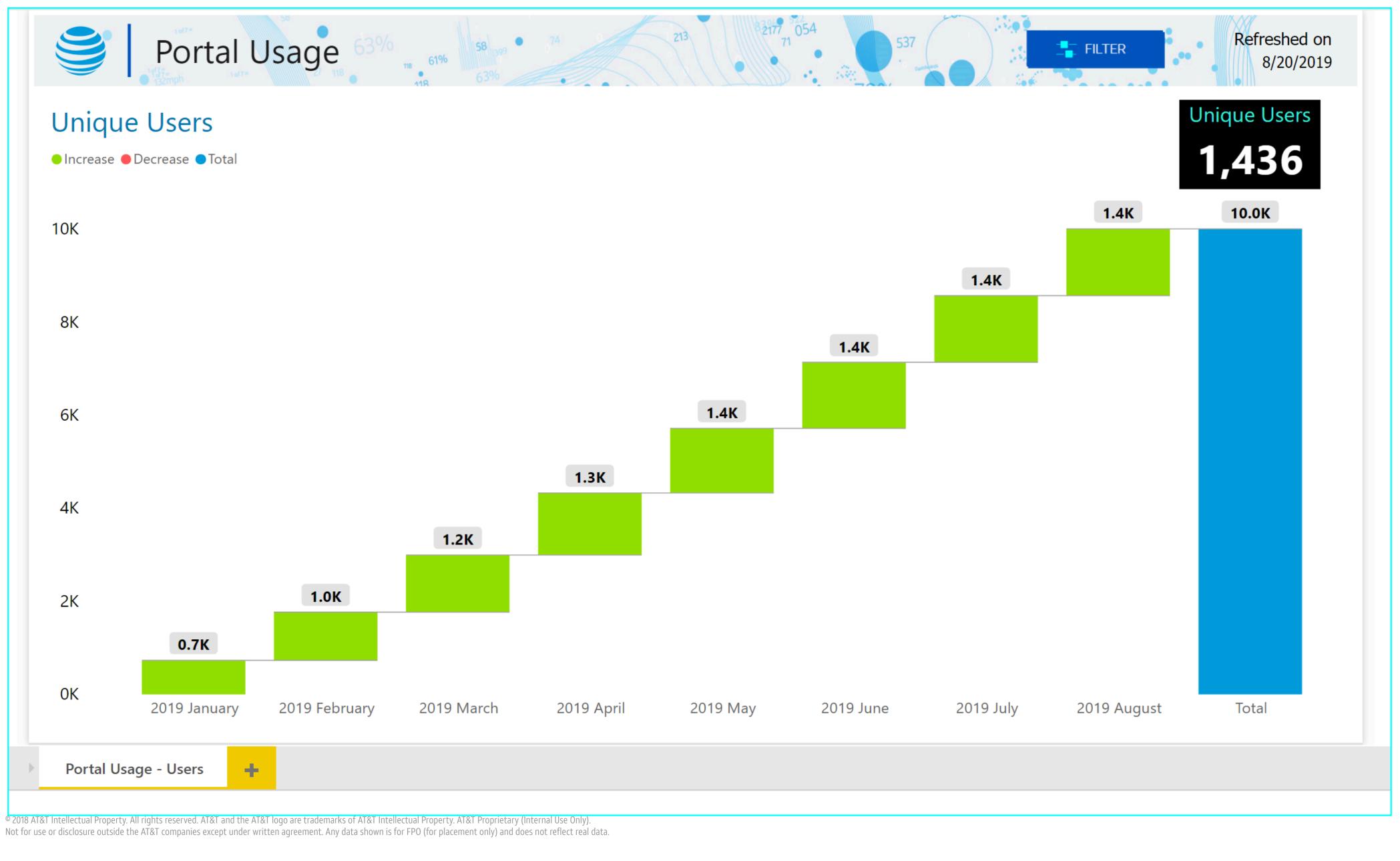
	63% MyBI Com
Community Name 🗸 🗸	Count of USERKEY by Community
Multiple selections \checkmark	Business Performance (U-MART)
Event Action \checkmark	
All	
Date Range	
6/6/2018 9/4/2019	211
Business Unit 🗸 🗸	Average of TIME SPENT by Community
AT&T TECHNOLOGY & OPERATIONS $ \smallsetminus $	Business Perfor
Ĥierarchy Users Selection	Digital Experien
	Dashboard as a Ser

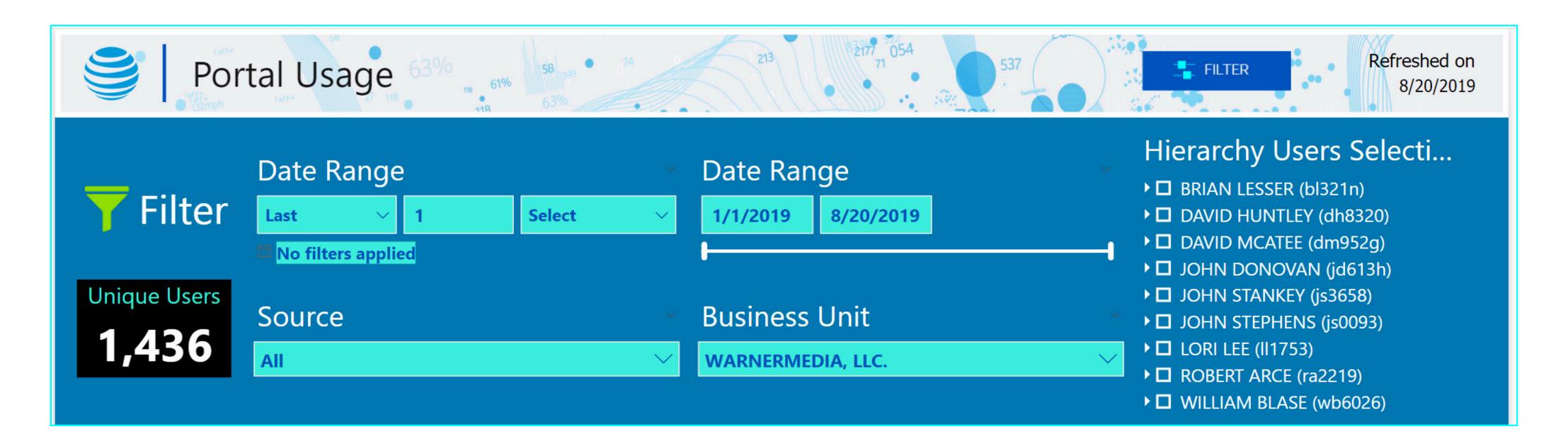






CDO MYBI PowerBI Visualization Reports – AT&T branding Implementation to PowerBI Visualization PowerBI UniqueUsers





CDO MYBI PowerBI Visualization Reports – AT&T branding Implementation to PowerBI Visualization PowerBI Usage

	P	ower	BIU	Jsage	20%	Unique 11,6		Tota	l Pro 2
	que Us								
100K									
80K									
60K									
40K							5K	6K	6
20К	2K	2K	ЗК	ЗК	4K	4K			
ок	2018 March	2018 April	2018 May	2018 June	2018 July	2018 August	2018 September	2018 October	2 Nov



