

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





Self Service Usage

Unique Users
16,477

FILTER

Refreshed on
10/30/2019

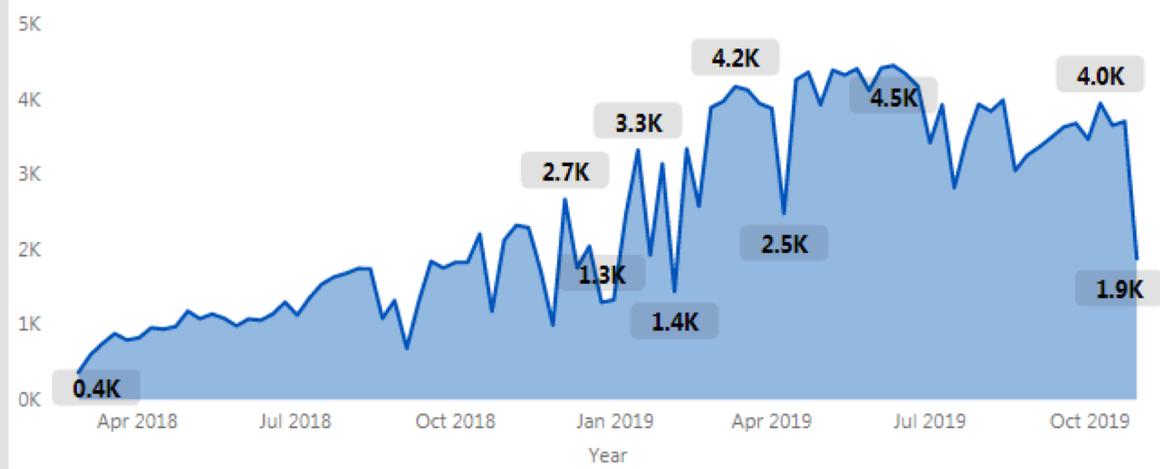
Active Users

New Users

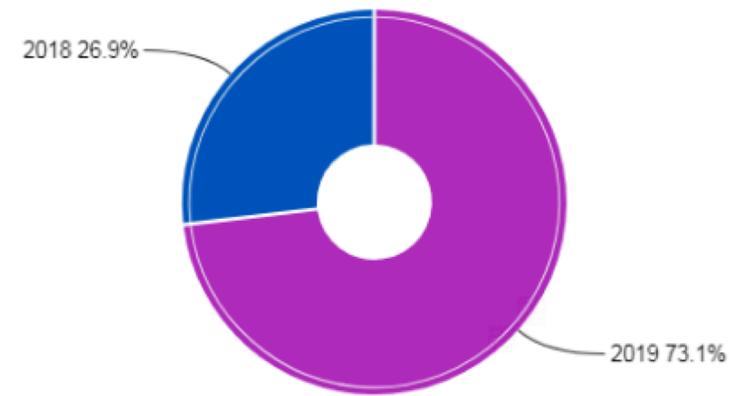
Monthly Active users

| | | | | | | | | |
|--------------------|---------------------|----------------------|-------------------------|------------------------|------------------------|-------------------|-------------------|--------------------|
| 2019 May 7.39K | 2019 March 6.84K | 2019 April 6.69K | 2019 October 6.14K | 2019 February 5.26K | 2018 December 3.67K | 2018 Aug... | 2018 Sept... | 2018 July 2.73K |
| 2019 June 7.25K | 2019 July 6.71K | 2019 August 6.22K | 2019 September 6.04K | 2019 January 4.93K | 2018 October 3.56K | 2.81K | 2.75K | 2018 June 2.21K |
| | | | | | 2018 November 3.50K | 2018 May 2.11K | 2018 ... 1.78K | 201... 1.51K |

Weekly Active users



Daily Active users



zcmcharts

| | | | | | |
|-------------------------------|-----------------------------|----------------------------------|---------------------------------|------------------------|-----------------------|
| Adoption Portal Usage - Users | Adoption Tools Usage- Users | Adoption Portal Usage - Sessions | Adoption Tools Usage - Sessions | Retention Portal Usage | Retention Tools Usage |
|-------------------------------|-----------------------------|----------------------------------|---------------------------------|------------------------|-----------------------|



Self Service Usage

Unique Users
16,477

FILTER

Refreshed on
10/30/2019

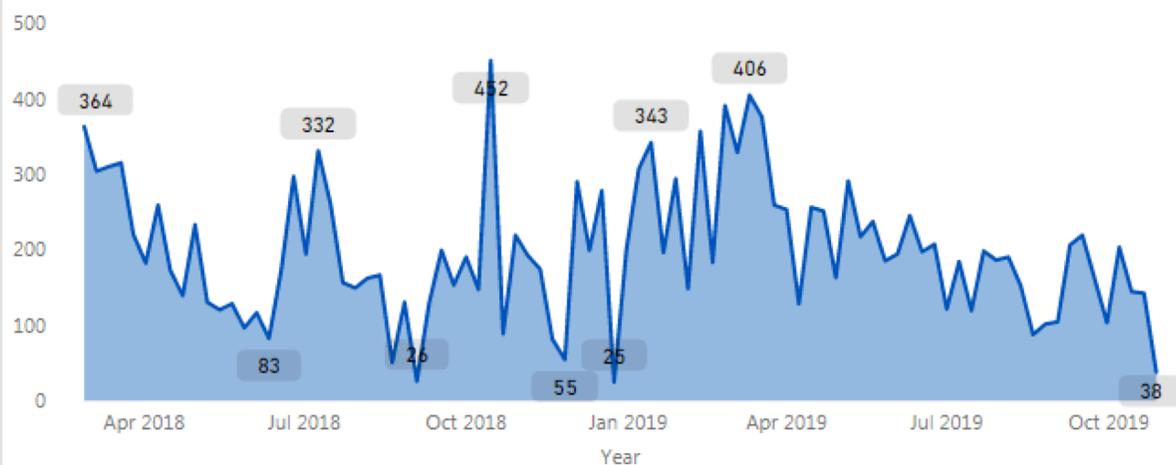
Active Users

New Users

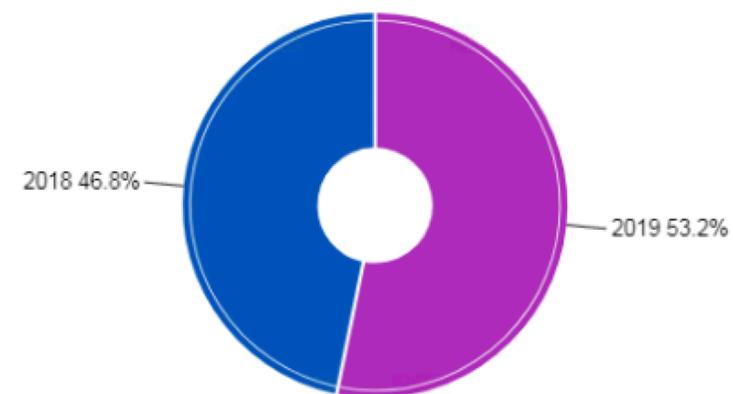
Monthly New users

| | | | | | | | | |
|------------|--------------|---------------|--------------|---------------|----------------|--------------|----------------|-----------|
| 2018 March | 2019 January | 2019 February | 2018 October | 2019 June | 2019 July | 2018 May | 2018 A... | 2018 N... |
| 1514 | 1296 | 1045 | 1017 | 846 | 725 | 672 | | |
| 2019 March | 2019 May | 2018 July | 2019 April | 2018 December | 2019 September | 2019 August | | |
| 1437 | 1050 | 1027 | 935 | 816 | 714 | 620 | 580 | 576 |
| | | | | 2018 April | 2018 June | 2019 October | 2018 September | |
| | | | | 773 | 691 | 610 | 515 | |

Weekly New users



Daily New users



zcmcharts

Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
46,893

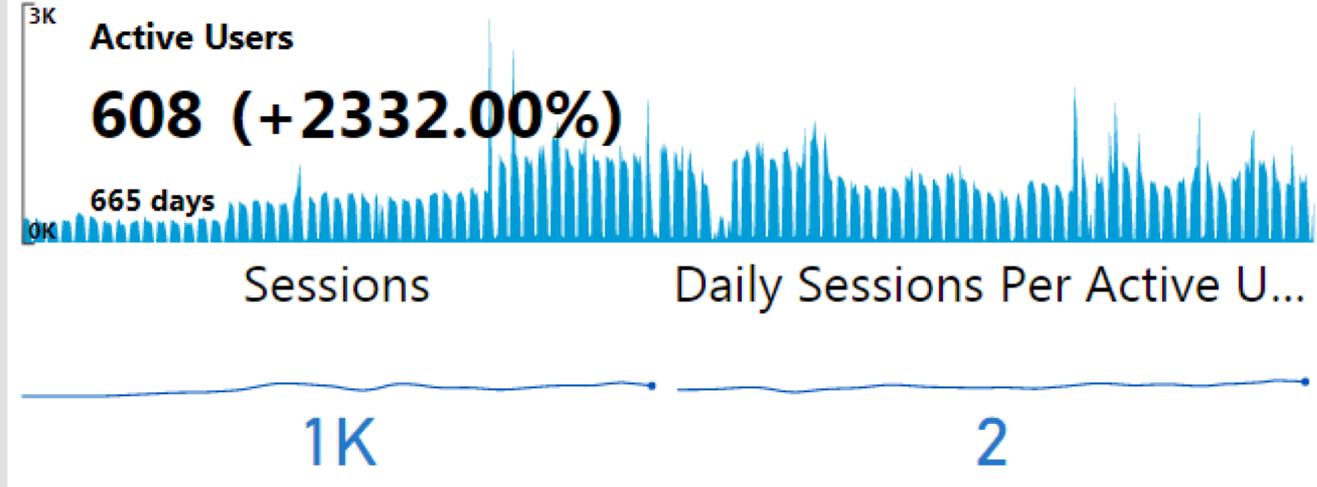
FILTER

Refreshed on
10/30/2019

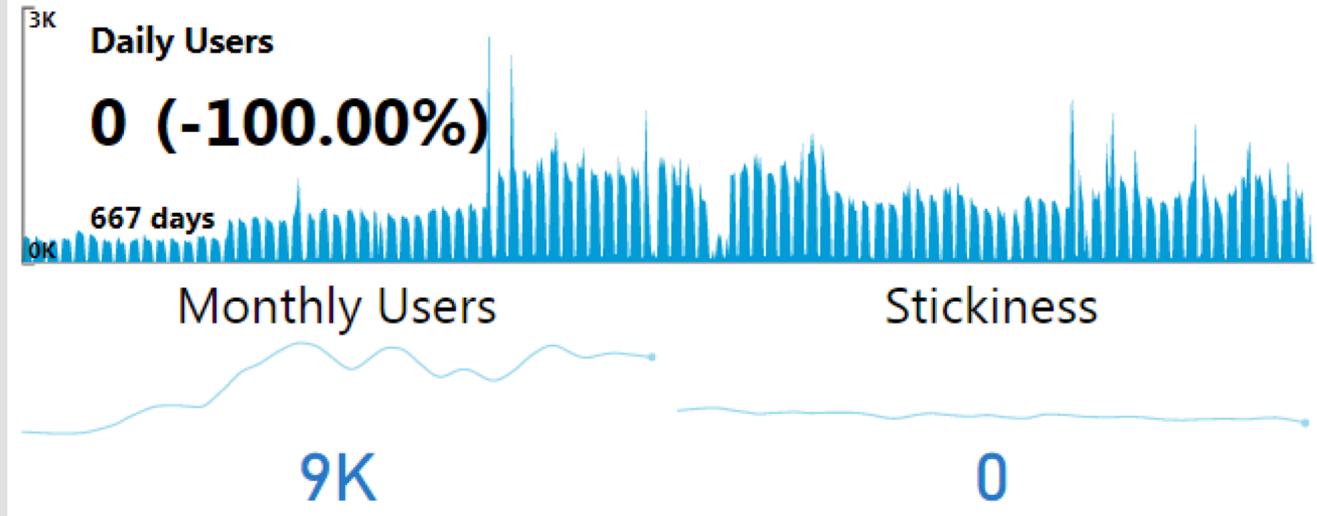
Daily Session vs Stickiness

Weekly Stickiness

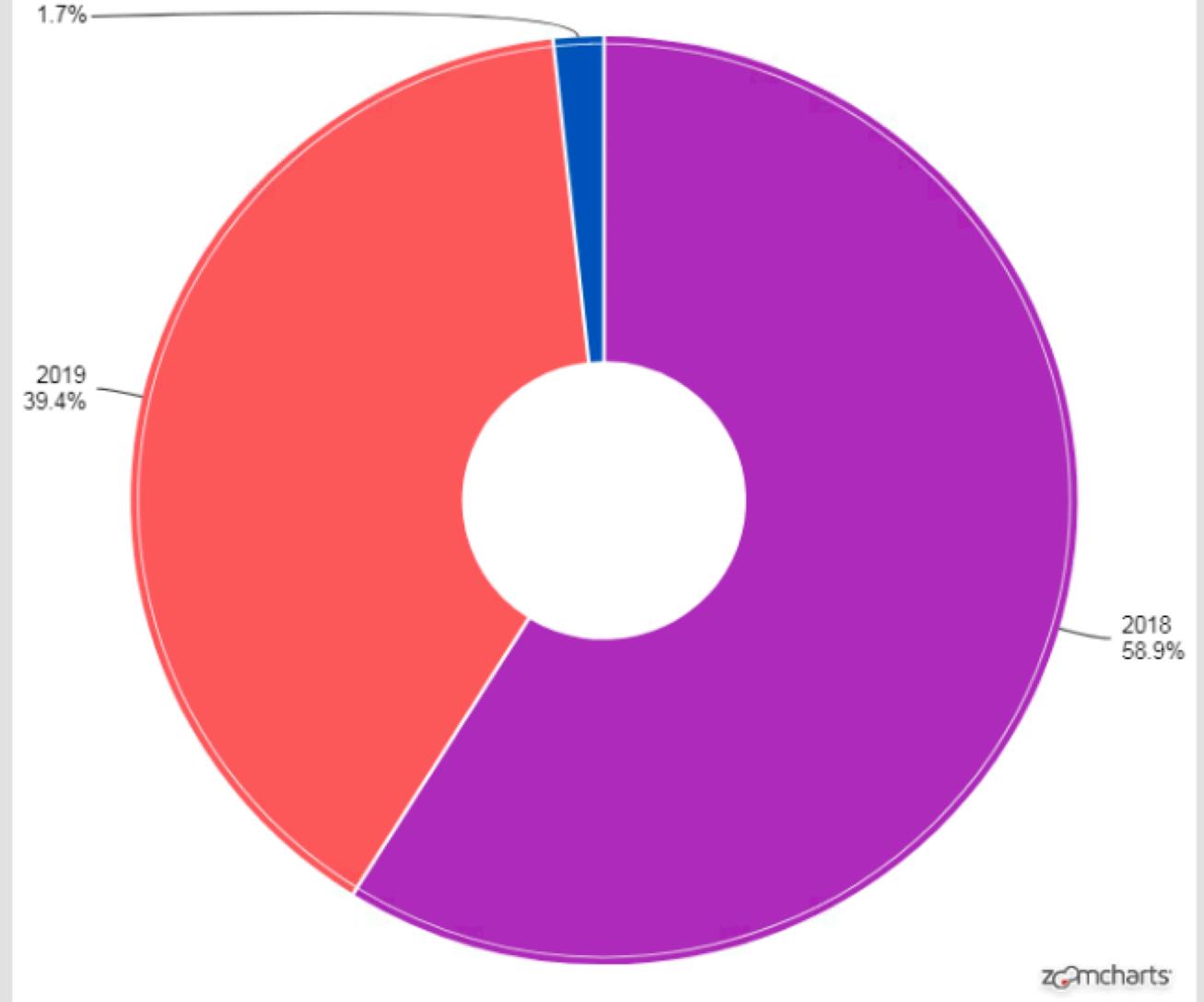
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users





Self Service Usage

Unique Users
46,893

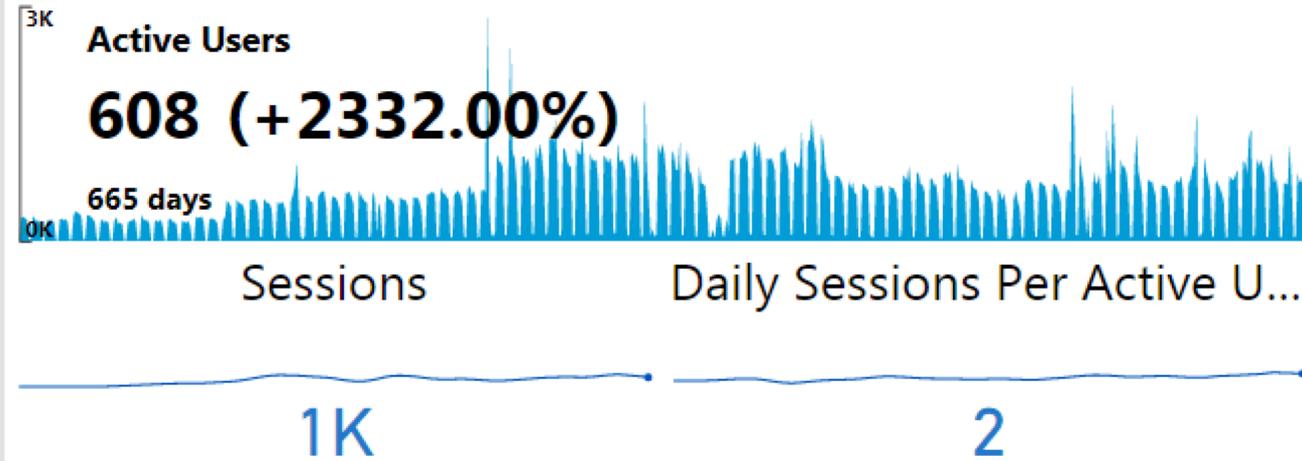
FILTER

Refreshed on
10/30/2019

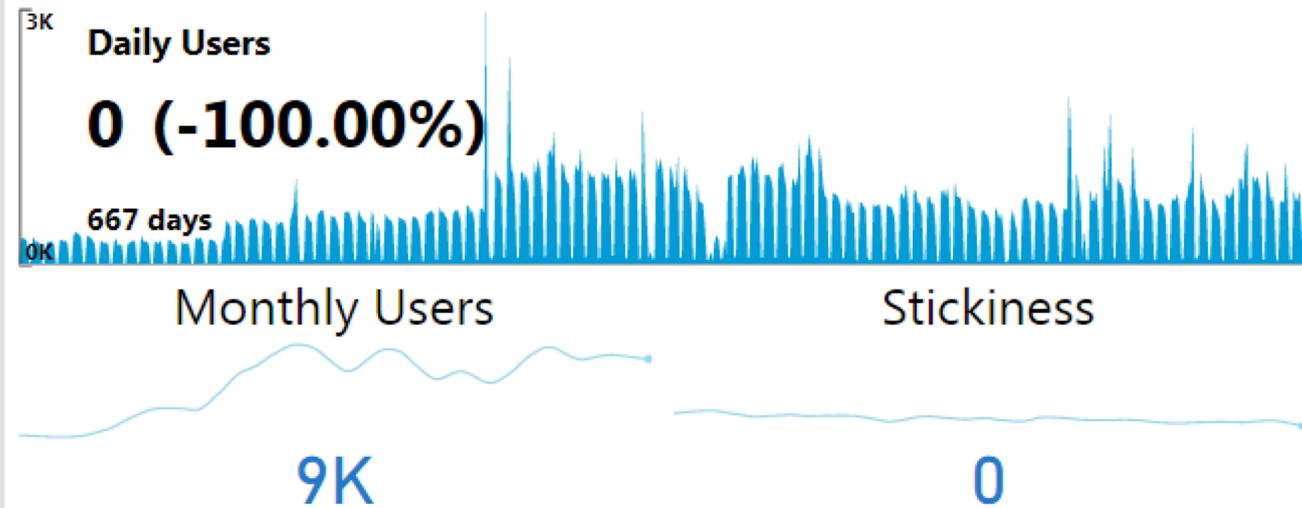
Daily Session vs Stickiness

Weekly Stickiness

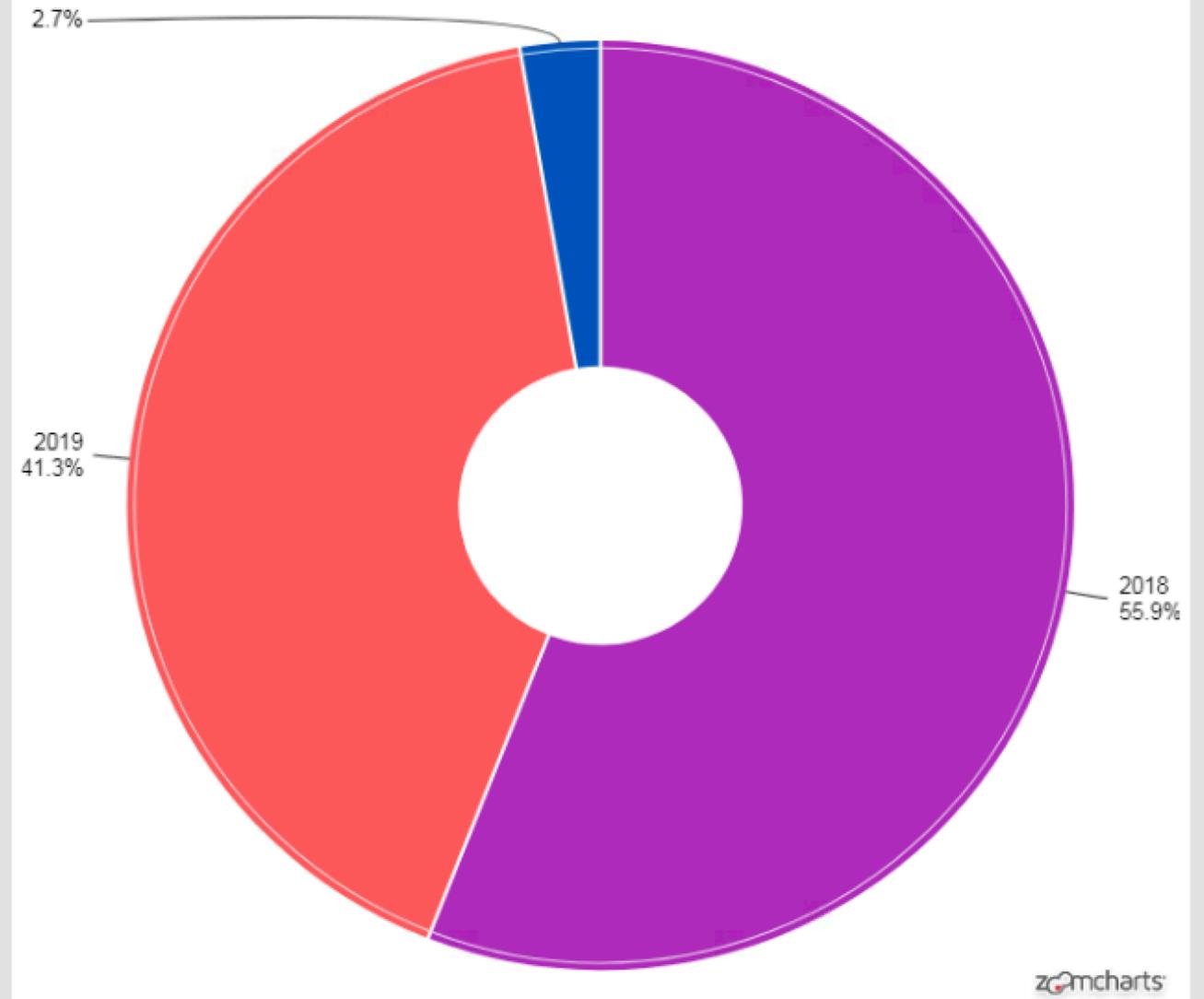
Daily Sessions for Active Users



Daily Stickiness for Active Users



Weekly Stickiness for Active Users





Self Service Usage

Unique Users
16,477

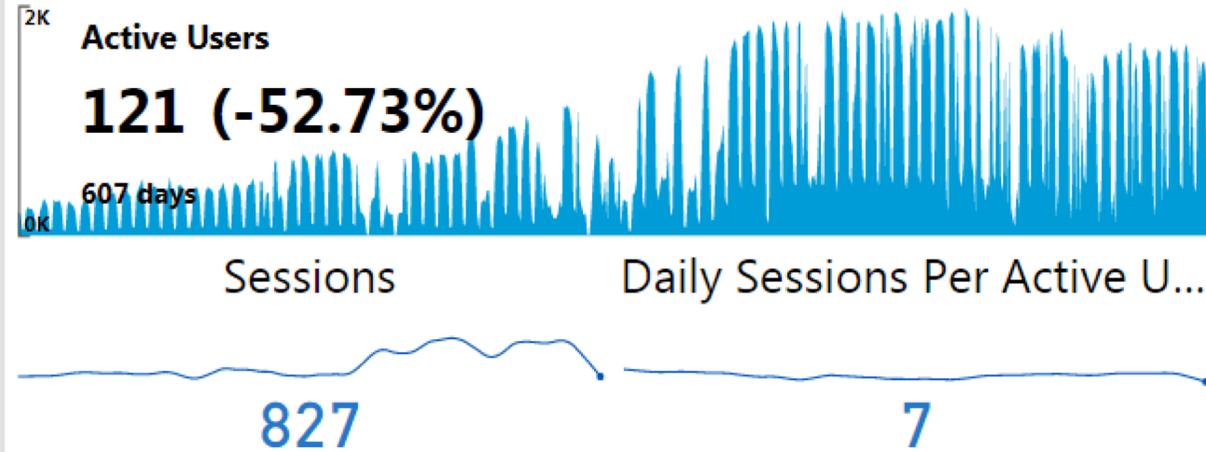
FILTER

Refreshed on
10/30/2019

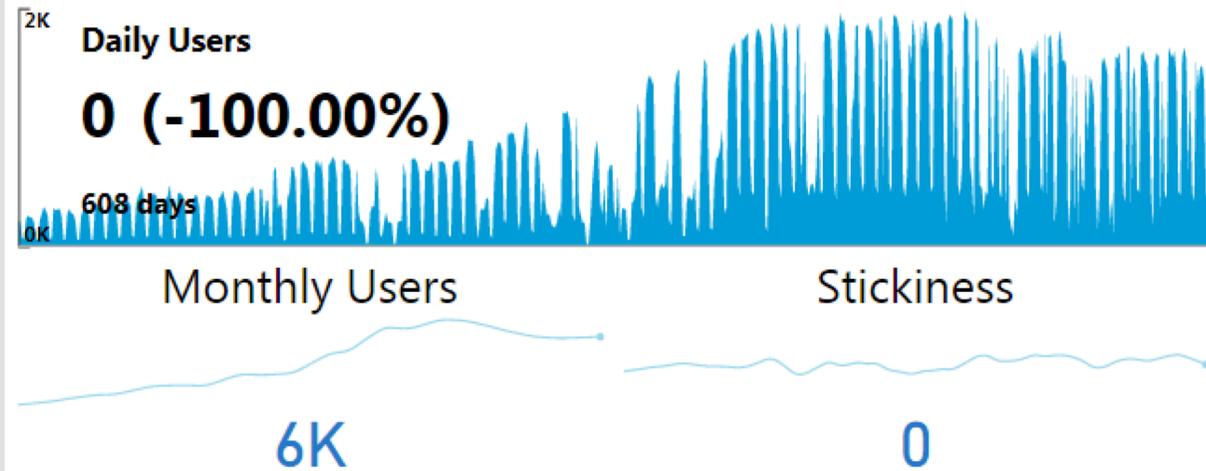
Daily Session vs Stickiness

Weekly Stickiness

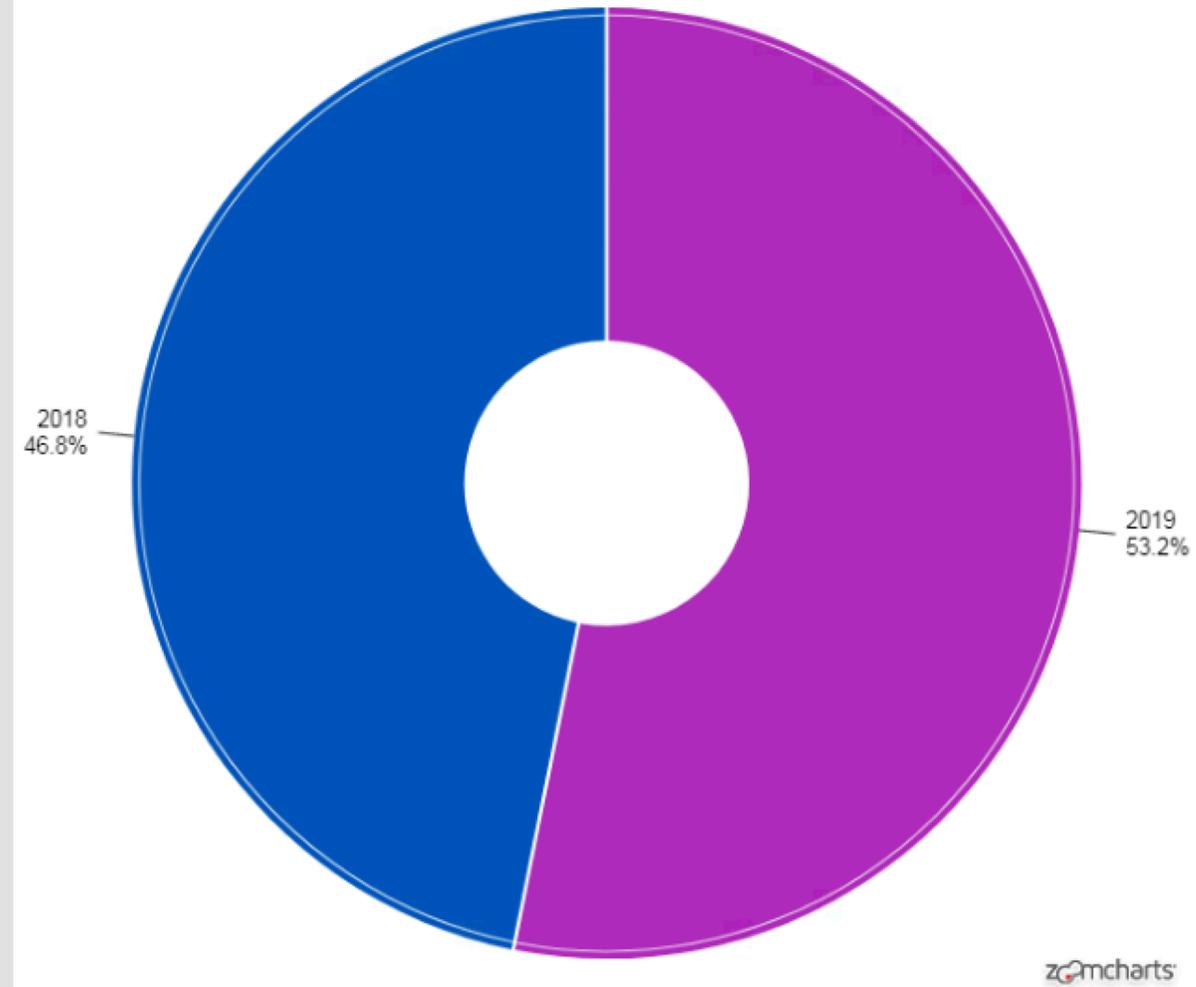
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
16,477

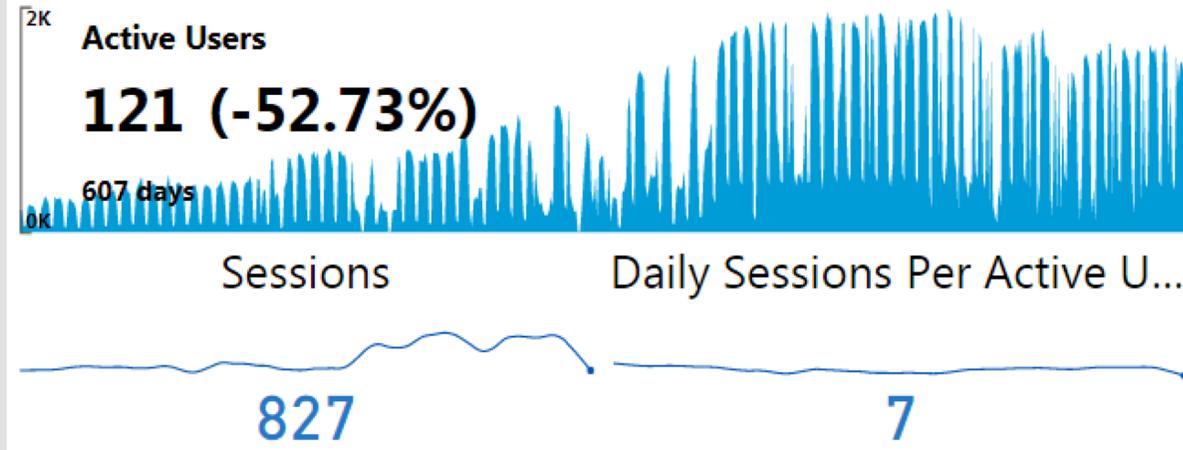
FILTER

Refreshed on
10/30/2019

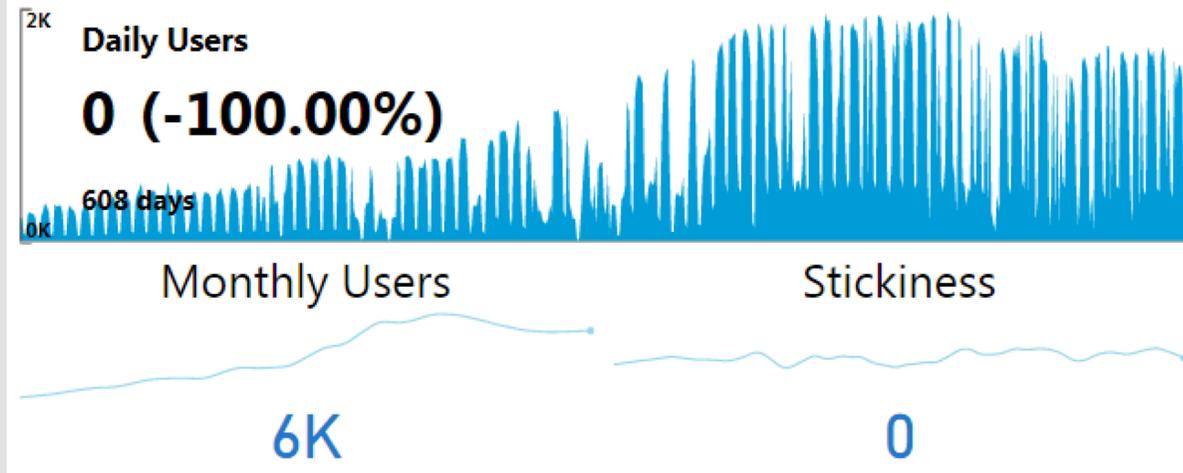
Daily Session vs Stickiness

Weekly Stickiness

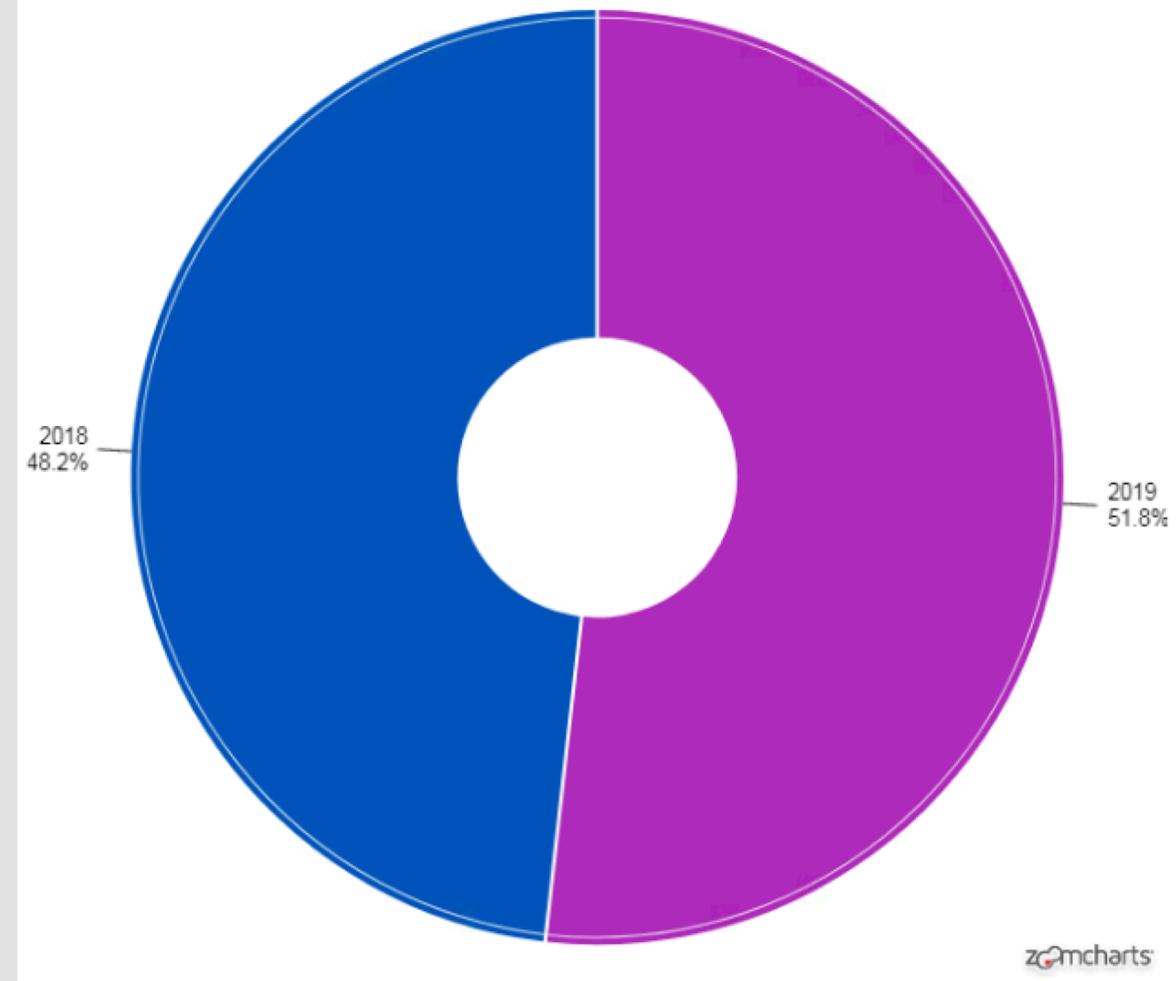
Daily Sessions for Active Users



Daily Stickiness for Active Users



Weekly Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
46,893

FILTER

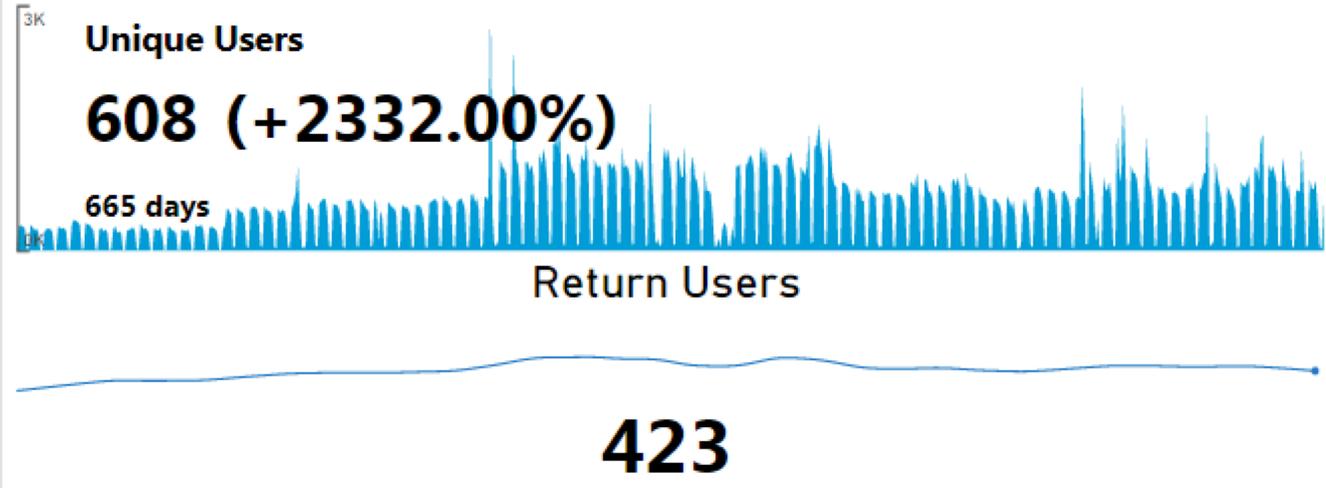
Refreshed on
10/30/2019

Users Sessions

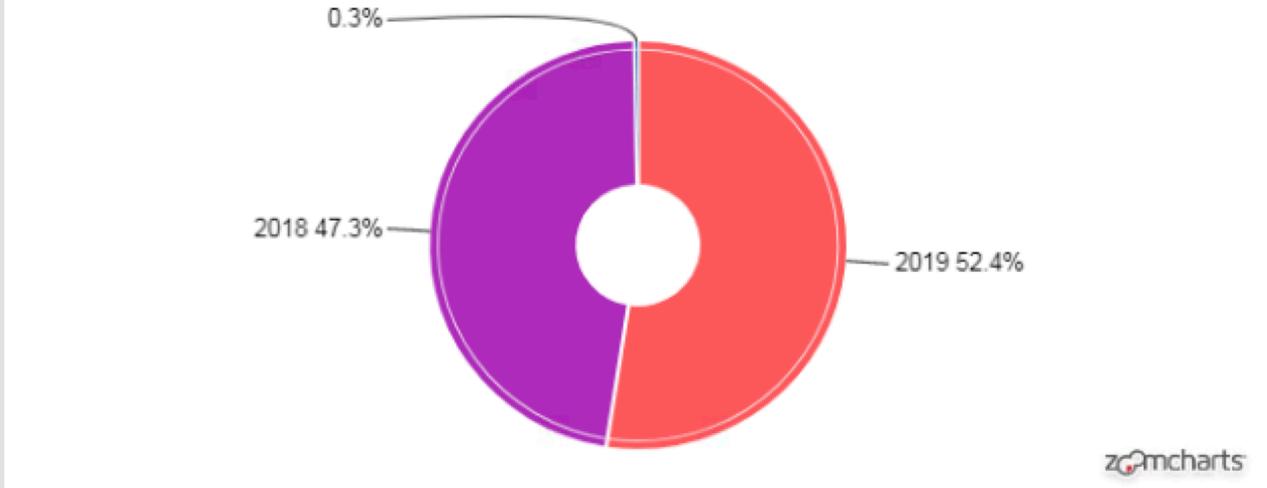
Retention Rate

| | | | | | | | |
|----------------------|--------------------------|------------------------|-----------------------|-------------------------|--------------------------|-------------------------|----------------------|
| 2019 June 108.75% | 2019 April 92.69% | 2019 October 77.19% | 2019 August 70.06% | 2018 October 65.55% | 2018 September 58.59% | 2018 December 43.92% | 2019 March 43.71% |
| 2019 July 103.39% | 2019 September 90.16% | 2019 January 76.77% | 2018 August 66.88% | 2019 February 61.92% | 2019 May 57.64% | 2018 June 36.04% | 2018 July 31.06% |
| | | | | | 2018 November 54.22% | 2018 May 32.11% | 2018 April 31.06% |

Monthly Return Visitors



Daily Return Visitors





Self Service Usage

Unique Users
46,893

FILTER

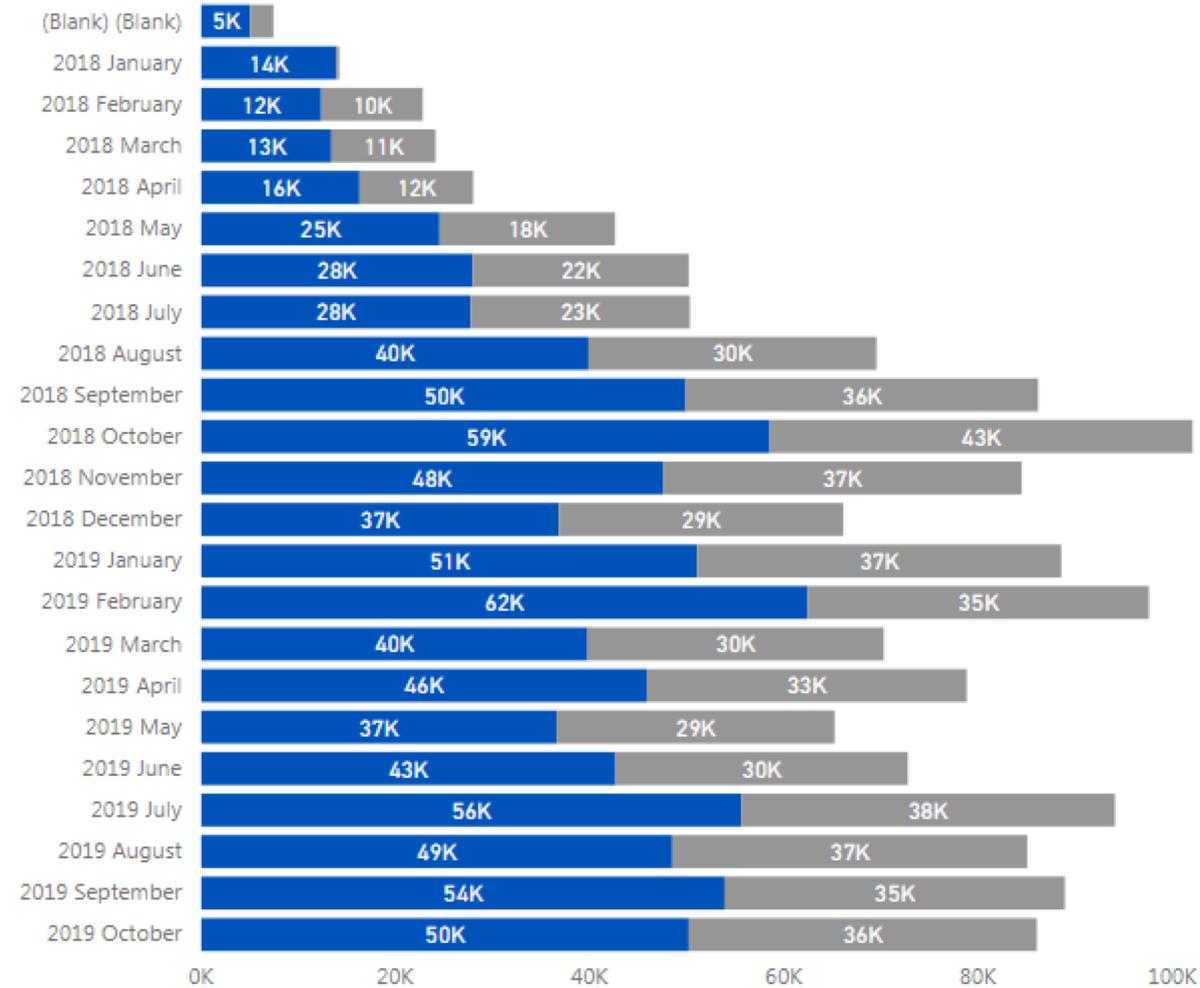
Refreshed on
10/30/2019

Users

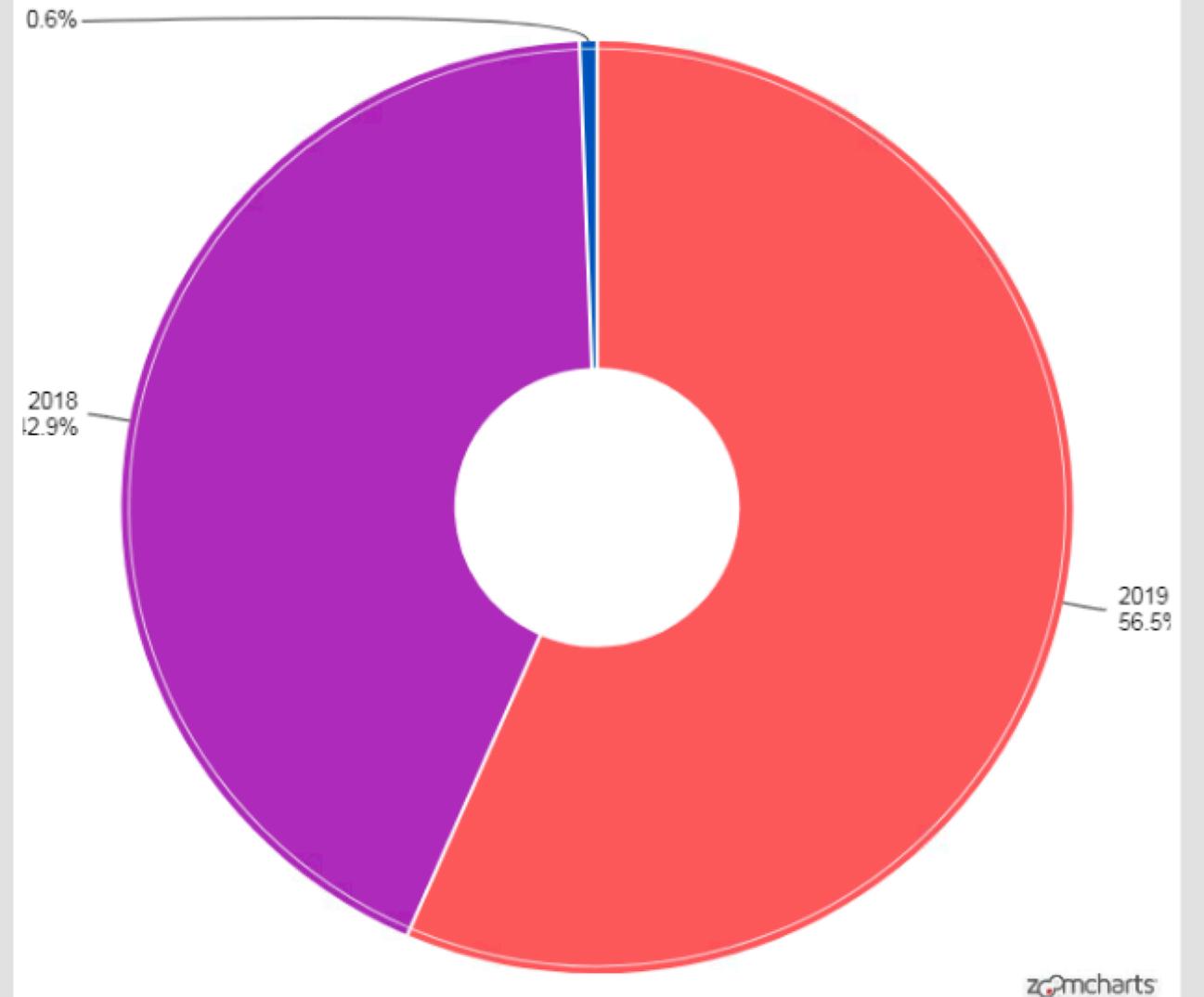
Sessions

Monthly Return Visits

Unique Visits Return Visits



Daily Return Visits



zomcharts



Self Service Usage

Unique Users
35,871

FILTER

Refreshed on
10/24/2019

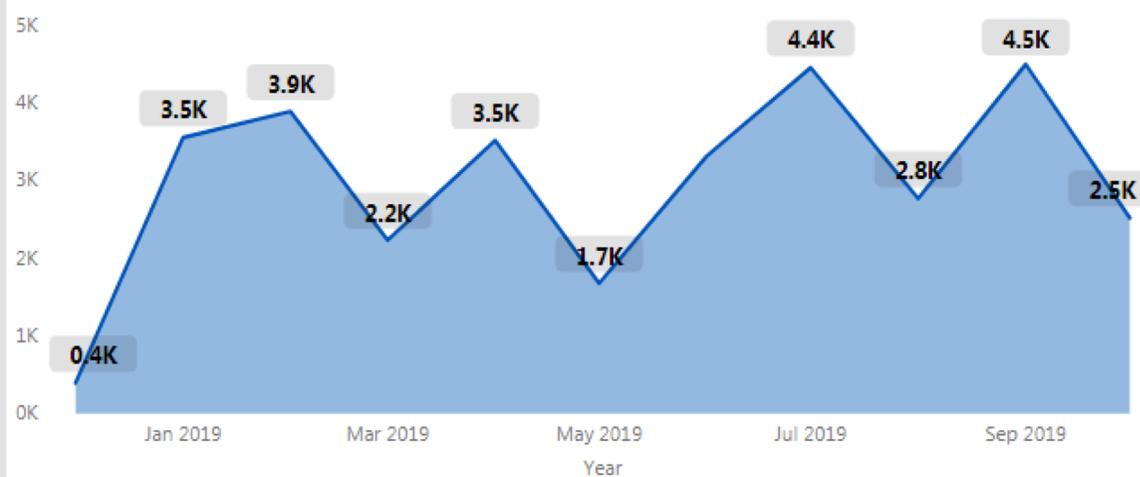
Active Users

New Users

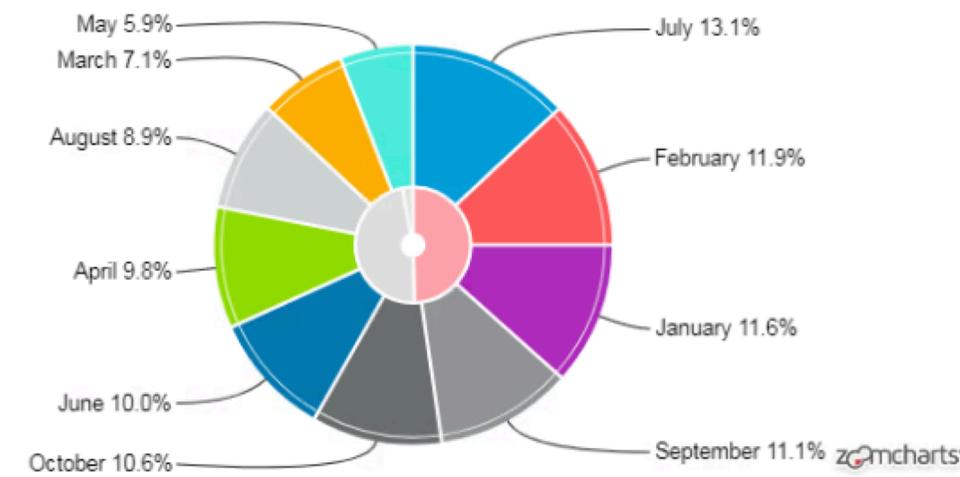
Monthly New users

| | | | | | | | | |
|--------------------|---------------------|-----------------------|------------------------|----------------------|---------------------|--------------------|-----------------|----------------------|
| 2018 October 0 | 2018 September 0 | 2019 July 4285 | 2019 January 3807 | 2019 October 3420 | 2018 May 0 | 2019 March 2342 | 2018 June 0 | (Blank) (BL...) 0 |
| 2018 November 0 | 2018 August 0 | 2019 February 3903 | 2019 September 3611 | 2019 June 3316 | 2019 August 2926 | 2019 May 1950 | 2018 April 0 | 201... 20... |
| | | | | 2019 April 3238 | 2018 December 0 | 2018 July 0 | | |

Weekly New users



Daily New users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
9,036

FILTER

Refreshed on
2/28/2019

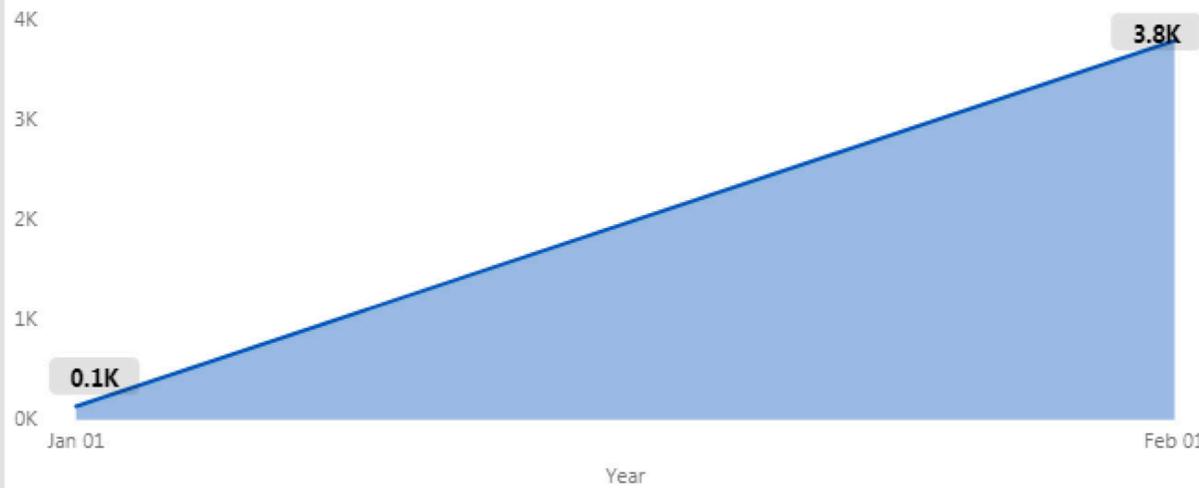
Active Users

New Users

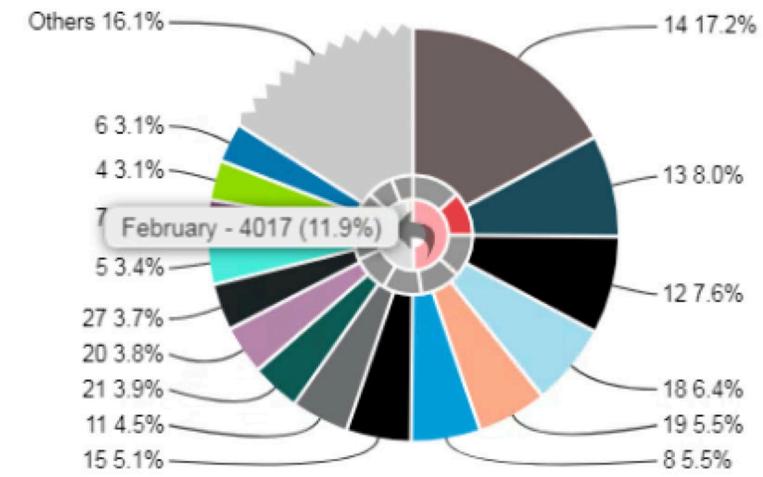
Monthly New users

| | | | | | | | | |
|--------------------|---------------------|-----------------------|---------------------|-------------------|------------------|-----------------|-----------------|---------------------|
| 2018 October 0 | 2018 September 0 | 2019 July 0 | 2019 January 0 | 2019 October 0 | 2018 May 0 | 2019 March 0 | 2018 June 0 | (Blank) (Bl... 0 |
| 2018 November 0 | 2018 August 0 | 2019 February 3903 | 2019 September 0 | 2019 June 0 | 2019 August 0 | 2019 May 0 | 2018 April 0 | 201... 20... 0 |
| 2019 April 0 | 2018 December 0 | 2018 July 0 | | | | | | |

Weekly New users



Daily New users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
9,036

FILTER

Refreshed on
2/28/2019

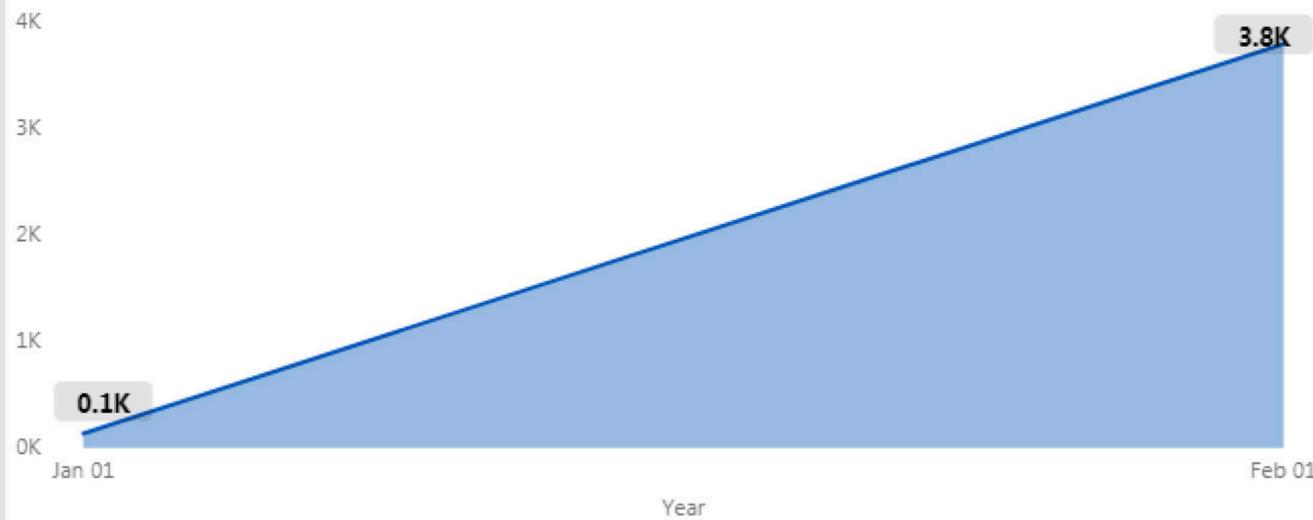
Active Users

New Users

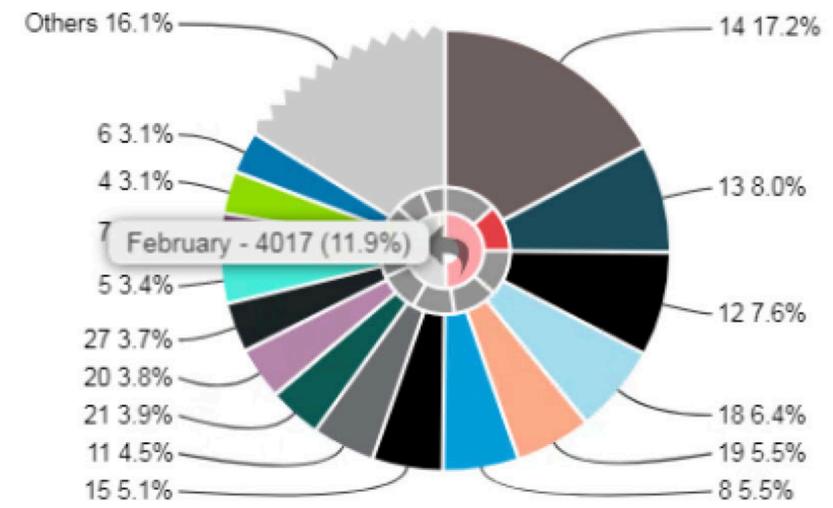
Monthly New users

| | | | | | | | | |
|--------------------|---------------------|------------------------------|---------------------|-------------------|------------------|-----------------|-----------------|---------------------|
| 2018 October 0 | 2018 September 0 | 2019 July 0 | 2019 January 0 | 2019 October 0 | 2018 May 0 | 2019 March 0 | 2018 June 0 | (Blank) (Bl... 0 |
| 2018 November 0 | 2018 August 0 | 2019 February 3903 | 2019 September 0 | 2019 June 0 | 2019 August 0 | 2019 May 0 | 2018 April 0 | 201... 20... 0 |
| 2019 April 0 | 2018 December 0 | 2018 July 0 | | | | | | |

Weekly New users



Daily New users





Self Service Usage

Unique Users
1,469

FILTER

Refreshed on
2/13/2019

Active Users

New Users

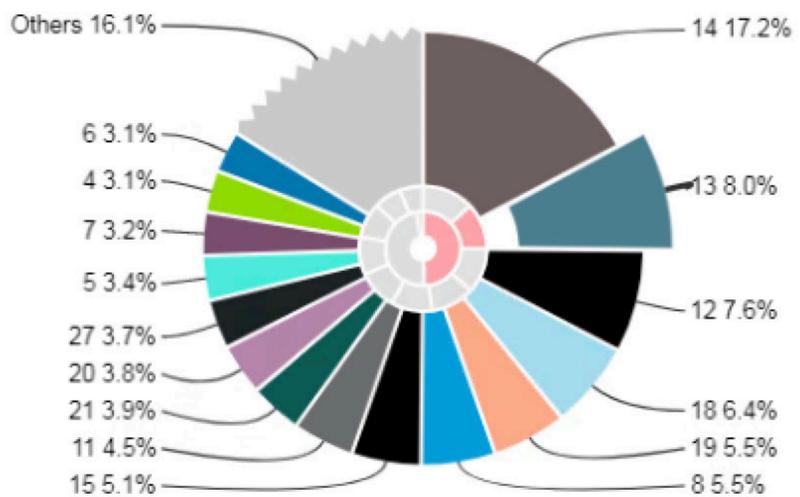
Monthly New users

| | | | | | | | | |
|--------------------|---------------------|----------------------|---------------------|-------------------|--------------------|-----------------|-----------------|---------------------|
| 2018 October 0 | 2018 September 0 | 2019 July 0 | 2019 January 0 | 2019 October 0 | 2018 May 0 | 2019 March 0 | 2018 June 0 | (Blank) (Bl... 0 |
| 2018 November 0 | 2018 August 0 | 2019 February 320 | 2019 September 0 | 2019 June 0 | 2019 August 0 | 2019 May 0 | 2018 April 0 | 201... 20... |
| | | | | 2019 April 0 | 2018 December 0 | 2018 July 0 | | |

Weekly New users



Daily New users





Self Service Usage

Unique Users

1,794

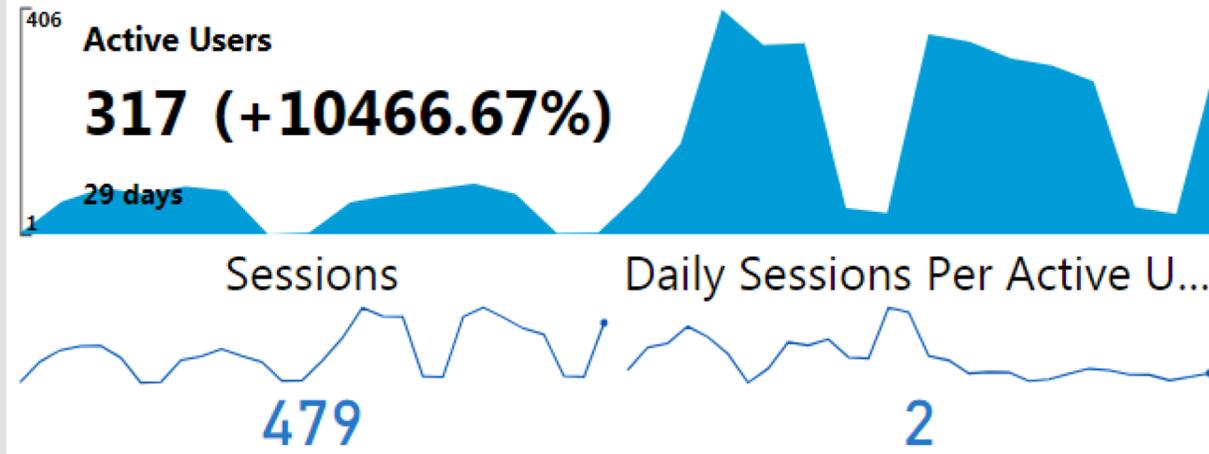
FILTER

Refreshed on 4/30/2018

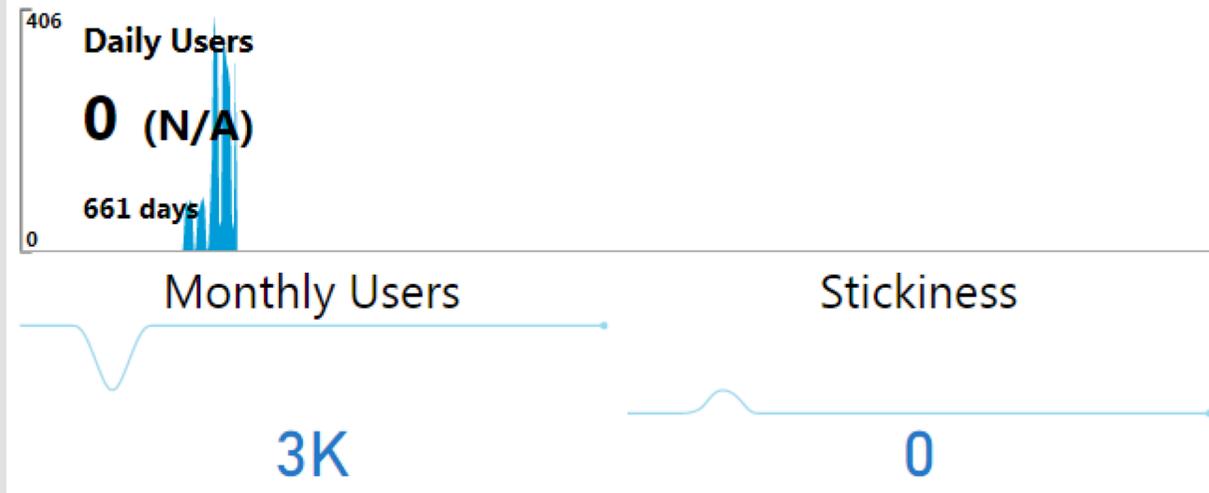
Daily Session vs Stickiness

Weekly Stickiness

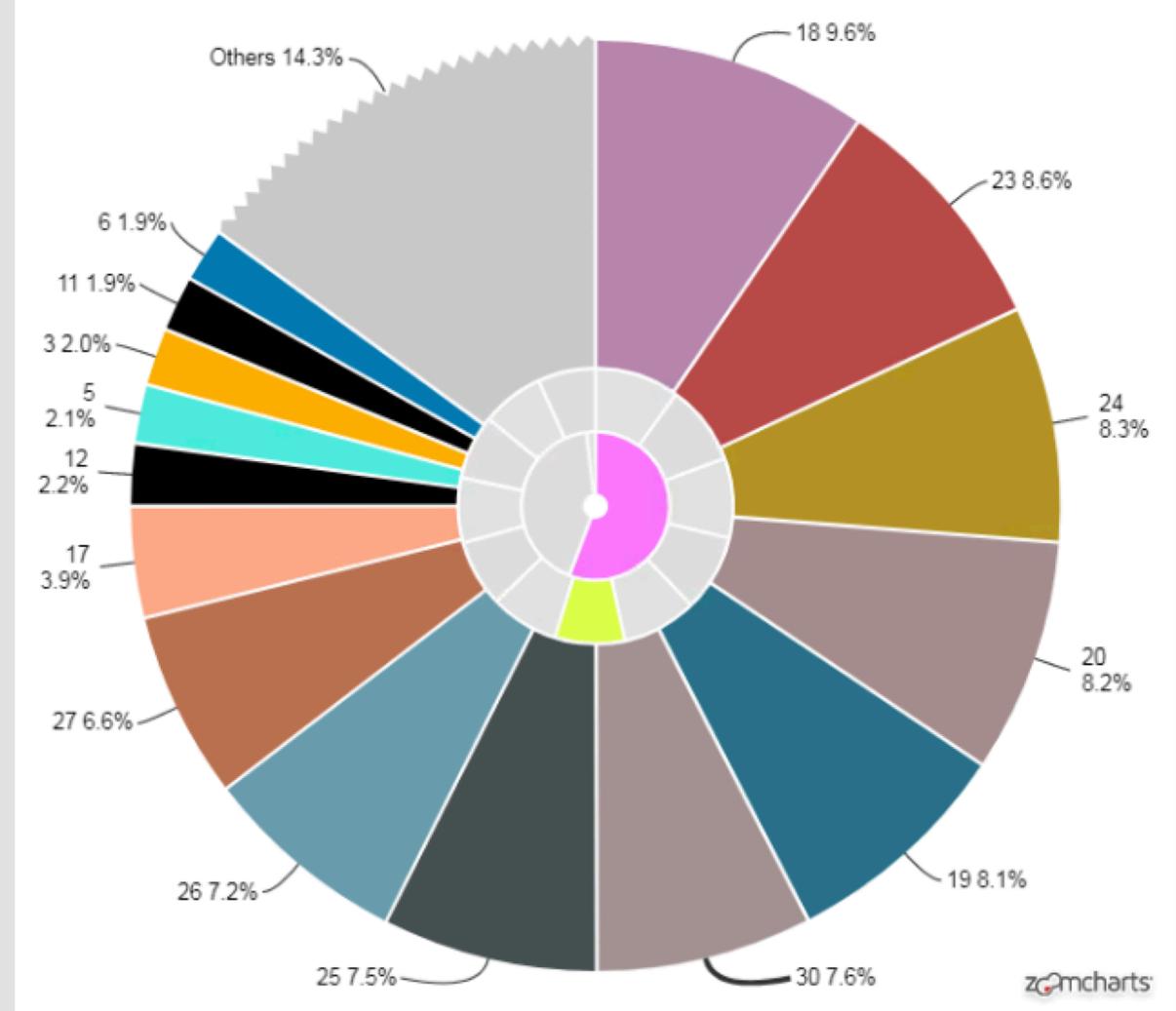
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
26,073

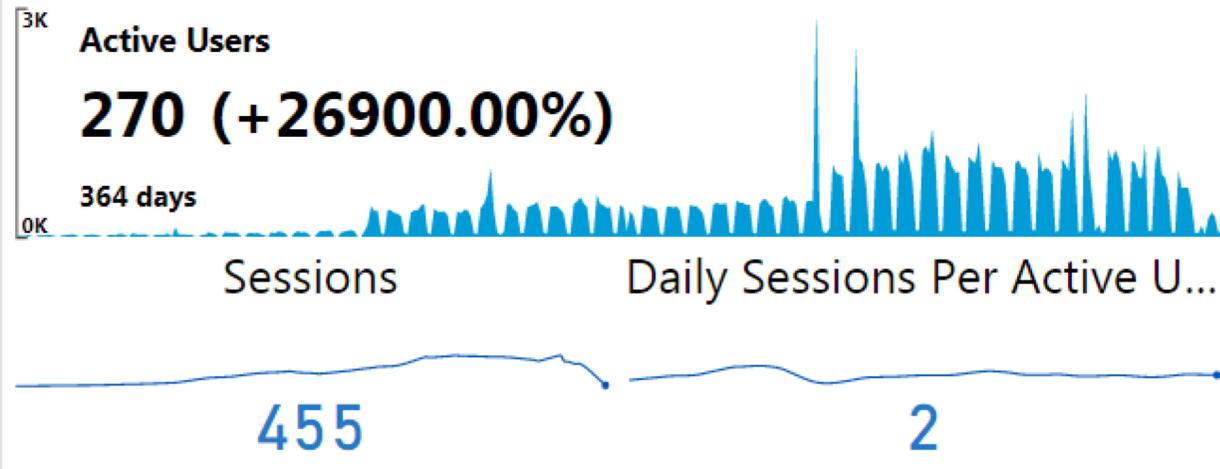
FILTER

Refreshed on
12/31/2018

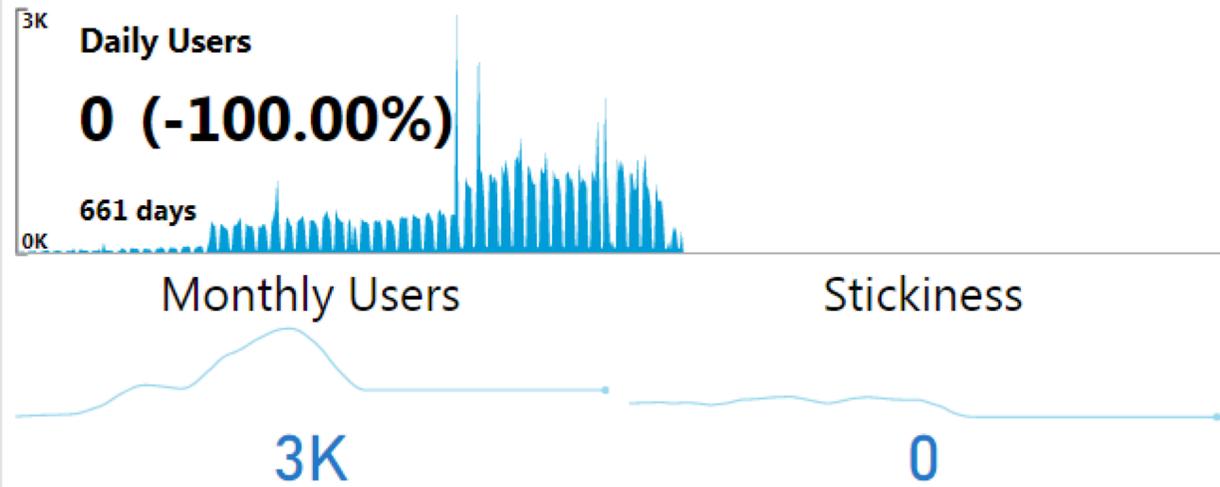
Daily Session vs Stickiness

Weekly Stickiness

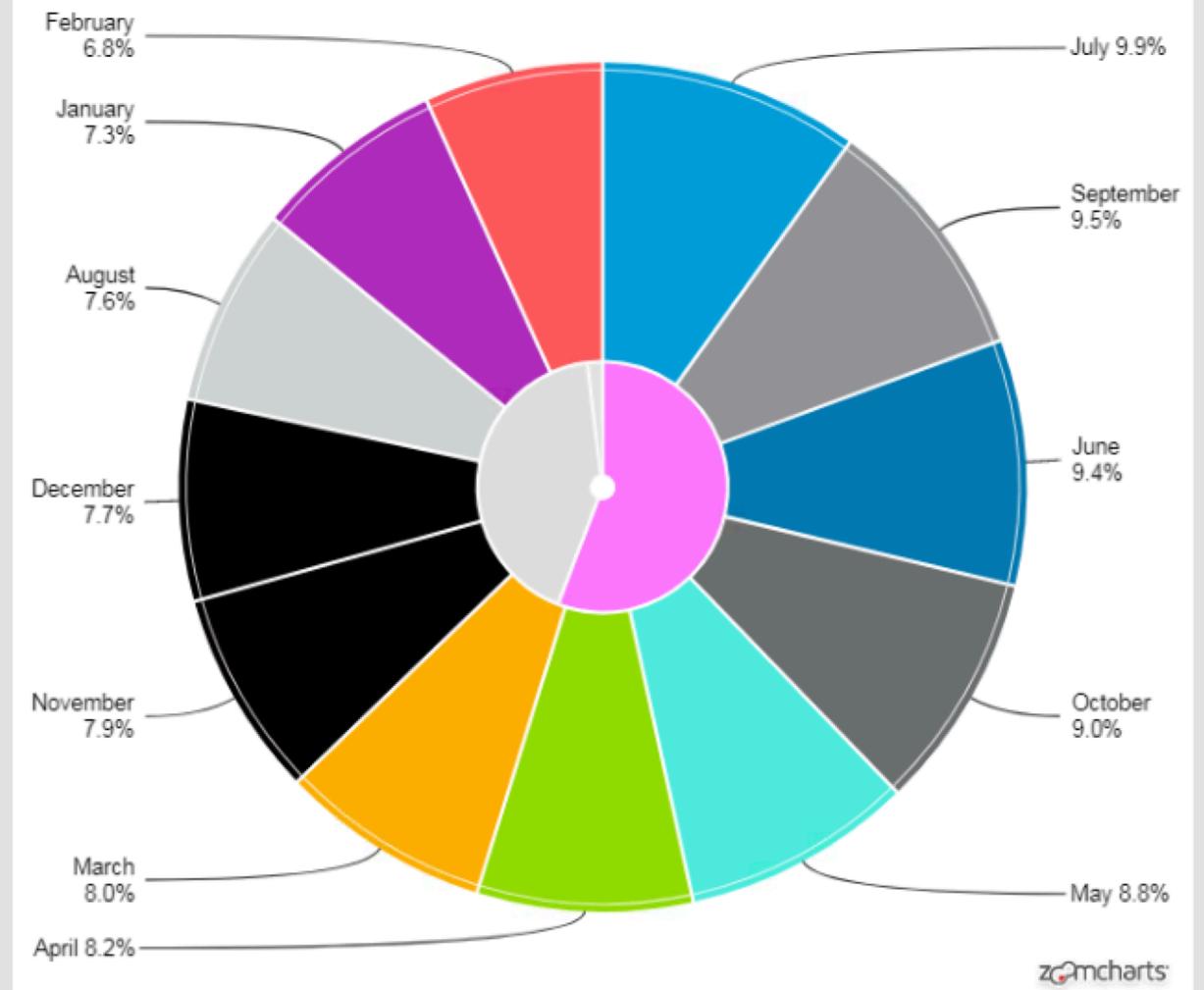
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Tools Usage- Users

Adoption Portal Usage - Sessions

Adoption Tools Usage - Sessions

Retention Portal Usage

Retention Tools Usage



Self Service Usage

Unique Users
8,027

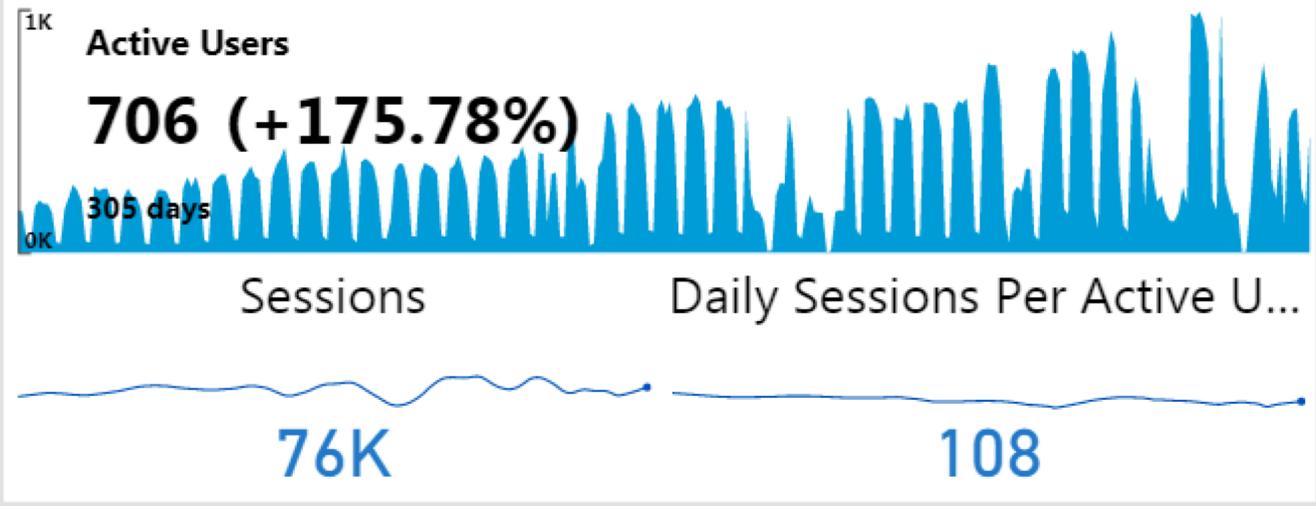
FILTER

Refreshed on
12/31/2018

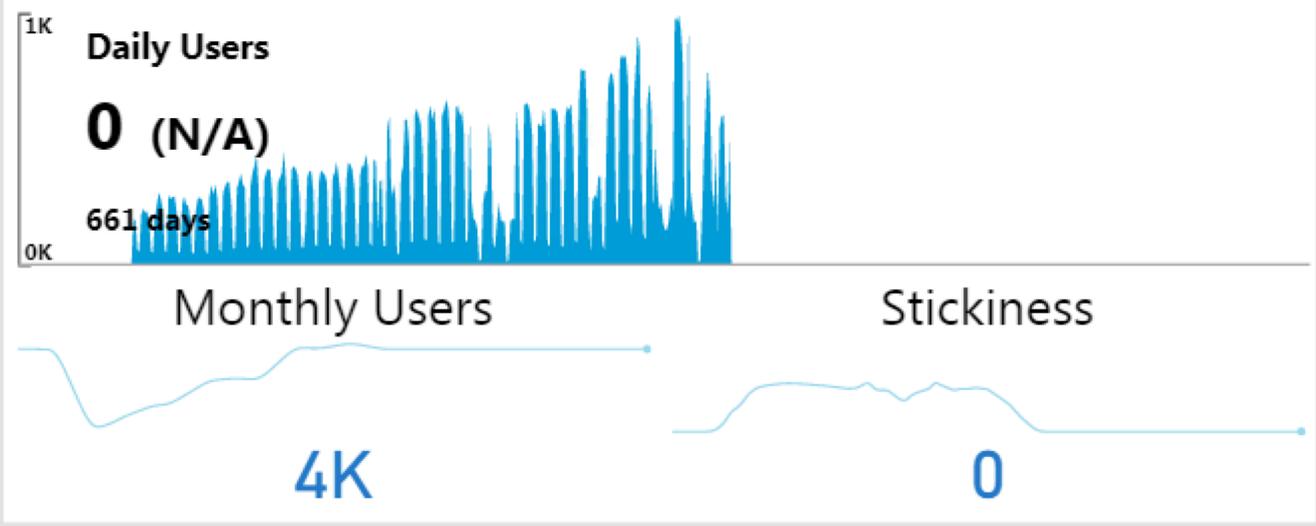
Daily Session vs Stickiness

Weekly Stickiness

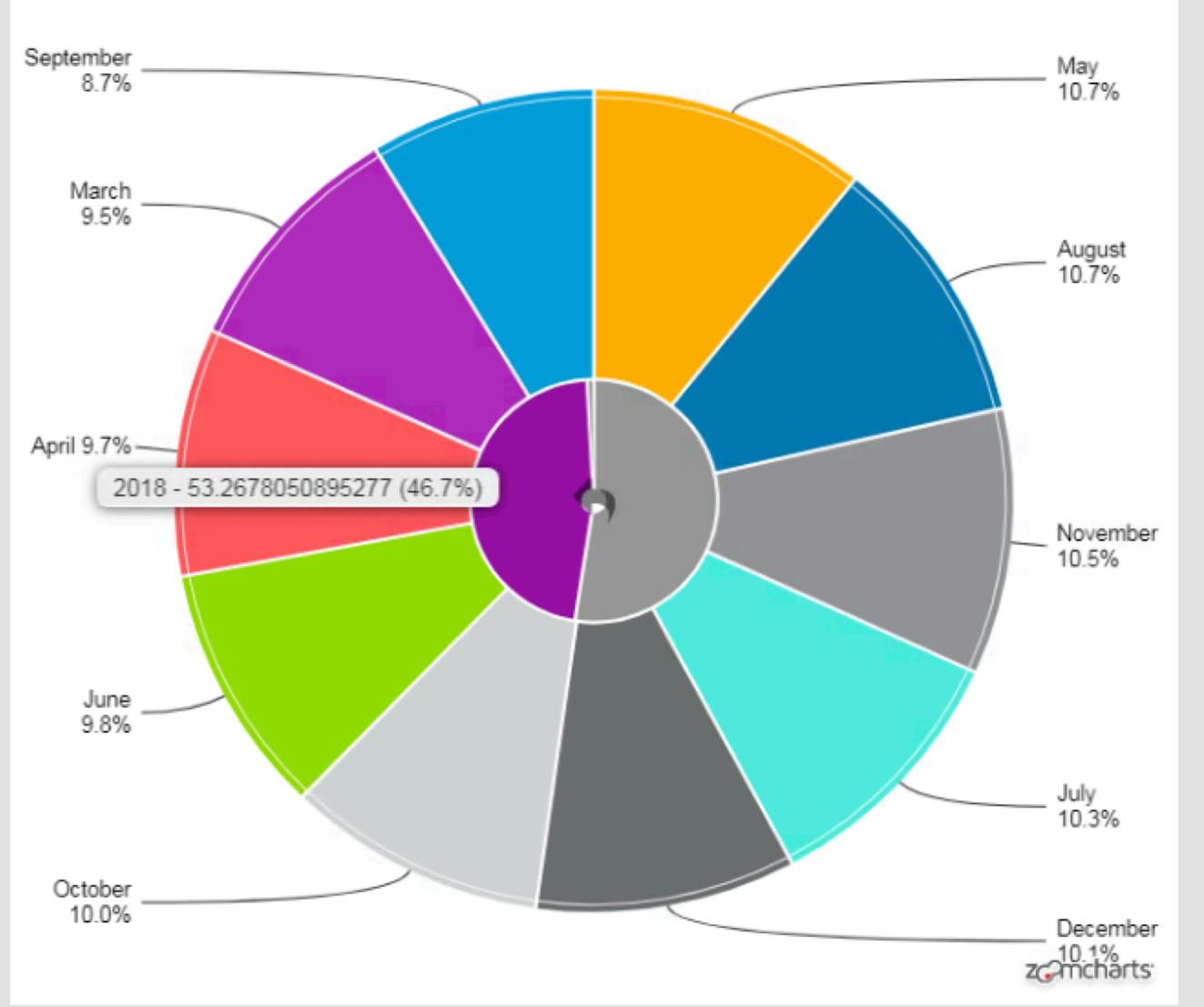
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users





Self Service Usage

Unique Users
5,579

FILTER

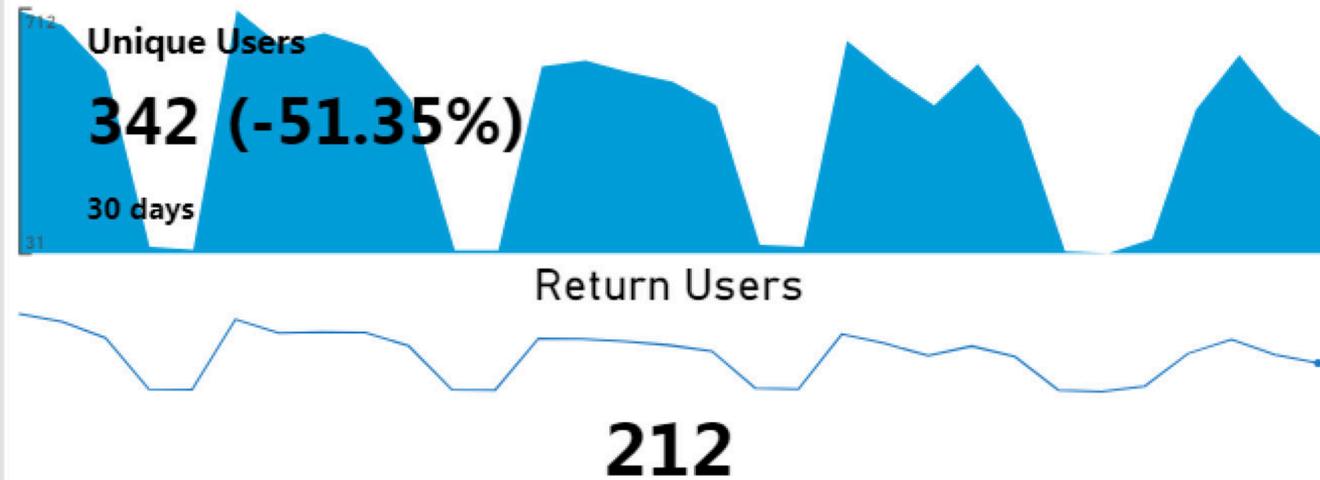
Refreshed on
5/31/2019

Users Sessions

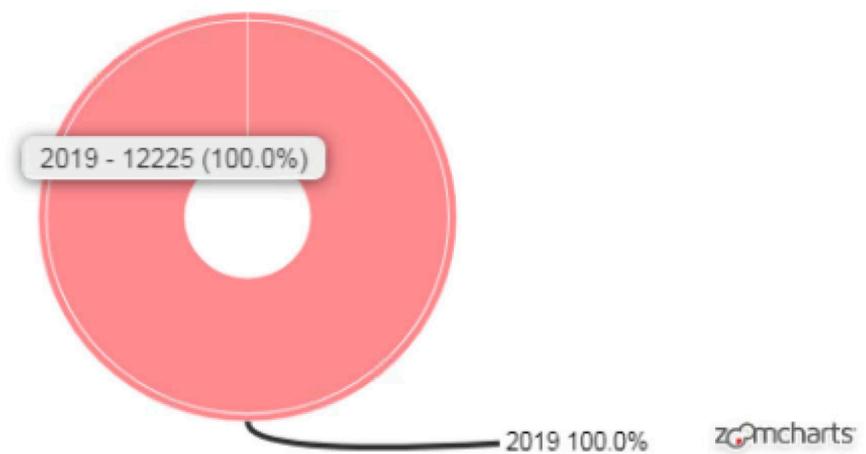
Retention Rate

| | | | | | | | |
|-----------|----------------|--------------|-------------|---------------|----------------|---------------|------------|
| 2019 June | 2019 April | 2019 January | 2019 August | 2019 February | 2018 October | 2018 December | 2019 March |
| 109.95% | 95.63% | 83.59% | 69.54% | 66.55% | 60.87% | 45.44% | 35.71% |
| 2019 July | 2019 September | 2019 October | 2018 August | 2018 November | 2018 September | 2018 June | 2018 ... |
| 107.69% | 92.75% | 75.39% | 68.46% | 61.15% | 56.36% | 30.77% | 26.4... |
| | | | | | 2019 May | 2018 July | |
| | | | | | 53.43% | 26.54% | |

Monthly Return Visitors



Daily Return Visitors





Self Service Usage

Unique Users
35,871

FILTER

Refreshed on
10/24/2019

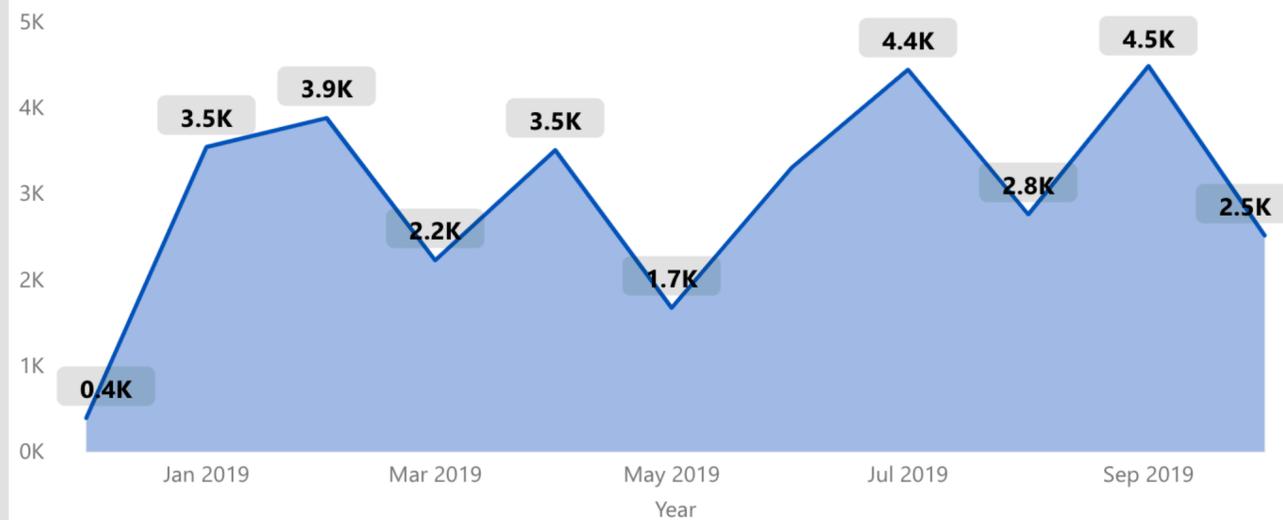
Active Users

New Users

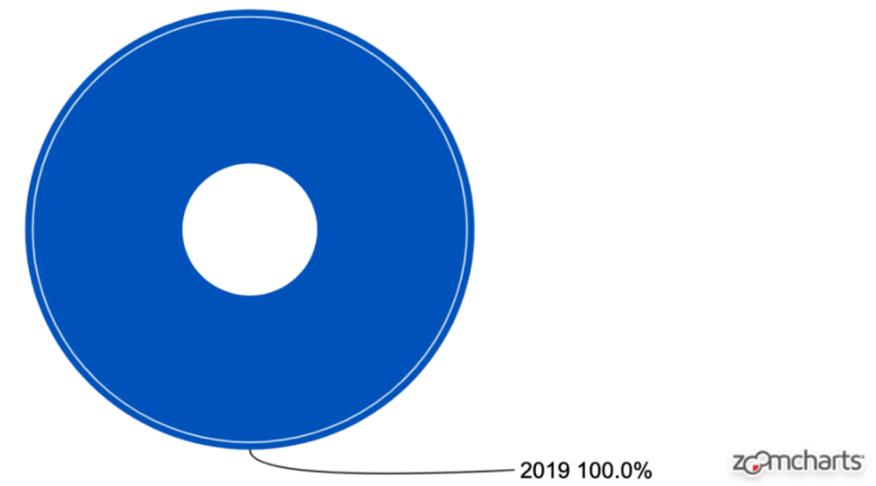
Monthly New users

| | | | | |
|------------------------------|-------------------------------|-----------------------------|----------------------------|---------------------------|
| 2019 July 4285 | 2019 January 3807 | 2019 October 3420 | 2019 April 3238 | 2019 March 2342 |
| 2019 February 3903 | 2019 September 3611 | 2019 June 3316 | 2019 August 2926 | 2019 May 1950 |

Weekly New users



Daily New users





Self Service Usage

Unique Users

44,725

FILTER

Refreshed on 10/30/2019

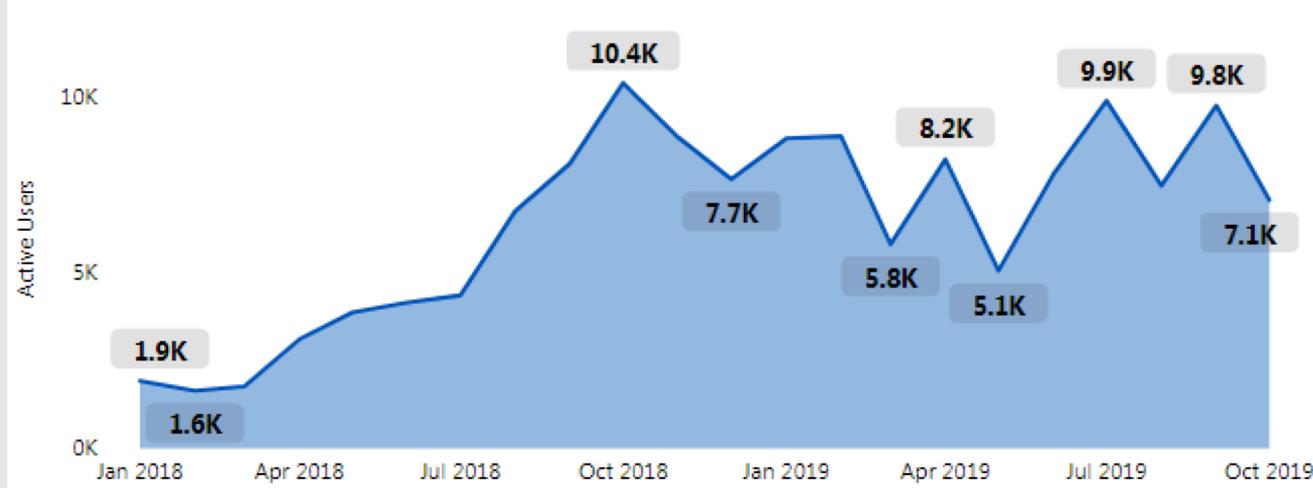
Active Users

New Users

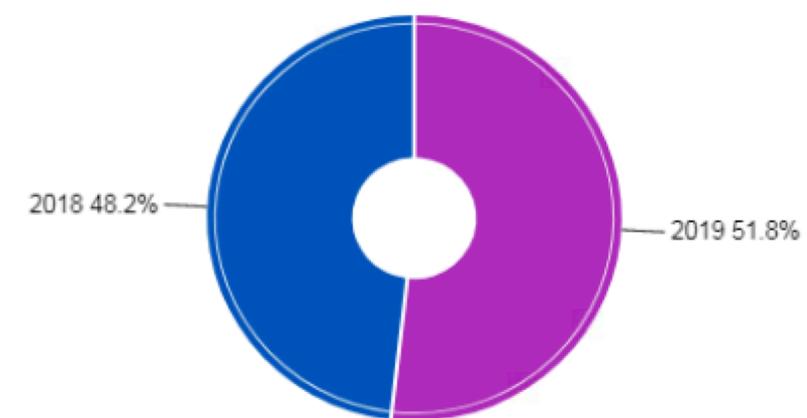
Monthly Active users

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

Weekly Active users



Daily Active users



zcmcharts

Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users

44,725

FILTER

Refreshed on
10/30/2019

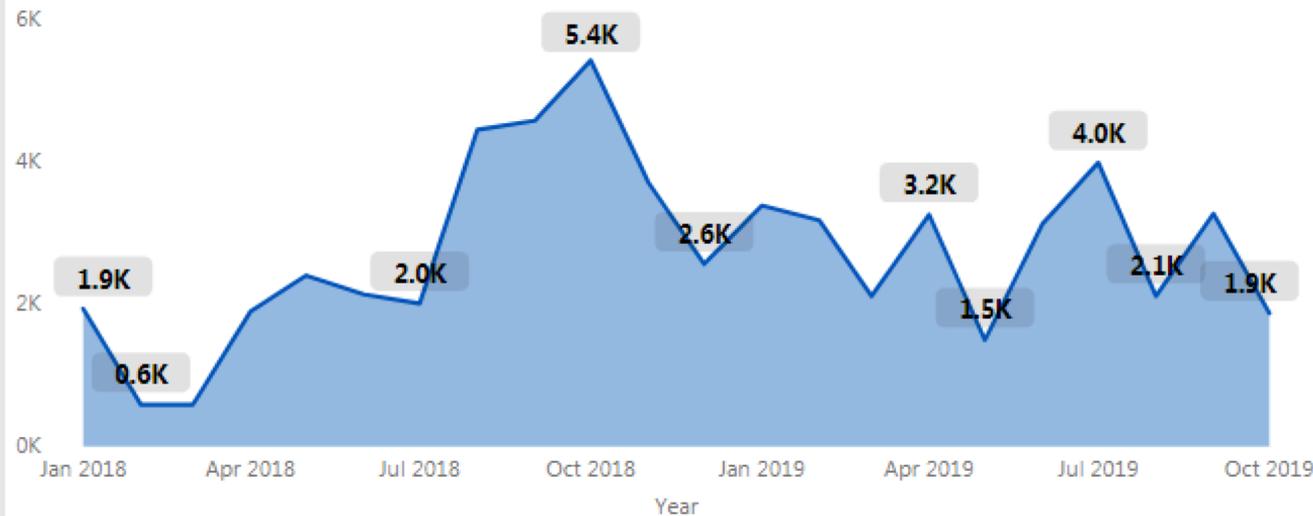
Active Users

New Users

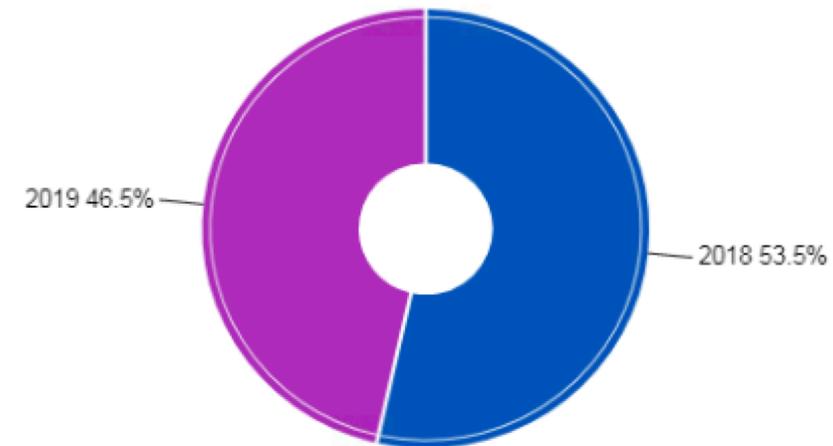
Monthly New users

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

Weekly New users



Daily New users



zomcharts

Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users
52,669

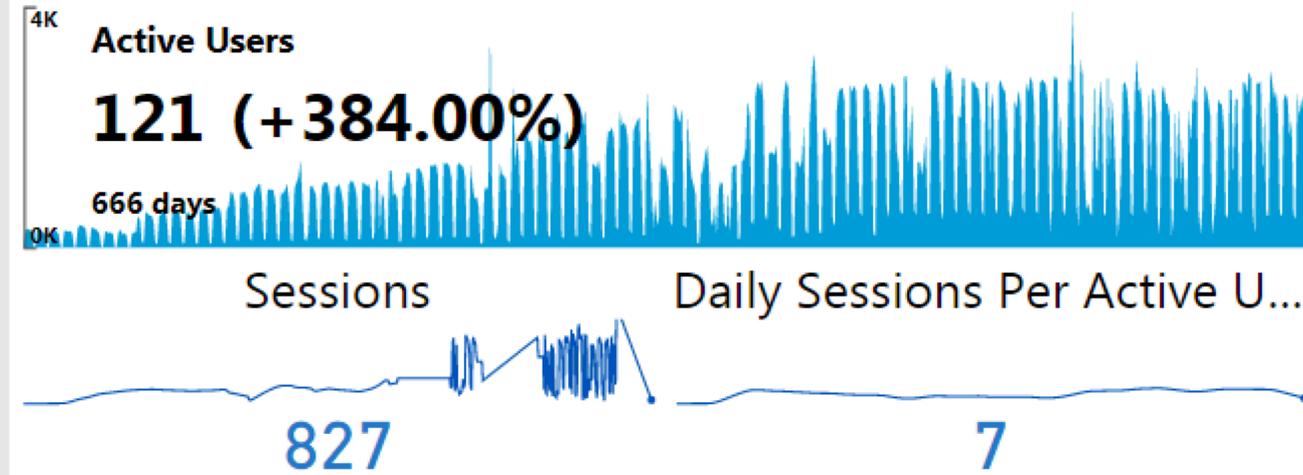
FILTER

Refreshed on
10/30/2019

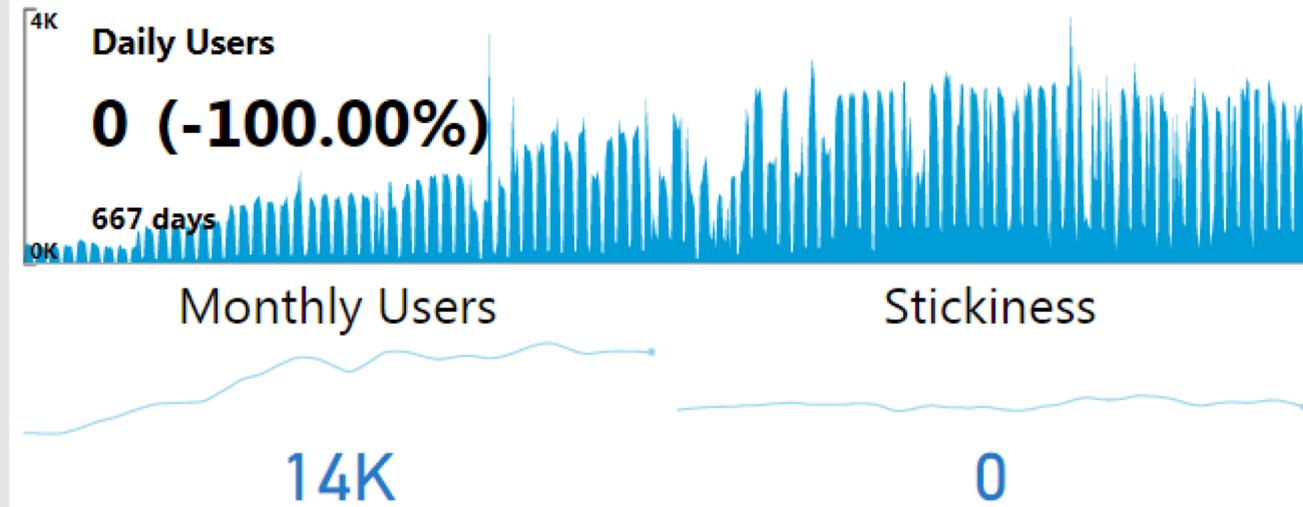
Daily Session vs Stickiness

Weekly Stickiness

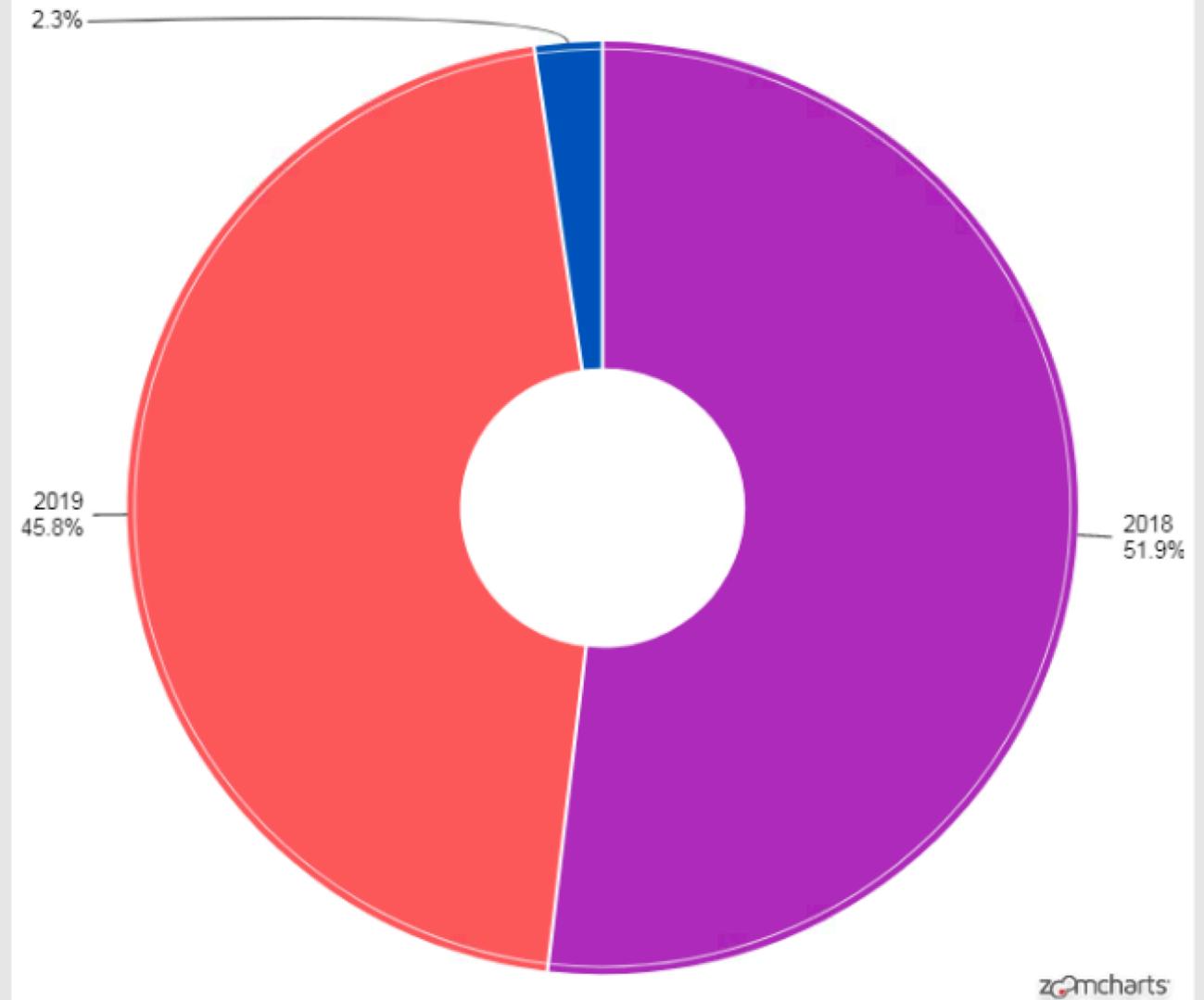
Daily Sessions for Active Users



Daily Stickiness for Active Users



Weekly Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users

52,669

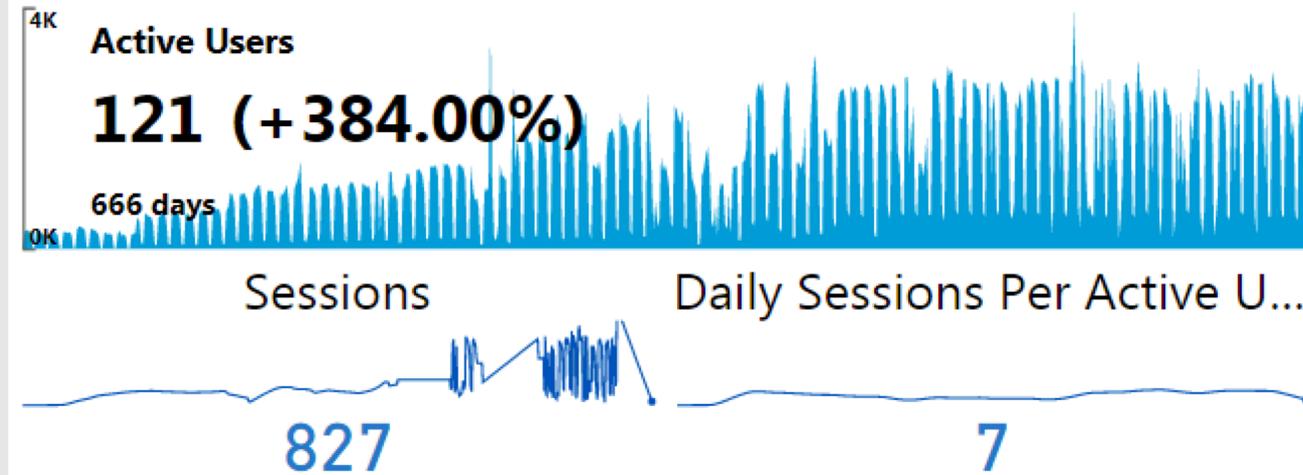
FILTER

Refreshed on 10/30/2019

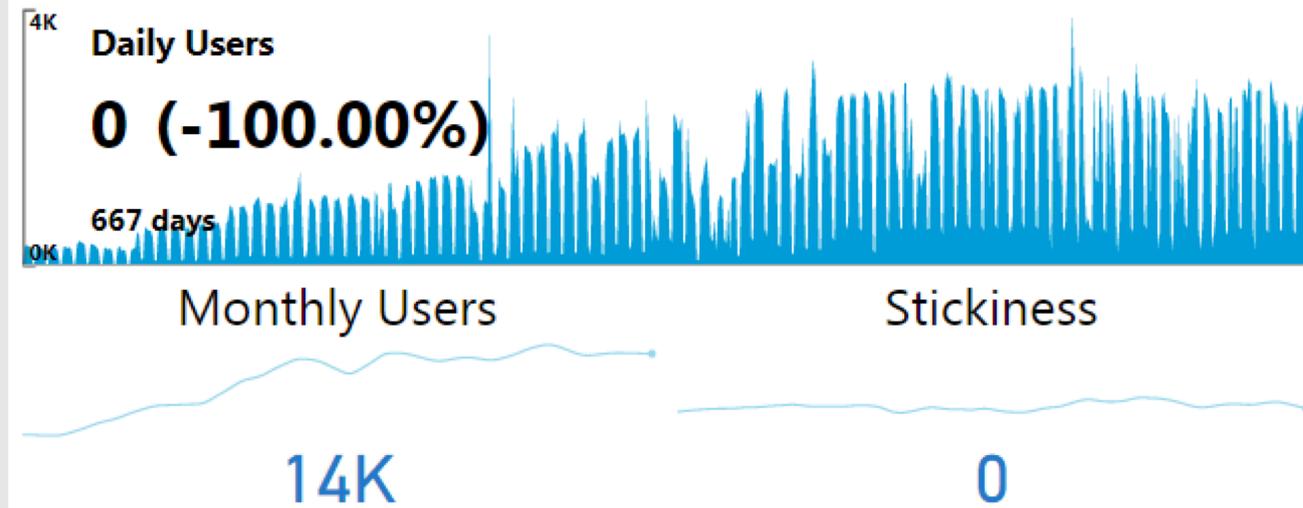
Daily Session vs Stickiness

Weekly Stickiness

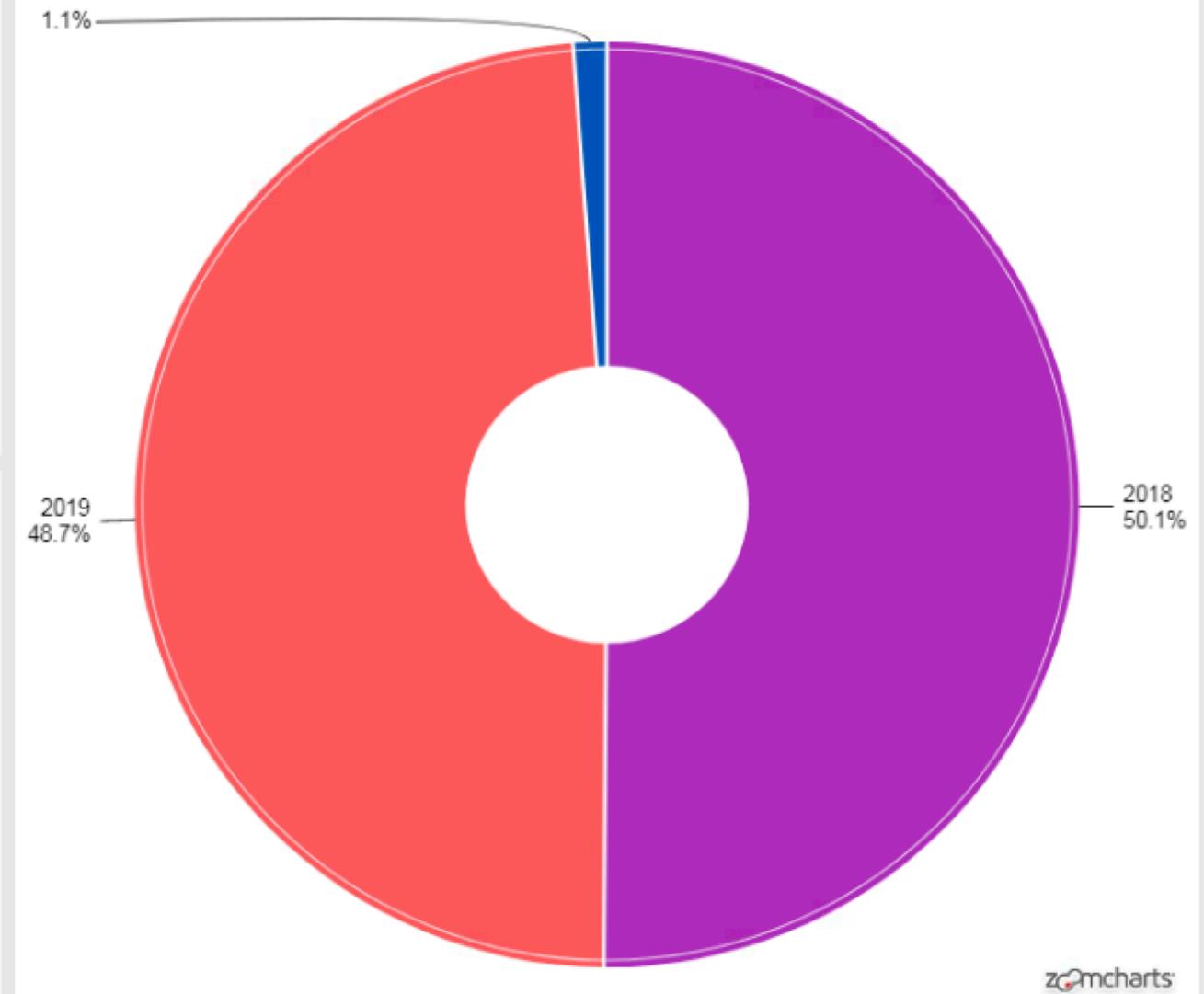
Daily Sessions for Active Users



Daily Stickiness for Active Users



Daily Session Vs Stickiness for Active Users



Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users
52,669

FILTER

Refreshed on
10/30/2019

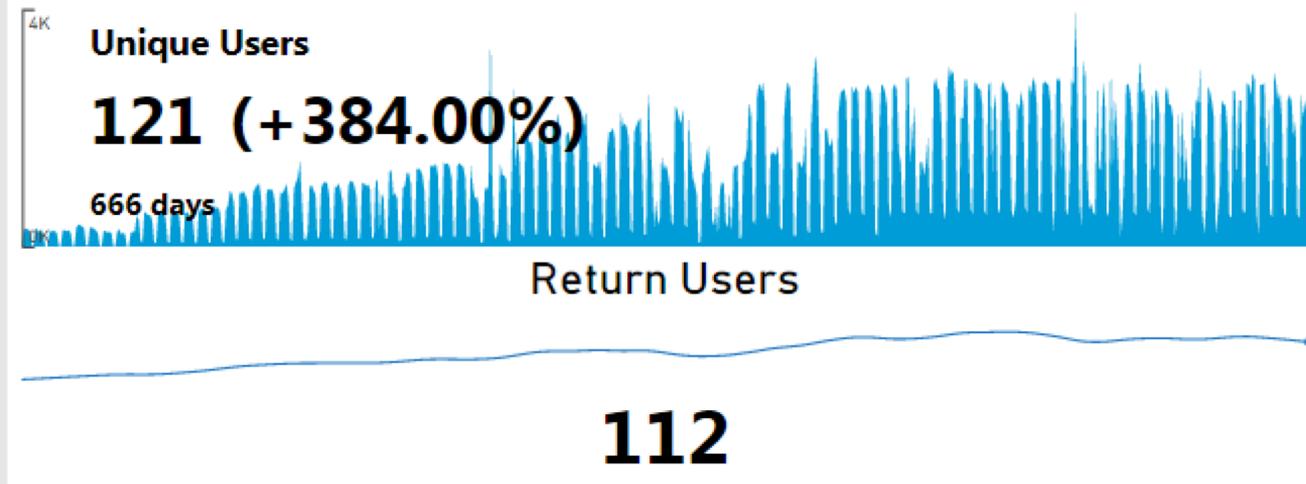
Users

Sessions

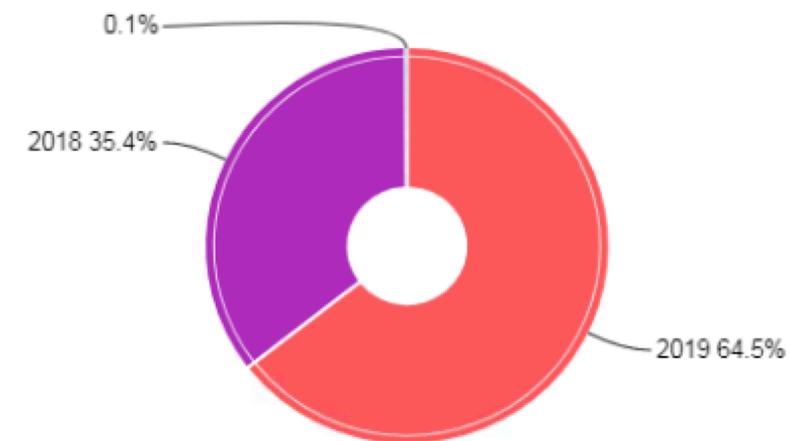
Retention Rate

| | | | | | | | |
|-----------|----------------|--------------|--------------|---------------|----------------|------------|---------------|
| 2019 June | 2019 September | 2019 April | 2019 May | 2018 August | 2018 September | 2018 July | 2018 December |
| 100.37% | 92.40% | 91.41% | 82.07% | 77.50% | 67.59% | 58.98% | 58.85% |
| 2019 July | 2019 January | 2019 October | 2018 October | 2019 February | 2018 November | 2018 June | |
| 96.41% | 91.99% | 86.52% | 78.40% | 74.96% | 64.40% | 55.23% | |
| | | | 2019 August | 2019 March | 2018 May | 2018 April | |
| | | | 77.92% | 72.19% | 60.72% | 50.54% | |

Monthly Return Visitors



Daily Return Visitors



zcmcharts

Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users
52,669

FILTER

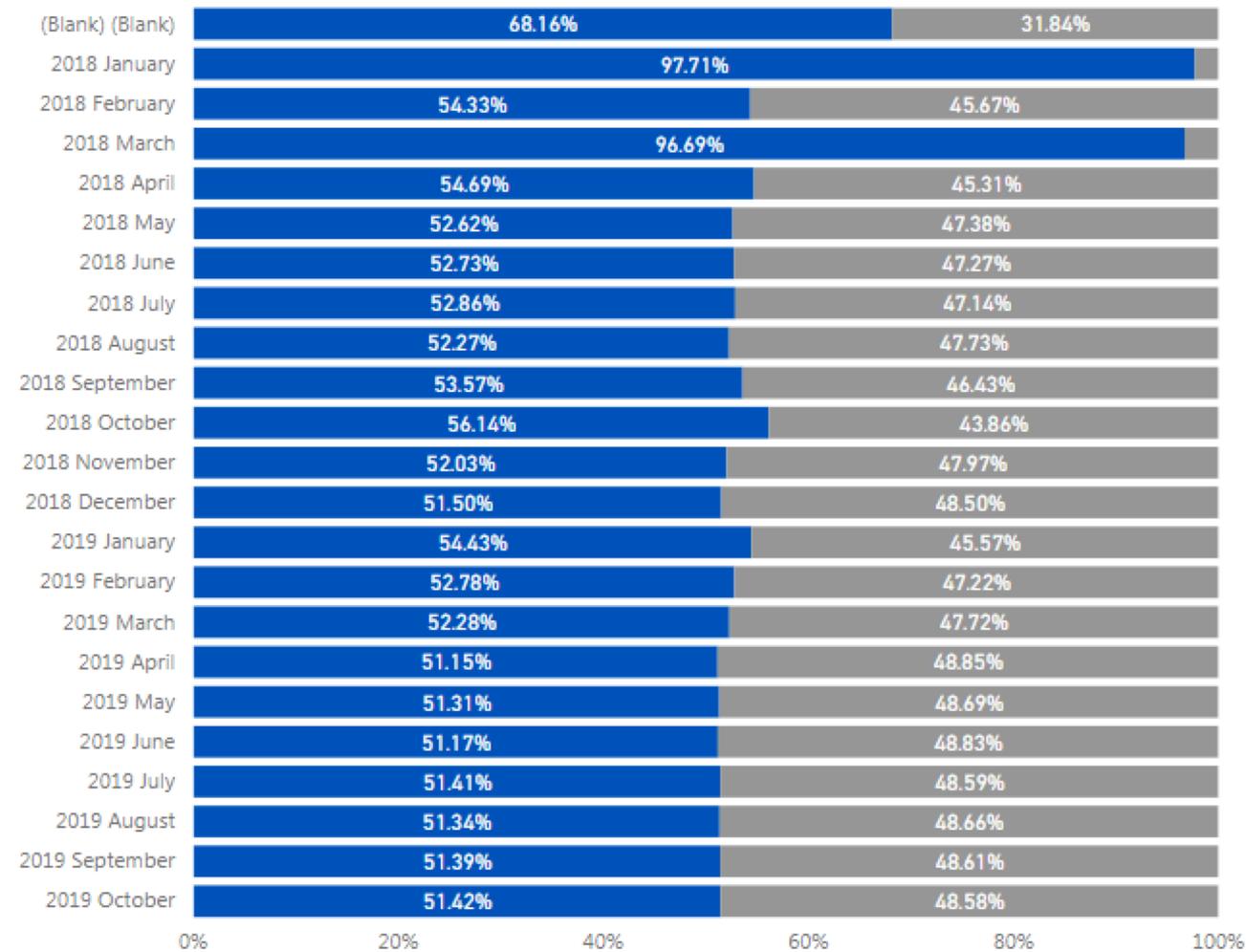
Refreshed on
10/30/2019

Users

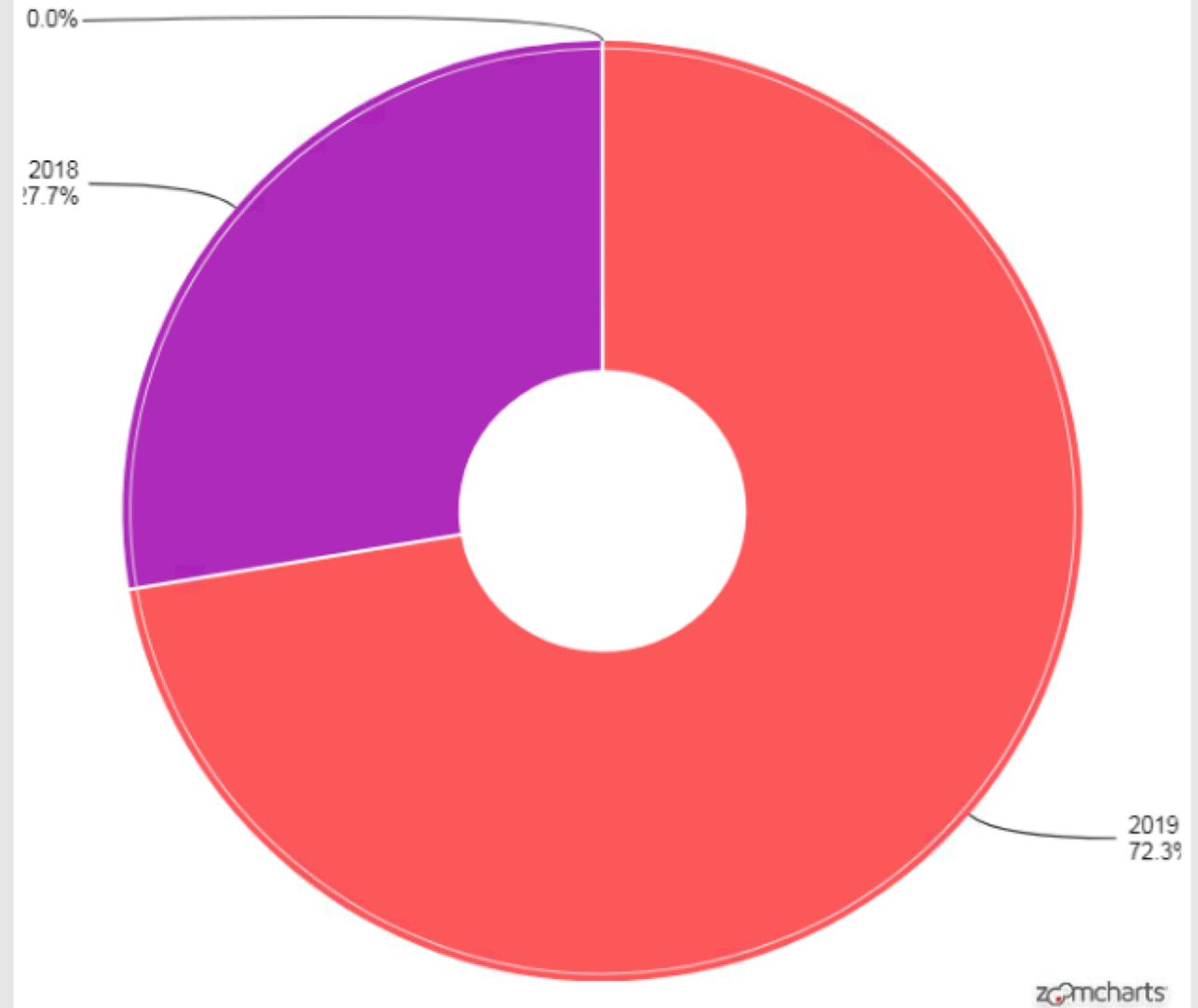
Sessions

Monthly Return Visits

● Unique Visits ● Return Visits



Daily Return Visits



Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



Self Service Usage

Unique Users
53,347

FILTER

Refreshed on
11/11/2019



Filter

Date Range

1/1/2018

11/11/2019



Source

- Portals
 - ▶ BIOS
 - ▶ CIP
 - ▶ DAAS
 - ▶ DATA360
 - ▶ MYBI
 - ▶ UMART
- ▶ Tools

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)



Adoption Portal Usage - Users

Adoption Portal Usage - Sessions

Retention Portal Usage



MyBI Community Activity

Details

Date Refreshed
09/11/2019

Community Name

Multiple selections

Event Action

Click on a tile on a community page

Date Range

6/6/2018

9/4/2019

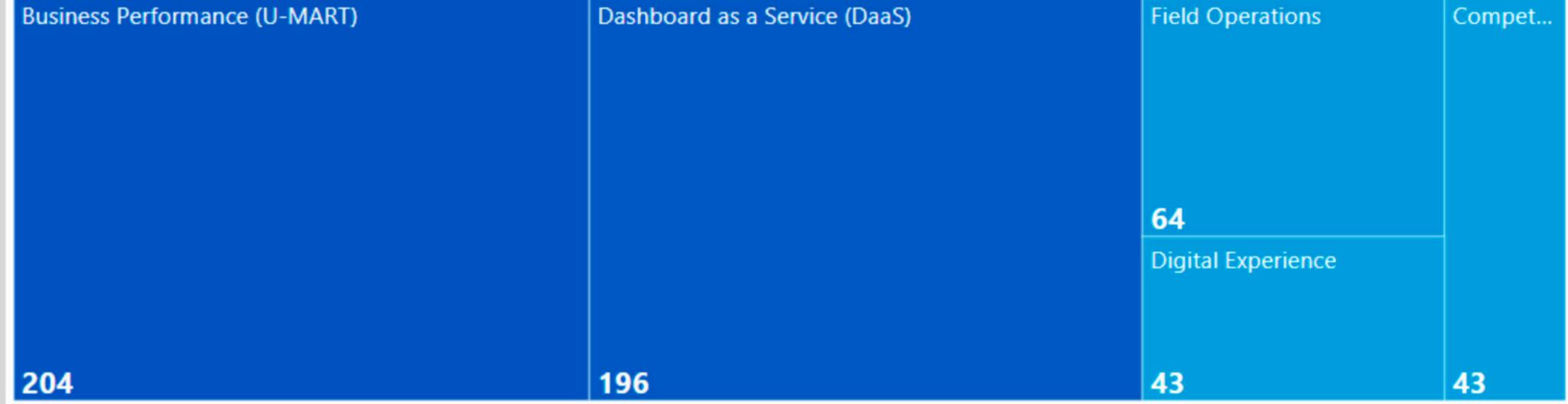
Business Unit

AT&T TECHNOLOGY & OPERATIONS

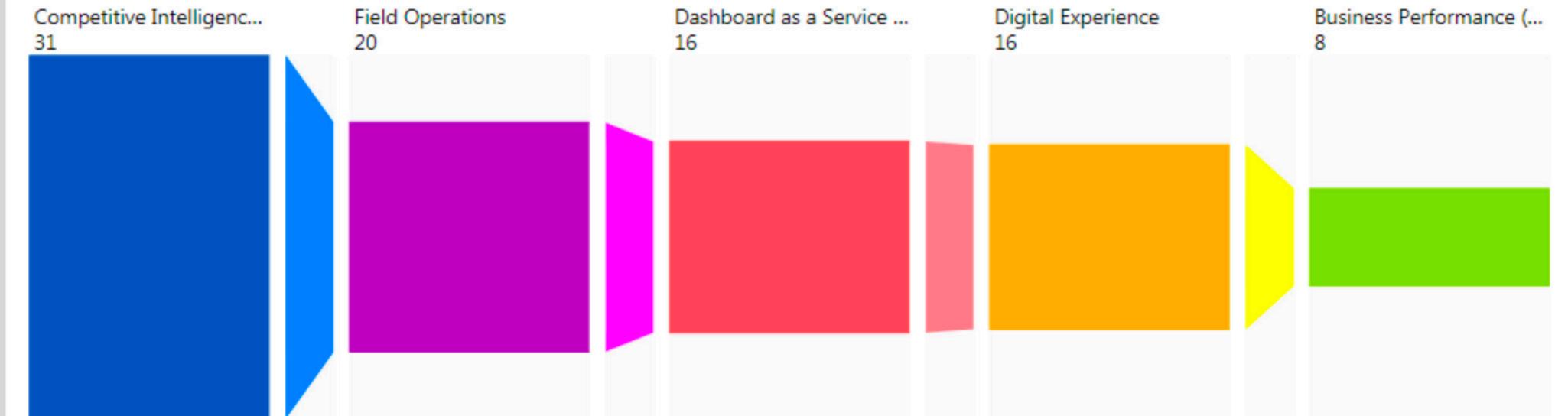
Hierarchy Users Selection

- JOHN DONOVAN (jd613h)

Count of USER_KEY by Community



Average of TIME SPENT by Community





MyBI Community Activity

[Details](#)

Date Refreshed
09/11/2019

Community Name

Multiple selections

Event Action

All

Date Range

6/6/2018 9/4/2019

Business Unit

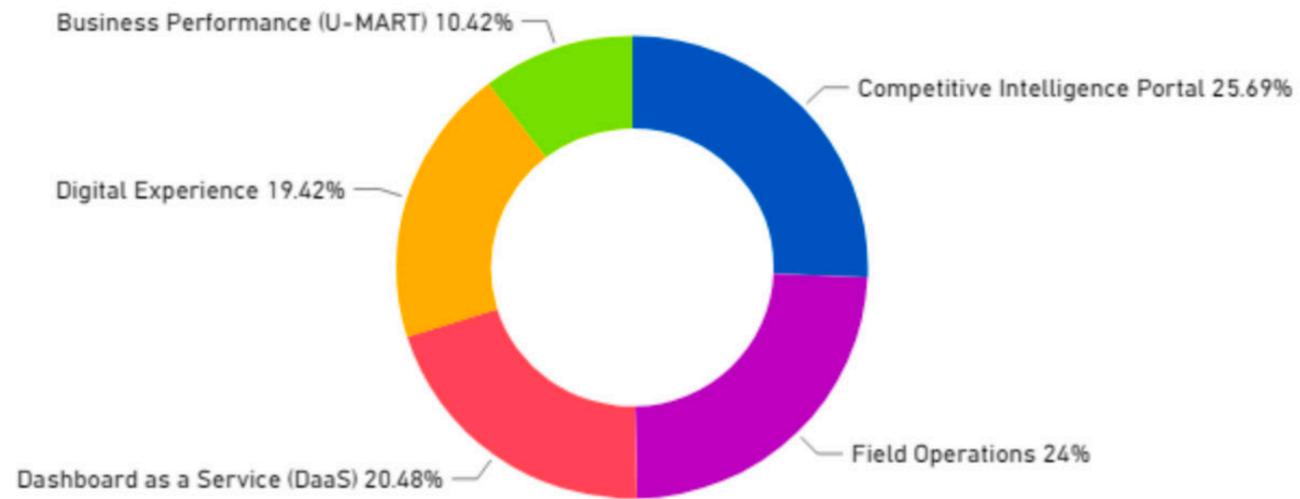
AT&T TECHNOLOGY & OPERATIONS

Hierarchy Users Selection

Count of USERKEY by Community

| | | | |
|-------------------------------|-------------------------------|---------------------------------|------------|
| Business Performance (U-MART) | Dashboard as a Service (DaaS) | Competitive Intelligence Portal | Digital... |
| 211 | 204 | 120 Field Operations | 65 43 |

Average of TIME SPENT by Community





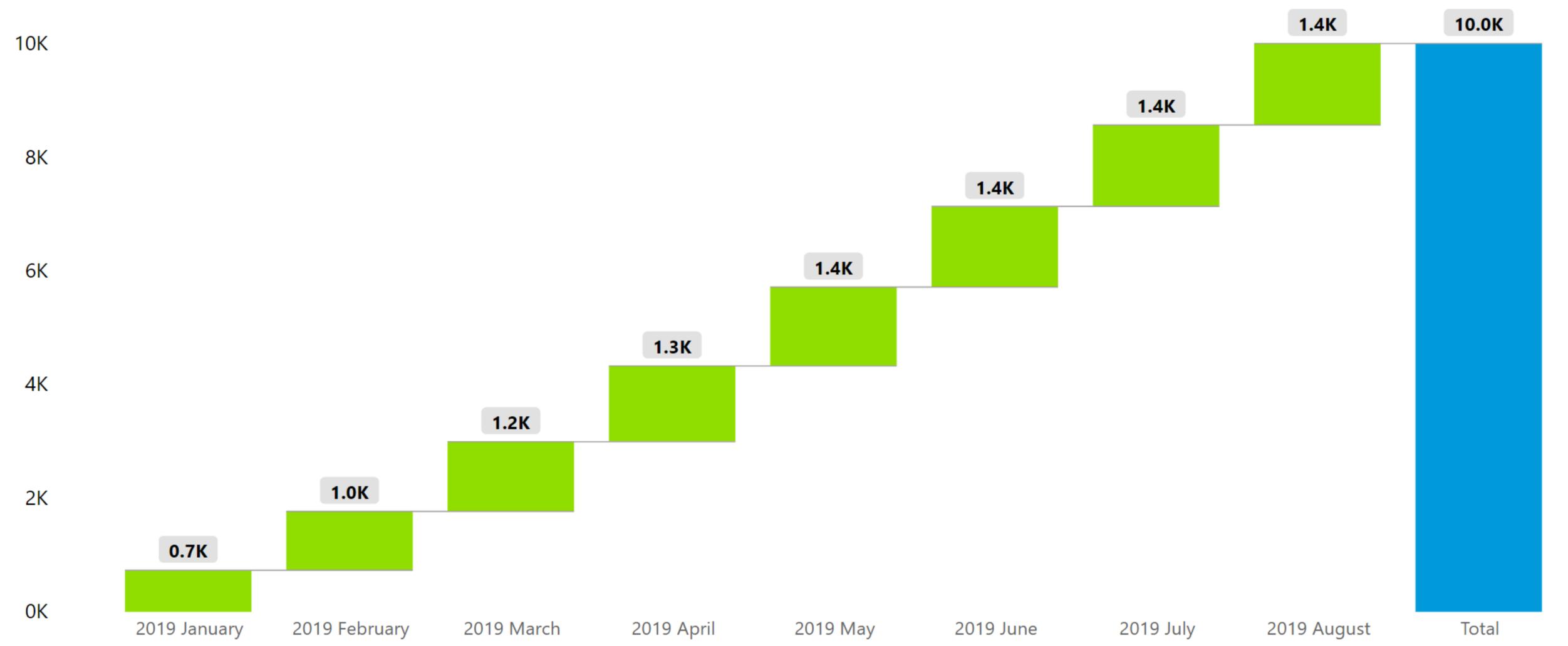
Portal Usage

FILTER

Refreshed on 8/20/2019

Unique Users

● Increase ● Decrease ● Total



Unique Users
1,436

Portal Usage - Users





Portal Usage

FILTER

Refreshed on
8/20/2019



Filter

Date Range

Last 1 Select

No filters applied

Date Range

1/1/2019 8/20/2019

Unique Users
1,436

Source

All

Business Unit

WARNERMEDIA, LLC.

Hierarchy Users Selecti...

- ▶ BRIAN LESSER (bl321n)
- ▶ DAVID HUNTLEY (dh8320)
- ▶ DAVID MCATEE (dm952g)
- ▶ JOHN DONOVAN (jd613h)
- ▶ JOHN STANKEY (js3658)
- ▶ JOHN STEPHENS (js0093)
- ▶ LORI LEE (ll1753)
- ▶ ROBERT ARCE (ra2219)
- ▶ WILLIAM BLASE (wb6026)



Power BI Usage

Unique Users
11,694

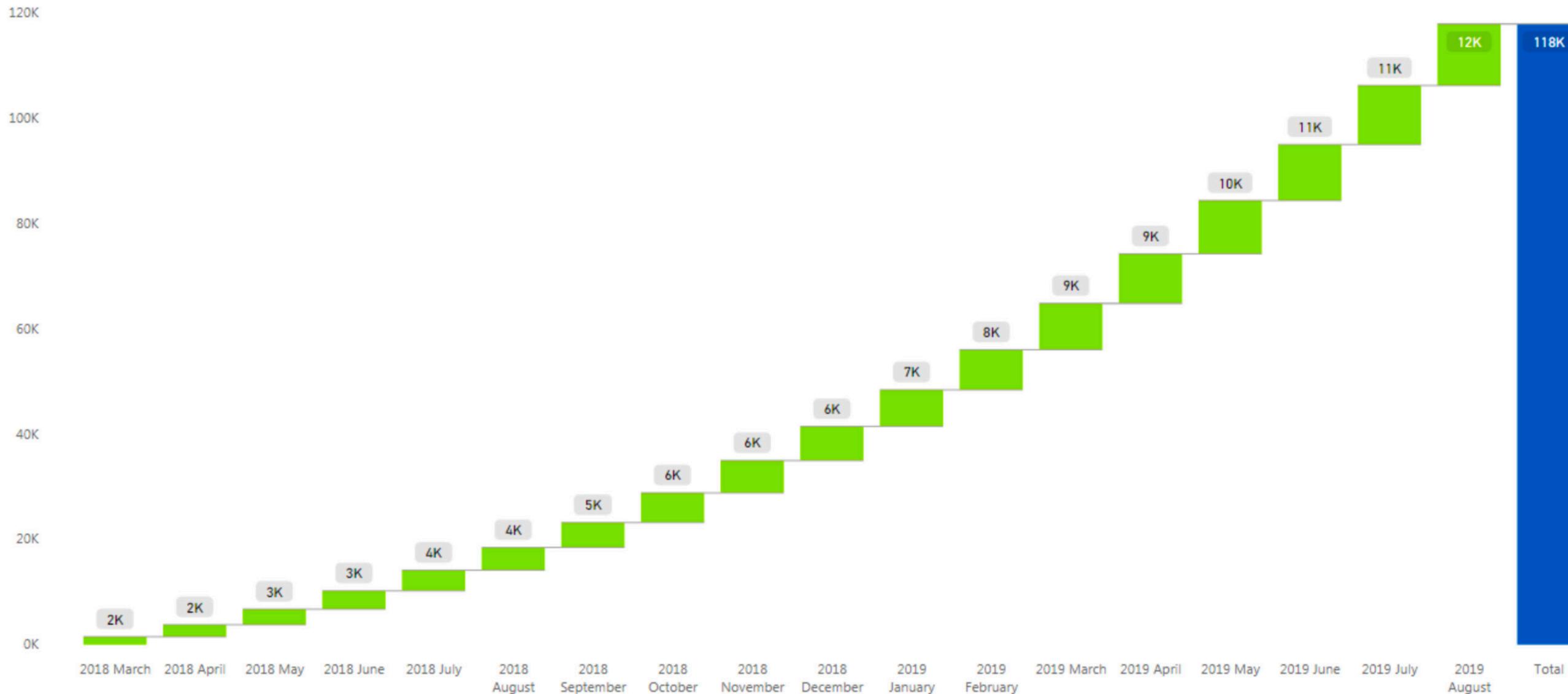
Total Provisioned Users
28,106

FILTER

Refreshed on
8/31/2019

Unique Users

● Increase ● Decrease ● Total





Power BI Usage

Unique Users

11,694

Total Provisioned Users

28,106

FILTER

Refreshed on
8/31/2019



Filter

Date Range

Last

1

Select

No filters applied

Source

Power BI

Date Range

1/1/2018

8/31/2019

Business Unit

All

Hierarchy Users Selection

- ANGELA SANTONE (as5937)
- BRIAN LESSER (bl321n)
- DAVID HUNTLEY (dh8320)
- DAVID MCATEE (dm952g)
- JOHN DONOVAN (jd613h)
- JOHN STANKEY (js3658)
- JOHN STEPHENS (js0093)
- LORI LEE (ll1753)
- ROBERT ARCE (ra2219)