

**AT&T** Chief Data Office Data Platform

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# 2019 My Performance Plan for Korina Han Lim

MYBI Design : CDO MYBI UI/UX

01/31/2019-11/15/2019



BI Tools Community

powerbi - Google Search

Not Secure | mybi.web.att.com/myportal/pagePreview/BIToolsCommunity


MyBI

DataToolsCommunitiesResources

# BI Tools Community

BI Tools Community  
Contact us >

## BI Tools Libraries




### Power BI Community

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Power BI Community

View




### Tableau Community

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Tableau Community

View




### MicroStrategy Community

---


MicroStrategy Community

View





Chief Data Office




Solutions Center


Marketplace

MyBI

DATA 360

Internal






MyBI


Tools & Data

Communities


Learn

About Us





2






# Learn Overview

Best of the learning resources for you in AT&T about BI, Big Data, AI Analytics and more

## MyBI Portal Training Videos


Watch and learn as we give you real time walk-through's of our easy-to-use application

MEET  
MyBI




How To Navigate MyBI

MyBI  
Training



How To Search MyBI

OVERVIEW  
of MyBI



How To Add Documents...

PROVISION  
TOOLS  
& DATA  
in MyBI



How To Use Community...

# Analytics Tools Center of Excellence

Bringing analytical tool expertise to the enterprise

[Contact us](#) >

## What We Do

Define and build the enterprise analytical tools roadmap and strategy. Manage tools evaluations and implementation



### Current Tools & Capabilities

Learn about various Analytics Tools, personas and their capabilities

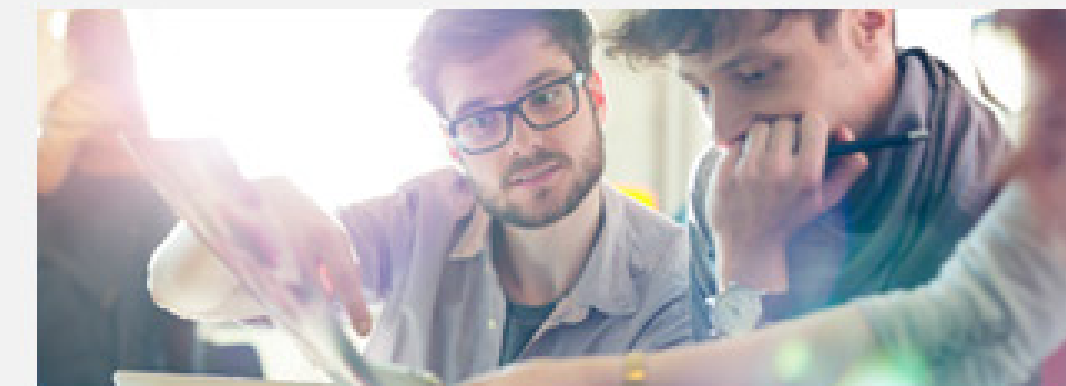
[View](#)



### Future Tools & Tech Roadmaps

Learn about the future analytics tools roadmaps and strategic capabilities

[View](#)



### Tool Evaluations as a Service

Request & learn about Technology Research, Evaluation, and PoCs

[View](#)



MyBI

Tools & Data

Communities

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About Us

Home

Communities

Video Marketing

Cooking

Travel

Culture

Family

Music


Video Marketing

Increase use of Video Assets to drive broader AT&T Enterprise

Contact us

What We Do


Enable self-service for Business. When, where, and how they need it.



PPV Marketing

Manage and grow Revenue portfolio for Pay Per View and EST


View



VOD Marketing

Marketing and engagement for Video On Demand content


View



Base Package Marketing

Manage our subscribers base package/add-ons portfolio


View



Sports Marketing

Manage and grow Revenue portfolio for Sports content


View



Premium Marketing

Manage and grow Revenue portfolio for Premium content

View



Business Performance (U-MART)

Access KPIs and Reports for Mobility and Entertainment

View






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Production database views 2017AUG.xlsx


[KC1348](#) | Modified on: 07/30/18 | Report description lorem ipsum dolor sit amet, consectetur adipiscing elit. Pellentesque...





**Karen Carroll (KC1348)**  
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Global Marketing  
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Busy


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 Q Message

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United States

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Production database views 2017AUG.xlsx


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2019

2019 Rev

Revenue

CRU (GAs + A

Non-Recurri

Wireline (tot

Total Busi

Business - GA 22%, Upgrades 37%, Internet 4%

Consumer - GA 9%, Upgrades 10%, Internet 16%

2019 % Digital: Apr YTD

% Digital	Apr YTD Actual	Attainment	Apr rolling 12-month	Apr rolling 12-month MOM	Apr YTD YOY
Wireless	44.5%	99%	43.6%	.3pts	2.8 pts
Wireline	57.6%	105%	54.8%	.8 pts	9.0 pts
Business	53.3%	103%	51.2%	.6 pts	6.9 pts
Consumer	64.1%	101%			.1 pts

Digital KPIs Apr

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Dermot Carey

Associate Director-technology

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1057 LENOX PARK BLVD NE, 09A22

2019 Incremental Cost Savings: Apr YTD

Total YTD Digital Cost Savings: CRU \$212.2M, WLN \$11

2019 Customer Satisfaction: Apr

Segment	Apr	MoM (ppts)	Apr N-count
WLS Sales (ENT)	61	+4	41
WLS Service (ENT+ SMB)	32	-8	933
WLS Sales (SMB)	49	+0	120
WLN Sales (SMB)	42	+0	43
WLN Service (SMB)	42	-5	306
Wireline Sales & Service (ENT)	28	-7	71

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AT&T Light Theme - Power BI

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TTN-BLHO-01-HND-CYC08

Updated

06/11/19

MyBI Portal

TTN-BLHO-01-HND-CYC08

Updated

06/10/19

MyBI Portal

TTN-BLHO-01-HND-CYC08

Updated

06/10/19

MyBI Portal

Account W/Avg Usage Repor...

Updated

06/04/19

MyBI Portal

SMART- M Reports View Inter...

Updated

06/04/19

MyBI Portal

Find KPIs, reports, data and tools

Communities

Connect, share and explore

Connect

Tools

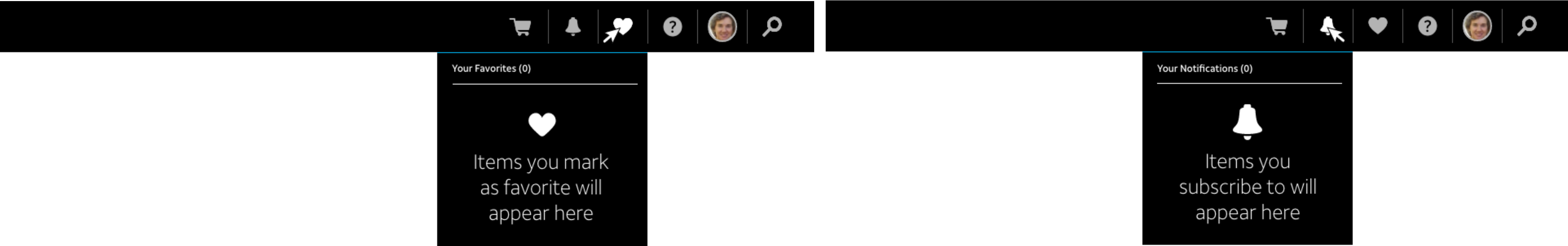
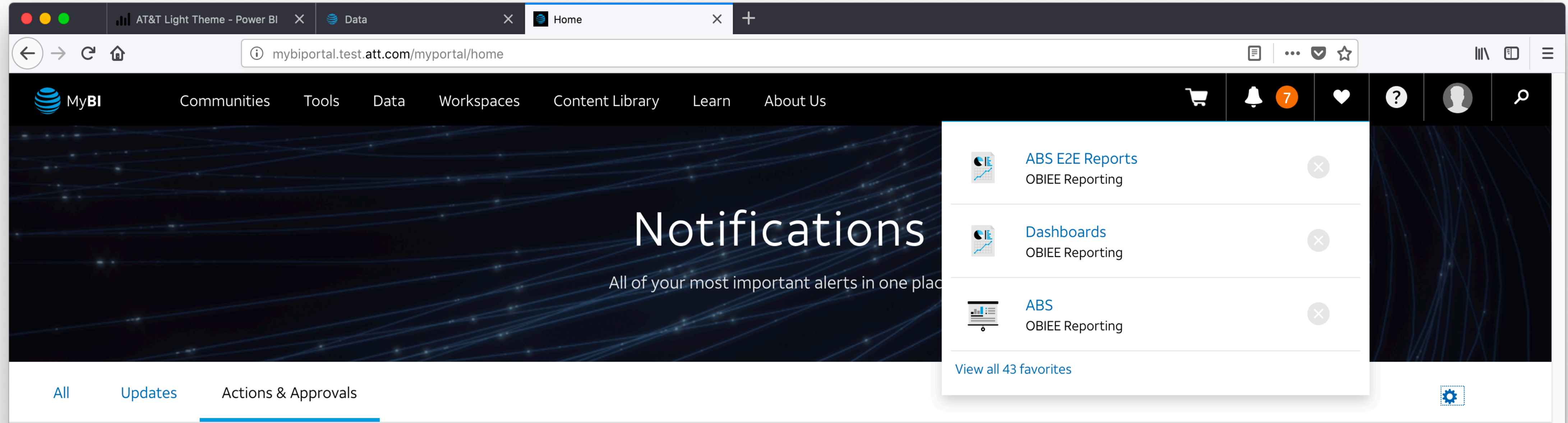
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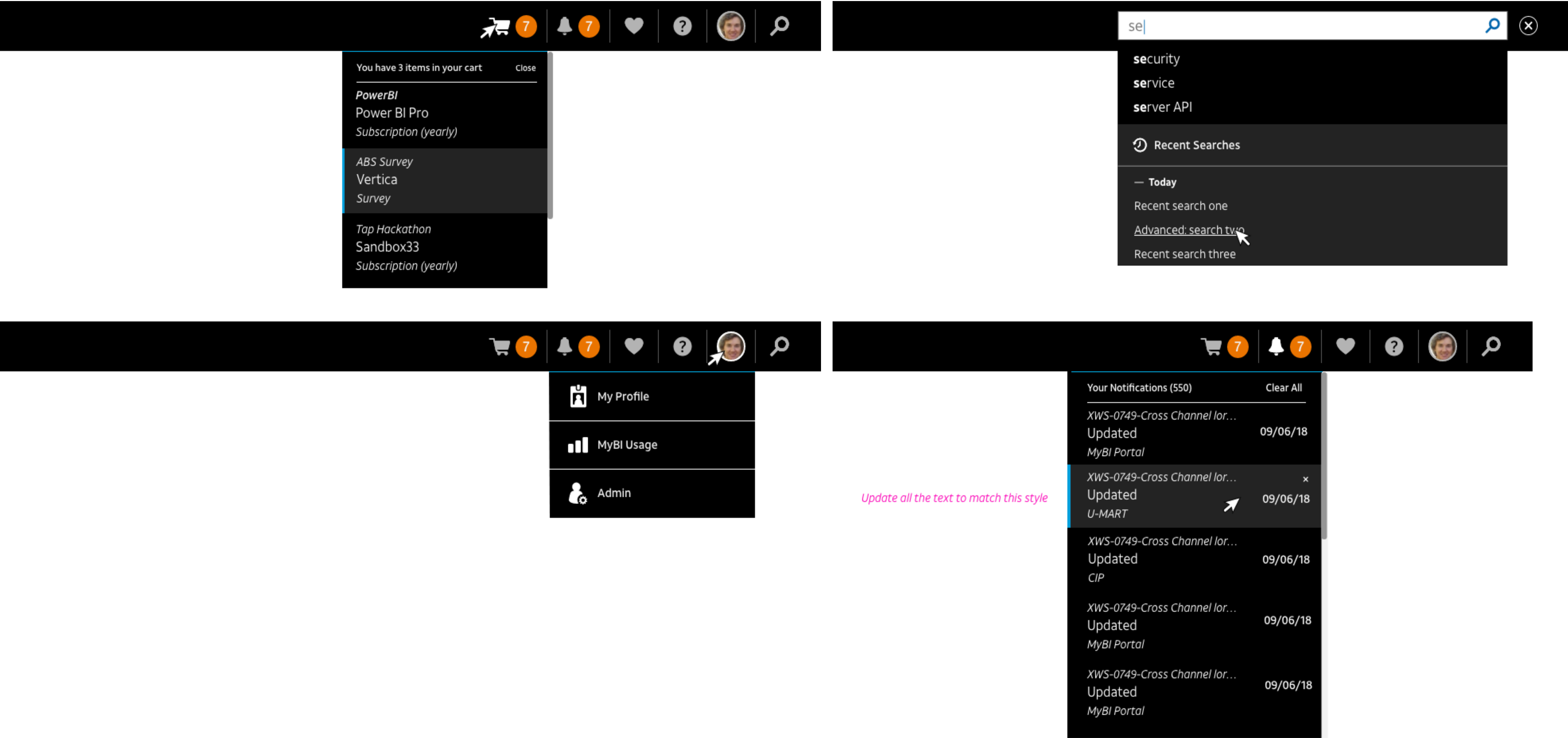
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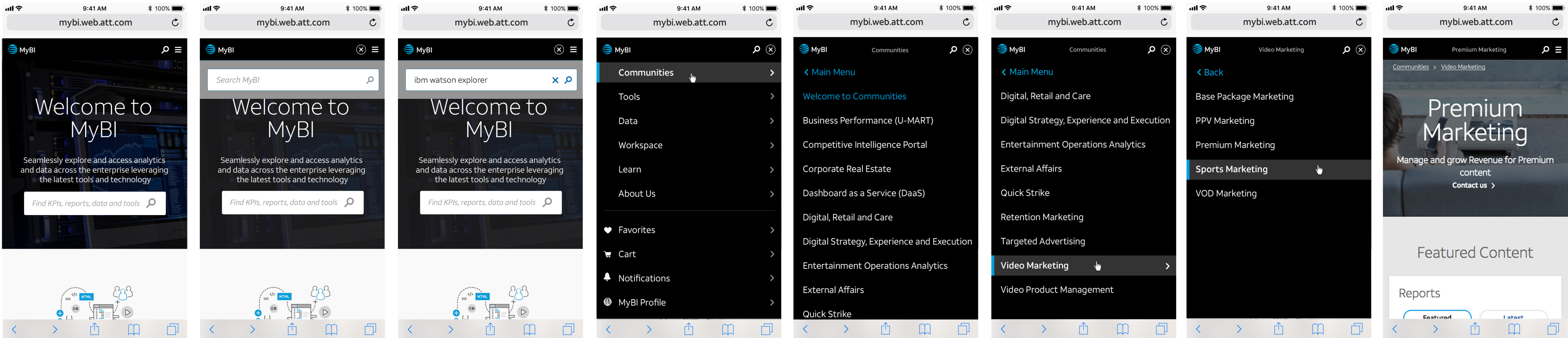




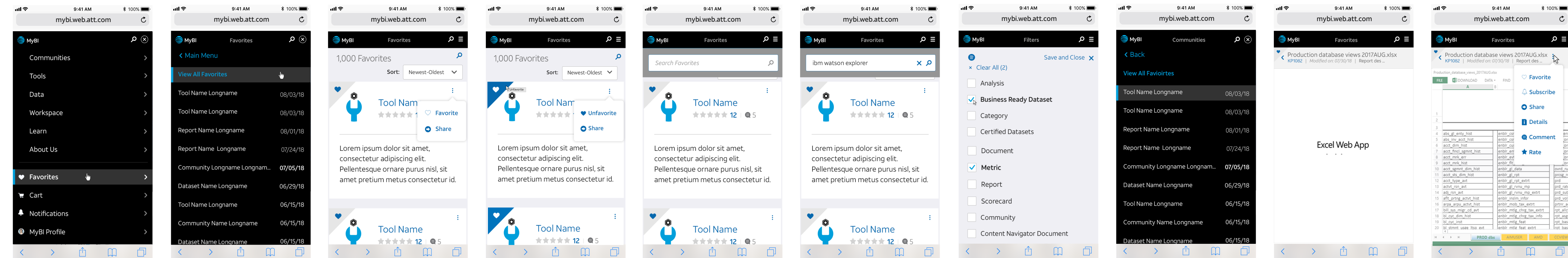


# Mobile

MyBI Mobile | 2018.08.08  
ALL ELEMENTS @2X OPTIMIZED FOR 4.7" DISPLAY



# Mobile Faviorate





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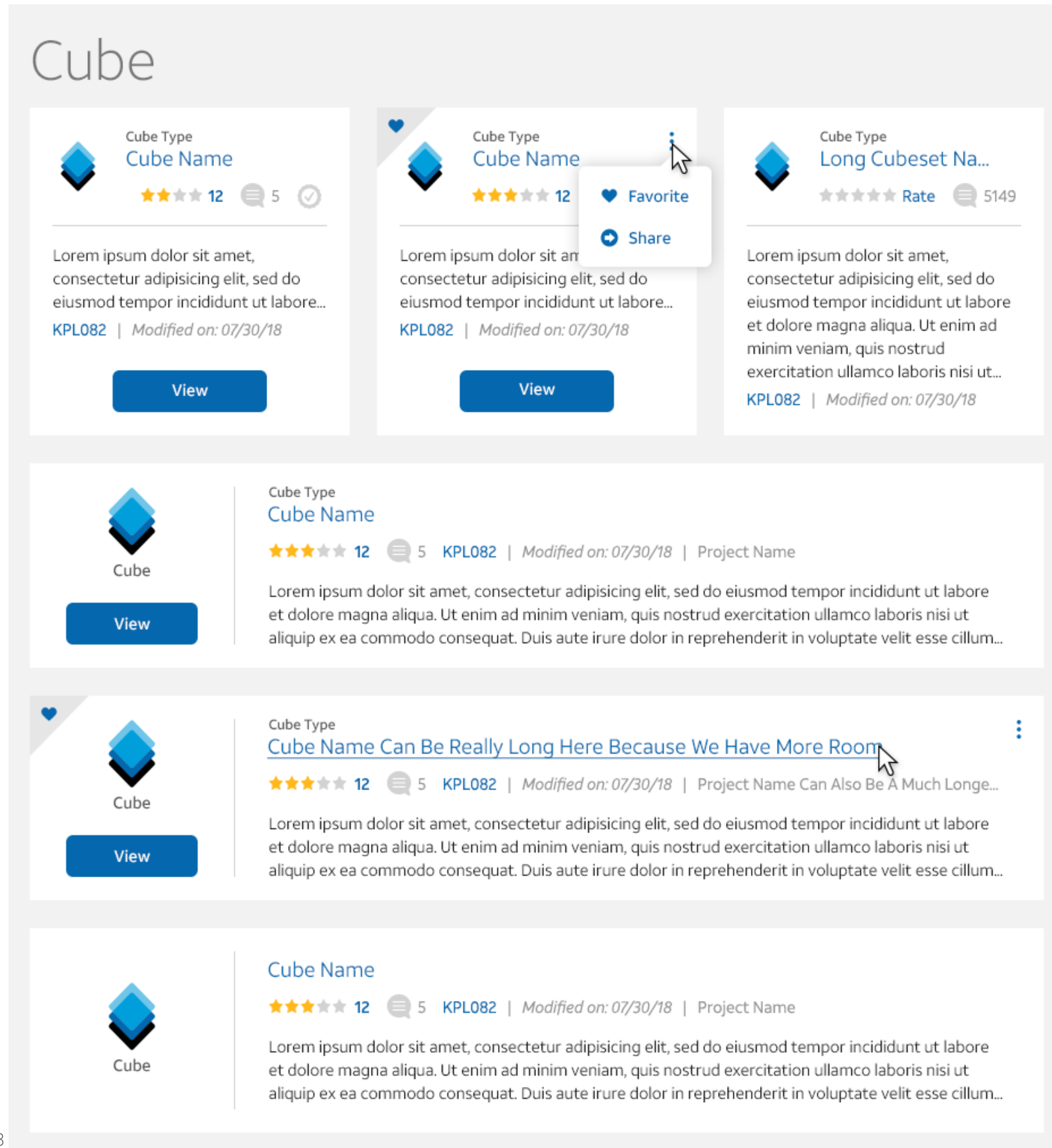
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# MYBI WorkFlow Design



# CDO MYBI UI/UX+User Adoption

