

AT&T Chief Data Office Data Platform

E2E DQ Dashboard Wireframes

5.22.2019 - 5.24.2019



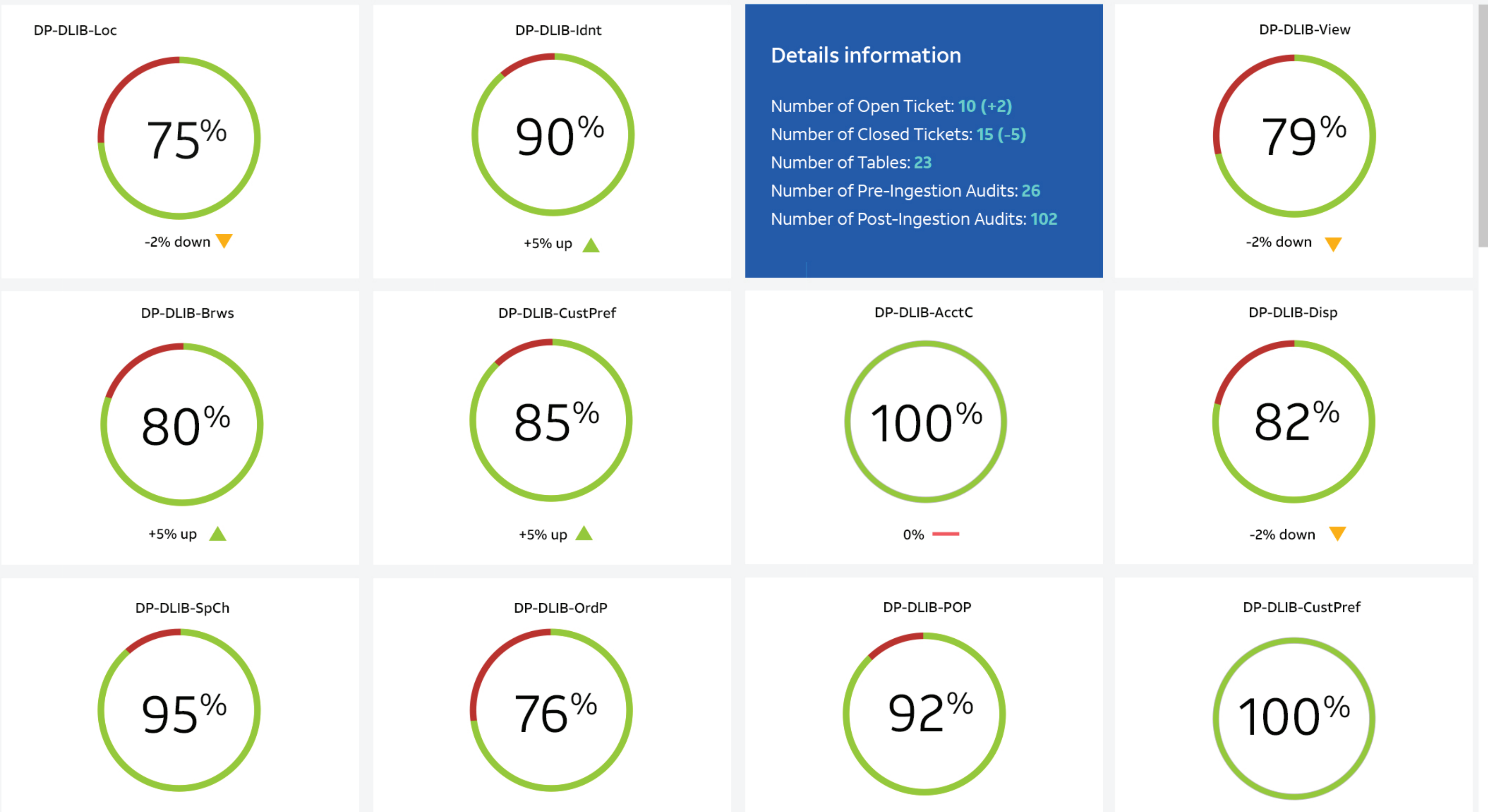
Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

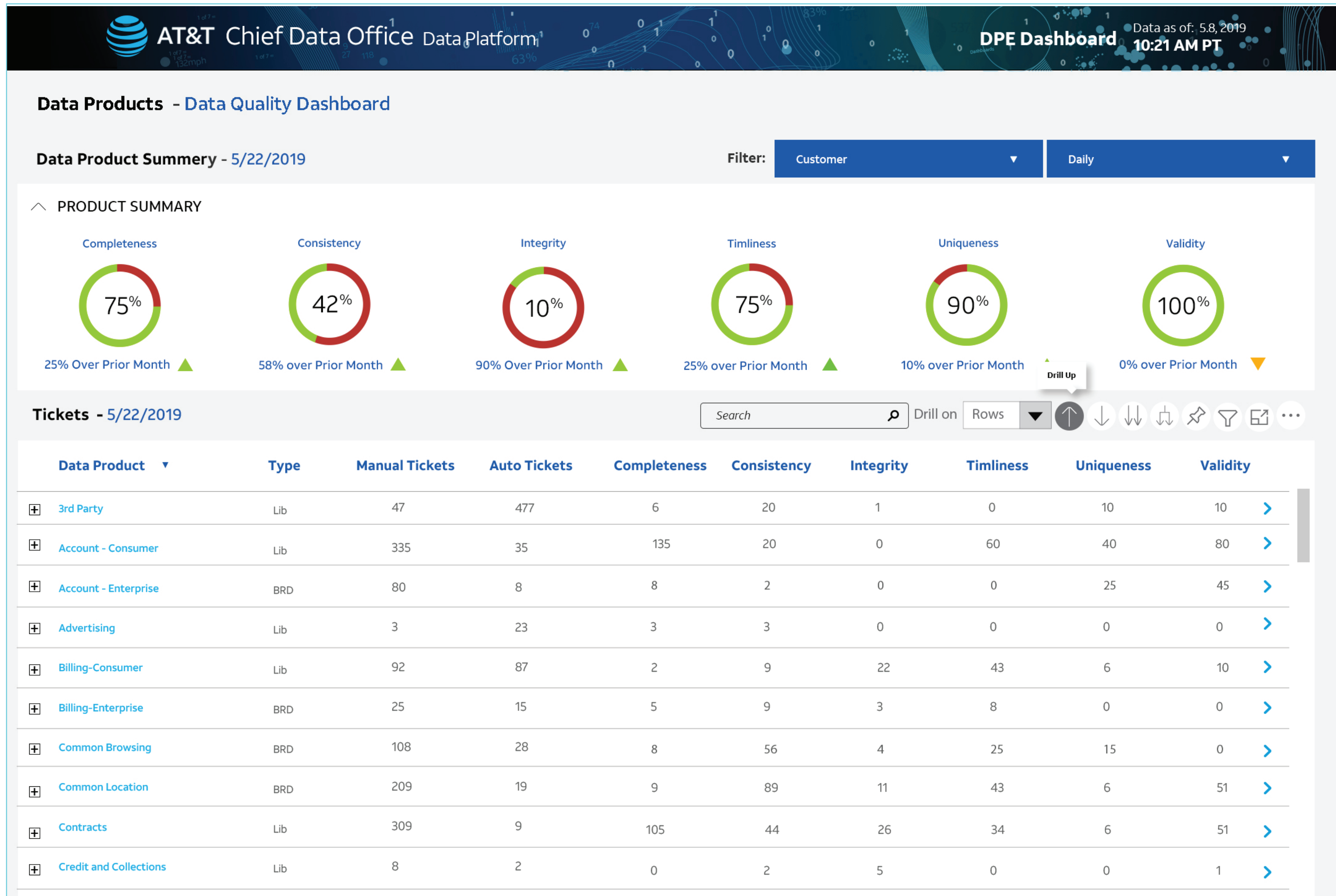
Filter:

VP

Daily



Drill up



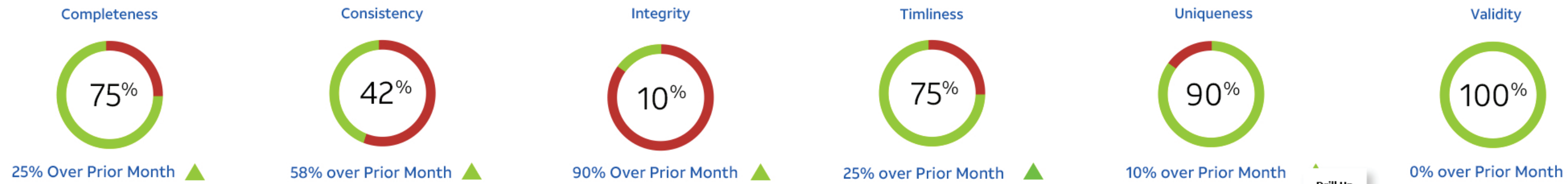
Design 2

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter: Customer Daily

Product Summary



Tickets - 5/22/2019

Search [] Drill on Rows [] [] [] [] [] [] [] [] [] []

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10
Account - Consumer	Lib	335	35	135	20	0	60	40	80
Account - Enterprise	BRD	80	8	8	2	0	0	25	45
Advertising	Lib	3	23	3	3	0	0	0	0
Billing-Consumer	Lib	92	87	2	9	22	43	6	10
Billing-Enterprise	BRD	25	15	5	9	3	8	0	0
Common Browsing	BRD	108	28	8	56	4	25	15	0
Common Location	BRD	209	19	9	89	11	43	6	51
Contracts	Lib	309	9	105	44	26	34	6	51
Credit and Collections	Lib	8	2	0	2	5	0	0	1
Customer Contact - Consumer	Lib	90	65	-	-	--	--	-	--

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter: Customer Daily

Product Summary

Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10
Account - Consumer	Lib	335	35	135	20	0	60	40	80
Account - Enterprise	BRD	80	8	8	2	0	0	25	45
Advertising	Lib	3	23	3	3	0	0	0	0
Billing-Consumer	Lib	92	87	2	9	22	43	6	10
Billing-Enterprise	BRD	25	15	5	9	3	8	0	0
Common Browsing	BRD	108	28	8	56	4	25	15	0
Common Location	BRD	209	19	9	89	11	43	6	51
Contracts	Lib	309	9	105	44	26	34	6	51
Credit and Collections	Lib	8	2	0	2	5	0	0	1
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30
Customer Contact - Enterprise	BRD	10	100	135	20	0	60	40	80
Customer Preference	Lib	29	21	5	9	3	8	0	0
Dispatch	Lib	30	3	8	56	4	25	15	0
Finance	BRD	45	45	9	89	11	43	6	51

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.



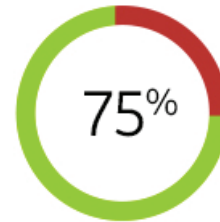
Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter: Customer Daily

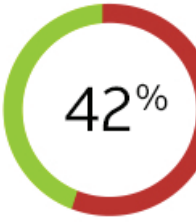
PRODUCT SUMMARY

Completeness



25% Over Prior Month ▲

Consistency



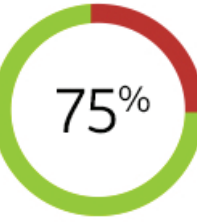
58% over Prior Month ▲

Integrity



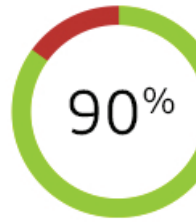
90% Over Prior Month ▲

Timeliness



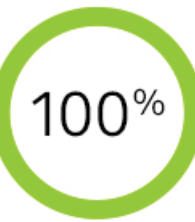
25% over Prior Month ▲

Uniqueness



10% over Prior Month ▲

Validity



0% over Prior Month ▼

Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party		47	477	6	20	1	0	10	10
Account - Consumer		335	35	135	20	0	60	40	80
Account - Enterprise		80	8	8	2	0	0	25	45
Advertising		3	23	3	3	0	0	0	0
Billing-Consumer		92	87	2	9	22	43	6	10
Billing-Enterprise		25	15	5	9	3	8	0	0
Common Browsing		108	28	8	56	4	25	15	0
Common Location	BRD	209	19	9	89	11	43	6	51
Contracts	Lib	309	9	105	44	26	34	6	51
Credit and Collections	Lib	8	2	0	2	5	0	0	1
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30

- Expand
- Collapse
- Drill Down
- Expand to next level
- Drill up
- Shot data
- Include
- Exclude
- Copy

Expand in two way

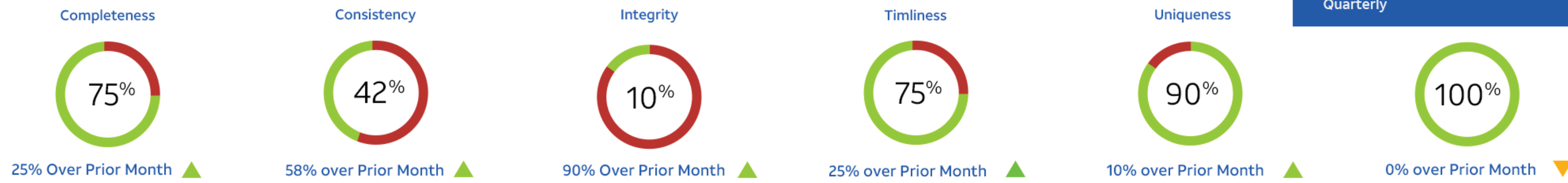
Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter:

Customer (dropdown)
Daily (dropdown)
Vp (dropdown)
Monthly (dropdown)
Quarterly (dropdown)

Product Summary



Tickets - 5/22/2019

Search (input) Drill on Rows (dropdown) [Navigation icons]

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity					
3rd Party	Lib	47	477	6	20	1	0	10	10					
ALL (dropdown) DM QDM Pre-ingestion Owner : ATTUID # Controls : 123 # Tables : 10 # DM Audits : 15 # Audits : 234 #Anomalies : 2	• Tickets Severity		• Completeness		• Consistency		• Timeliness		• Uniqueness		• Integrity		• Validity	
	1	3	0	0	0	0	0	0	0	0	0	0	0	
	2	5	3	3	3	3	3	3	3	3	3	3	3	
	3	3	0	0	0	0	0	0	0	0	0	0	0	
	2	5	3	3	3	3	3	3	3	3	3	3	3	
	3	0	0	0	0	0	0	0	0	0	0	0	0	
	• Tickets Severity		• Completeness		• Consistency		• Timeliness		• Uniqueness		• Integrity		• Validity	
	1	3	0	0	0	0	0	0	0	0	0	0	0	
	2	5	3	3	3	3	3	3	3	3	3	3	3	
	3	3	0	0	0	0	0	0	0	0	0	0	0	
2	5	3	3	3	3	3	3	3	3	3	3	3		
3	0	0	0	0	0	0	0	0	0	0	0	0		
Contracts	Lib	309	9	105	44	26	34	6	51					
Credit and Collections	Lib	8	2	0	2	5	0	0	1					
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30					

Drill down
in two way

AT&T Chief Data Office Data Platform¹ DPE Dashboard Data as of: 5/8, 2019 10:21 AM PT

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019 Filter: Customer Daily

PRODUCT SUMMARY

Completeness

25% Over Prior Month ▲

Consistency

58% over Prior Month ▲

Integrity

90% Over Prior Month ▲

Timliness

25% over Prior Month ▲

Uniqueness

10% over Prior Month ▲

Validity

0% over Prior Month ▼

Tickets - 5/22/2019 Search [] Drill on Rows [] [] [] [] [] [] [] [] [] [] []

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timliness	Uniqueness	Validity
3rd Party		47	477	6	20	1	0	10	10
Account - Consumer		335	35	135	20	0	60	40	80
Account - Enterprise		80	8	8	2	0	0	25	45
Advertising		3	23	3	3	0	0	0	0
Billing-Consumer		92	87	2	9	22	43	6	10
Billing-Enterprise		25	15	5	9	3	8	0	0
Common Browsing		108	28	8	56	4	25	15	0
Common Location	BRD	209	19	9	89	11	43	6	51
Contracts	Lib	309	9	105	44	26	34	6	51
Credit and Collections	Lib	8	2	0	2	5	0	0	1
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

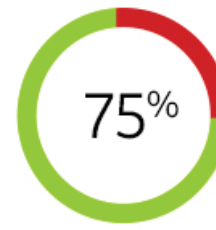
Filter:

Customer

Daily

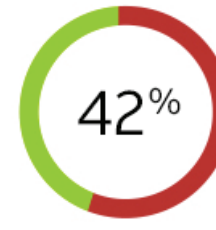
Product Summary

Completeness



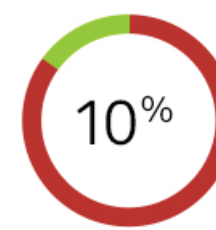
25% Over Prior Month ▲

Consistency



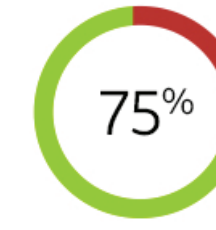
58% over Prior Month ▲

Integrity



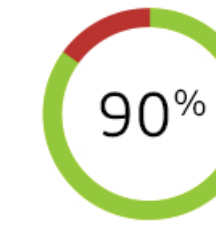
90% Over Prior Month ▲

Timeliness



25% over Prior Month ▲

Uniqueness



10% over Prior Month ▲

Validity



0% over Prior Month ▼

Tickets - 5/22/2019

Search

Drill on

Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10
Show 1000 entires		Search:							
All	All	All	All	All	All	All	All	All	All
Table name	File Router	●	Pre-Ingestion	●	Validation	Ingestion	Post Ingestion		
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30

Data Products - Data Quality Dashboard

Drill Mode is on: Click a data pint to drill

Go to the next level in the hierarchy

Back to report Search Drill on Rows ↑ ↓ ↕ ↔ 🔍 📄 ☰

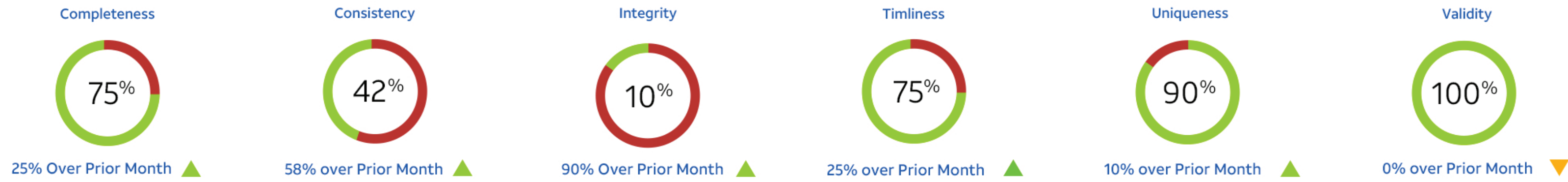
Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10
Table name	File Router	●	Pre-Ingestion		Validation		Ingestion		Post Ingestion
Table name	File Router	●	Pre-Ingestion		Validation	●	Ingestion	●	Post Ingestion
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation		Ingestion		Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation		Ingestion		Post Ingestion ●
Table name	File Router	●	Pre-Ingestion		Validation	●	Ingestion	●	Post Ingestion
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation		Ingestion		Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Table name	File Router	●	Pre-Ingestion	●	Validation		Ingestion		Post Ingestion ●
Table name	File Router	●	Pre-Ingestion		Validation	●	Ingestion	●	Post Ingestion
Table name	File Router	●	Pre-Ingestion	●	Validation	●	Ingestion	●	Post Ingestion ●
Identity	BRD	55	55	105	44	26	34	6	51

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter: Customer Daily

PRODUCT SUMMARY



Tickets - 5/22/2019

Search [] Drill on Rows [] [] [] [] [] [] [] []

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	
Account - Consumer	Lib	335	35	135	20	0	60	40	
Account - Enterprise	BRD	80	8	8	2	0	0	25	
Advertising	Lib	3	23	3	3	0	0	0	
Billing-Consumer	Lib	92	87	2	9	22	43	6	10 >
Billing-Enterprise	BRD	25	15	5	9	3	8	0	0 >
Common Browsing	BRD	108	28	8	56	4	25	15	0 >
Common Location	BRD	209	19	9	89	11	43	6	51 >
Contracts	Lib	309	9	105	44	26	34	6	51 >
Credit and Collections	Lib	8	2	0	2	5	0	0	1 >

- Add a Comment
- Export data
- Show Data ▶
- Spotlight
- Sort descending
- Sort ascending
- Sortby ▶



show data

Data Products - Data Quality Dashboard

< Back to report

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10

Customer Preferences

The Customer Preferences Data Library references sources of choices made by AT&T customers regarding usage of their data for Analytics and/or Marketing purposes. It has preferences for Relevant Advertising; Enhanced Relevant Advertising; External Marketing & Analytics Reporting 'Anonymized' data; Do not Call/Text/Email/SMS; AT&T Messaging; and Customer Proprietary Network Information (CPNI).

Status: Delivered 3/31/2019

Version: 1.0

Maturity Level: ML1

Size: 19TB (eCDW Vertica/ecDW Teradata/Datalake)

Usage: 118 users/5475 queries in Feb-2019 (eCDW Vertica / ecDW Teradata)

Audits: 84 Audits. 44 DLDM (44 Green / 0 RED), 41 QDM (41 Green / 0 RED)

Tickets: Total - 4 tickets. In Last 24 hours - 0 tickets

SLAs (8am CST) - met on 4/12/19

Table Name	Abbreviated TABLE Description	SLA Met	Time Loaded	SLA Met Past 100 days
cust_consnt_elctn_hist	Customer Consent Elections	Y	4/12/2019 6:04	91/100
era_details	Enhanced Relevant Advertising Consent	Y	4/12/2019 6:04	91/100
cust_cpni_elctn_hist	Customer CPNI Elections	Y	4/12/2019 6:04	91/100
customer_match_....	Customer Email preference confirmations	Y	4/12/2019 4:02	99/100
uverse_consnt	Uverse Customer Consent Choices	Y	20190412	
dtv_consnt	DTV Customer Consent Choices	Y	20190412	
tccc031_email_address...	List of latest Email Addresses	Y	4/12/2019 2:38 AM	32/32
acct_cpni_hist	Account-level information for each CPNI election	Y	4/11/2019 8:04 PM	32/32
cpni_sync_hist	Correlation between CPNI generated key...	Y	4/11/2019 8:04 PM	32/32
tccc034_cmpny...	Email address with customer preference.	Y	4/12/2019 2:46 AM	32/32
mdncn_dnc	Customer Billing Telephone number ...	Y	4/11/2019 8:16 PM	32/32
cust_consnt_elctn_hist	Customer Consent Elections	Y	4/12/2019 6:04	91/100
era_details	Enhanced Relevant Advertising Consent	Y	4/12/2019 6:04	91/100
cust_cpni_elctn_hist	Customer CPNI Elections	Y	4/12/2019 6:04	91/100
customer_match_....	Customer Email preference confirmations	Y	4/12/2019 4:02	99/100

Note: This lists the critical tables on the library and their SLA. For complete listing of all the tables visit Wiki page.

Wiki: <https://wiki.web.att.com/display/DPDL/Customer+Preference+Data+Library>

Data360: http://data360.web.att.com/data360/#/details/logical_data_product/31134591cc1e8489dae9e9067f345caa20748ef973a483b131a20011e19ef

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

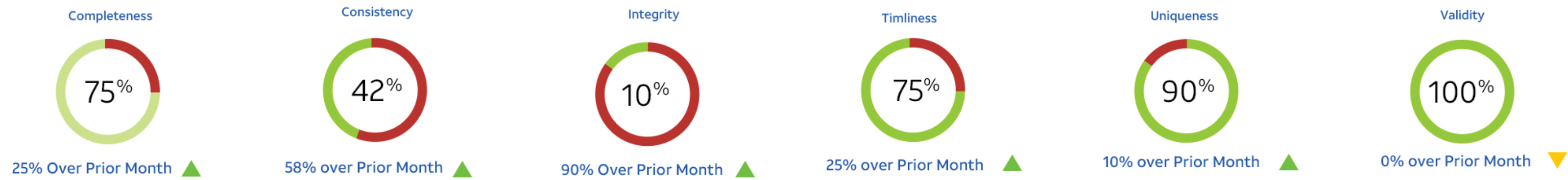
Data Product Summary - 5/22/2019

Filter:

Customer

Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6					
Account - Consumer	Lib	335	35	135					
Account - Enterprise	BRD	80	8	8					
Advertising	Lib	3	23	3					
Billing-Consumer	Lib	92	87	2					
Billing-Enterprise	BRD	25	15	5					
Common Browsing	BRD	108	28	8					
Common Location	BRD	209	19	9					
Contracts	Lib	309	9	105					
Credit and Collections	Lib	8	2	0					
Customer Contact - Consumer	Lib	90	65	0					

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

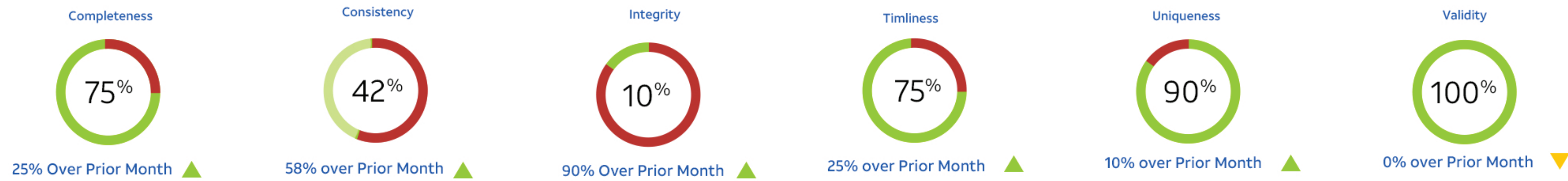
Data Product Summary - 5/22/2019

Filter:

Customer

Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20				
Account - Consumer	Lib	335	35	135	20				
Account - Enterprise	BRD	80	8	8	2				
Advertising	Lib	3	23	3	3				
Billing-Consumer	Lib	92	87	2	9				
Billing-Enterprise	BRD	25	15	5	9				
Common Browsing	BRD	108	28	8	56				
Common Location	BRD	209	19	9	89				
Contracts	Lib	309	9	105	44				
Credit and Collections	Lib	8	2	0	2				
Customer Contact - Consumer	Lib	90	65	0	9				

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

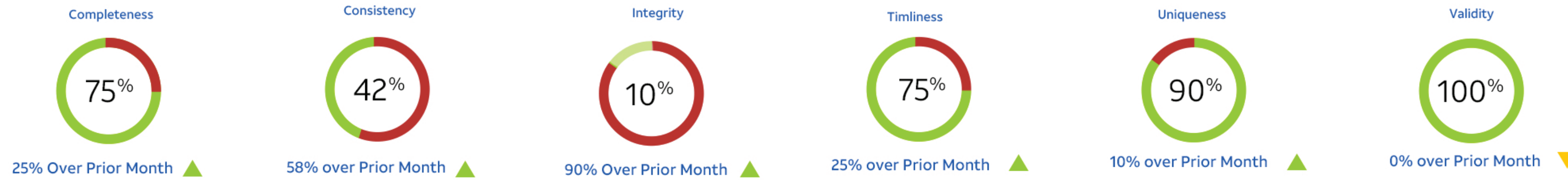
Data Product Summary - 5/22/2019

Filter:

Customer

Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1			
Account - Consumer	Lib	335	35	135	20	0			
Account - Enterprise	BRD	80	8	8	2	0			
Advertising	Lib	3	23	3	3	0			
Billing-Consumer	Lib	92	87	2	9	22			
Billing-Enterprise	BRD	25	15	5	9	3			
Common Browsing	BRD	108	28	8	56	4			
Common Location	BRD	209	19	9	89	11			
Contracts	Lib	309	9	105	44	26			
Credit and Collections	Lib	8	2	0	2	5			
Customer Contact - Consumer	Lib	90	65	0	9	10			

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

Data Product Summary - 5/22/2019

Filter:

Customer

Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0		
Account - Consumer	Lib	335	35	135	20	0	60		
Account - Enterprise	BRD	80	8	8	2	0	0		
Advertising	Lib	3	23	3	3	0	0		
Billing-Consumer	Lib	92	87	2	9	22	43		
Billing-Enterprise	BRD	25	15	5	9	3	8		
Common Browsing	BRD	108	28	8	56	4	25		
Common Location	BRD	209	19	9	89	11	43		
Contracts	Lib	309	9	105	44	26	34		
Credit and Collections	Lib	8	2	0	2	5	0		
Customer Contact - Consumer	Lib	90	65	0	9	10	35		

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

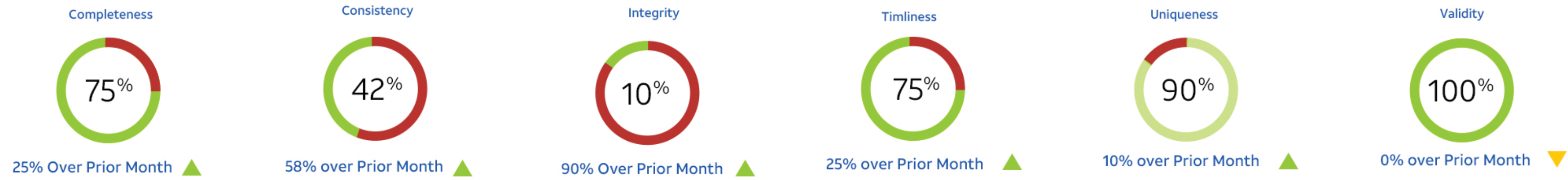
Data Product Summary - 5/22/2019

Filter:

Customer

Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows ↑ ↓ ↕ ↔ 🔍 📄 ⋮

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	>
Account - Consumer	Lib	335	35	135	20	0	60	40	>
Account - Enterprise	BRD	80	8	8	2	0	0	25	>
Advertising	Lib	3	23	3	3	0	0	0	>
Billing-Consumer	Lib	92	87	2	9	22	43	6	>
Billing-Enterprise	BRD	25	15	5	9	3	8	0	>
Common Browsing	BRD	108	28	8	56	4	25	15	>
Common Location	BRD	209	19	9	89	11	43	6	>
Contracts	Lib	309	9	105	44	26	34	6	>
Credit and Collections	Lib	8	2	0	2	5	0	0	>
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	>

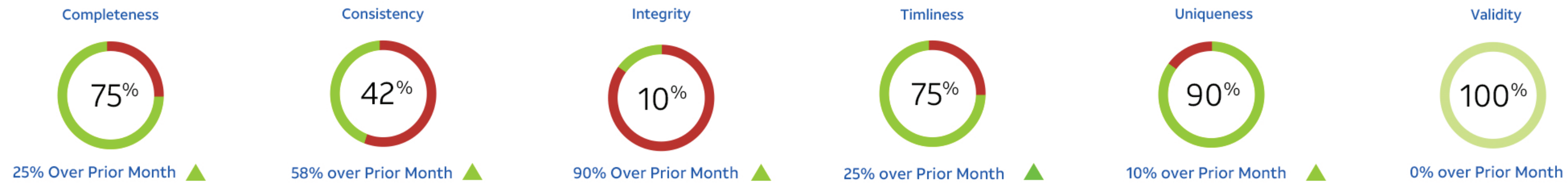
© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.

Data Products - Data Quality Dashboard

Data Product Summery - 5/22/2019

Filter: Customer Daily

Product Summary



Tickets - 5/22/2019

Search Drill on Rows

Data Product	Type	Manual Tickets	Auto Tickets	Completeness	Consistency	Integrity	Timeliness	Uniqueness	Validity
3rd Party	Lib	47	477	6	20	1	0	10	10
Account - Consumer	Lib	335	35	135	20	0	60	40	80
Account - Enterprise	BRD	80	8	8	2	0	0	25	45
Advertising	Lib	3	23	3	3	0	0	0	0
Billing-Consumer	Lib	92	87	2	9	22	43	6	10
Billing-Enterprise	BRD	25	15	5	9	3	8	0	0
Common Browsing	BRD	108	28	8	56	4	25	15	0
Common Location	BRD	209	19	9	89	11	43	6	51
Contracts	Lib	309	9	105	44	26	34	6	51
Credit and Collections	Lib	8	2	0	2	5	0	0	1
Customer Contact - Consumer	Lib	90	65	0	9	10	35	6	30

© 2019 AT&T Intellectual Property. All rights reserved. AT&T and the AT&T logo are trademarks of AT&T Intellectual Property.