AT&T HOL - Complete

Generated on Feb 28, 2024 (in US Eastern Time [GMT-05:00])

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KPI Example Dashboard

AT&T CJA HOL

AT&T HOL
Jan 1, 2021 - Feb 29, 2024

AT&T

Web Orders

394,730

Mobile Orders

437,861

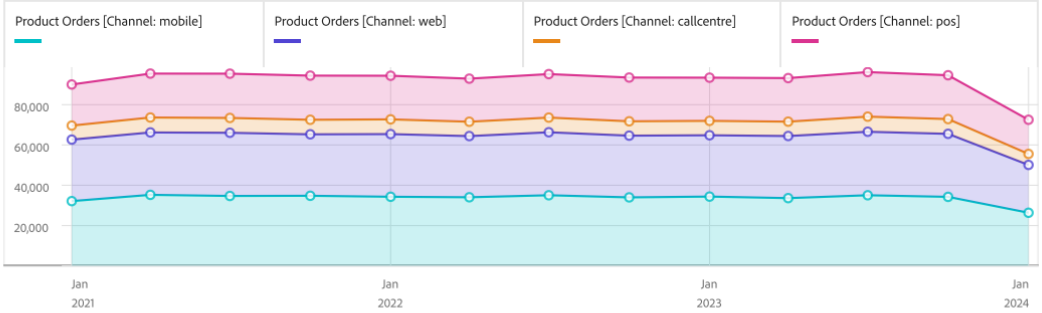
Store Orders

276,314

Call Center Orders

92,284

Orders Trend



Orders by Channel

mobile	web	pos	callcentre
437,861	394,730	276,314	92,284

Categories

AT&T Product Category Page: 1 / 1 Rows: 400 1-5 of 5	Product Orders 1,151,109 out of 1,201,189	Product Units 15,305,812 out of 15,305,812	Payment Amount $302,631,948 out of $302,631,948	Return Amount $42,939,212 out of $42,939,212
1. Wireless	888,537 77.2%	5,737,977 37.5%	$253,300,499 83.7%	$29,422,772 68.5%
2. Phones	646,998 56.2%	3,246,795 21.2%	$189,587,353 62.6%	$20,019,014 46.6%
3. Internet	623,004 54.1%	3,069,196 20.1%	$181,322,119 59.9%	$18,921,569 44.1%
4. Devices	621,959 54.0%	3,061,323 20.0%	$220,769,729 72.9%	$26,676,423 62.1%
5. Accessories	53,335 4.6%	190,521 1.2%	$18,247,480 6.0%	$1,766,626 4.1%

Web Logins

▼2.4%

Mobile Logins

▼1.1%

Store Visits

▲0.2%

Call Center Calls

▼0.8%

Activated Lines

▲0.1%

Internet Installs

▼1.0%

Pages

AT&T Page Names Page: 1 / 4 Rows: 25 1-25 of 86	Sessions 4,671,931 out of 9,725,930	First-time Sessions 12,766 out of 28,114	Return Sessions 4,659,165 out of 9,697,816	Session Starts 4,653,045 out of 9,725,927	Time Spent Per Session 930 out of 389
1. AT&T | Order Checkout	892,370 19.1%	0 0.0%	892,370 19.2%	884,605 19.0%	922 99.2%
2. AT&T | Internet Eligibility Check	823,474 17.6%	63 0.5%	823,411 17.7%	815,398 17.5%	929 99.9%
3. AT&T | My Cart	426,712 9.1%	59 0.5%	426,653 9.2%	417,666 9.0%	920 98.9%
4. AT&T | Customer Login	366,174 7.8%	1,414 11.1%	364,760 7.8%	360,903 7.8%	916 98.5%
5. AT&T | Order Purchase	218,166 4.7%	0 0.0%	218,166 4.7%	213,391 4.6%	907 97.6%
6. AT&T | My Order	176,564 3.8%	0 0.0%	176,564 3.8%	172,826 3.7%	928 99.8%

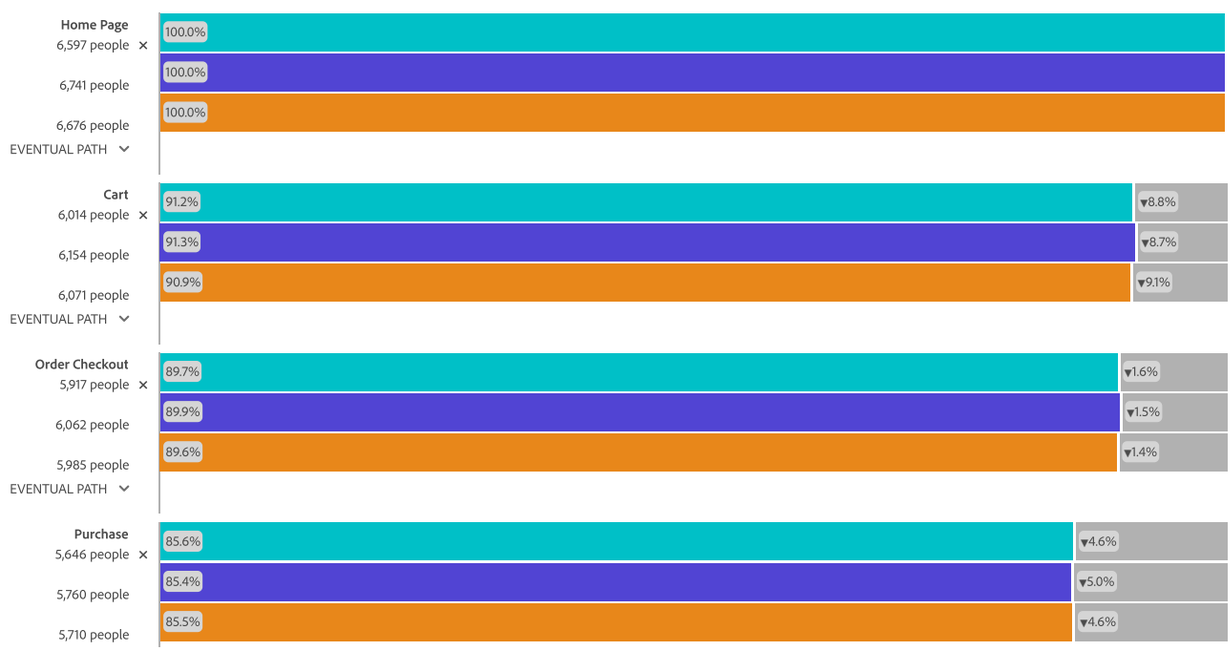
7. AT&T | Deals	132,108	2.8%	581	4.6%	131,527	2.8%	130,527	2.8%	919 98.8%
8. AT&T | Internet Eligibility Confirmed	92,704	2.0%	0	0.0%	92,704	2.0%	90,611	1.9%	900 96.8%
9. AT&T | My Wishlist	83,437	1.8%	10	0.1%	83,427	1.8%	81,652	1.8%	926 99.6%
10. AT&T | Wireless	52,483	1.1%	366	2.9%	52,117	1.1%	51,481	1.1%	896 96.4%
11. AT&T | Internet	52,422	1.1%	377	3.0%	52,045	1.1%	51,443	1.1%	906 97.4%
12. AT&T | Latest Devices	52,190	1.1%	382	3.0%	51,808	1.1%	51,214	1.1%	904 97.2%
13. AT&T | Rewards Program	52,138	1.1%	380	3.0%	51,758	1.1%	51,139	1.1%	919 98.8%
14. AT&T | Accessories	52,115	1.1%	384	3.0%	51,731	1.1%	51,202	1.1%	937 100.8%
15. AT&T | Internet Non- Eligible Confir...	52,057	1.1%	346	2.7%	51,711	1.1%	51,082	1.1%	890 95.7%
16. AT&T | Account | Billing	52,044	1.1%	356	2.8%	51,688	1.1%	51,049	1.1%	895 96.2%
17. AT&T | apple iphone 15 pro max	52,038	1.1%	392	3.1%	51,646	1.1%	51,063	1.1%	919 98.8%
18. AT&T | at&t unlimited starter plan	52,013	1.1%	341	2.7%	51,672	1.1%	51,034	1.1%	915 98.4%
19. AT&T | at&t unlimited premium	51,940	1.1%	349	2.7%	51,591	1.1%	50,975	1.1%	935 100.6%
20. AT&T | zte red magic 5s	51,860	1.1%	377	3.0%	51,483	1.1%	50,904	1.1%	914 98.3%
21. AT&T | at&t unlimited premium plan	51,799	1.1%	322	2.5%	51,477	1.1%	50,796	1.1%	907 97.6%
22. AT&T | apple iphone 15 pro	51,795	1.1%	389	3.0%	51,406	1.1%	50,855	1.1%	913 98.2%
23. AT&T | at&t unlimited starter	51,753	1.1%	328	2.6%	51,425	1.1%	50,764	1.1%	927 99.7%
24. AT&T | Samsung Galaxy S24 Ultra	51,705	1.1%	365	2.9%	51,340	1.1%	50,806	1.1%	951 102.2%
25. AT&T | mobile share plan	51,579	1.1%	383	3.0%	51,196	1.1%	50,601	1.1%	912 98.0%

Fallout

Income Level = lower-middle
9,757

Income Level = upper-middle
9,974

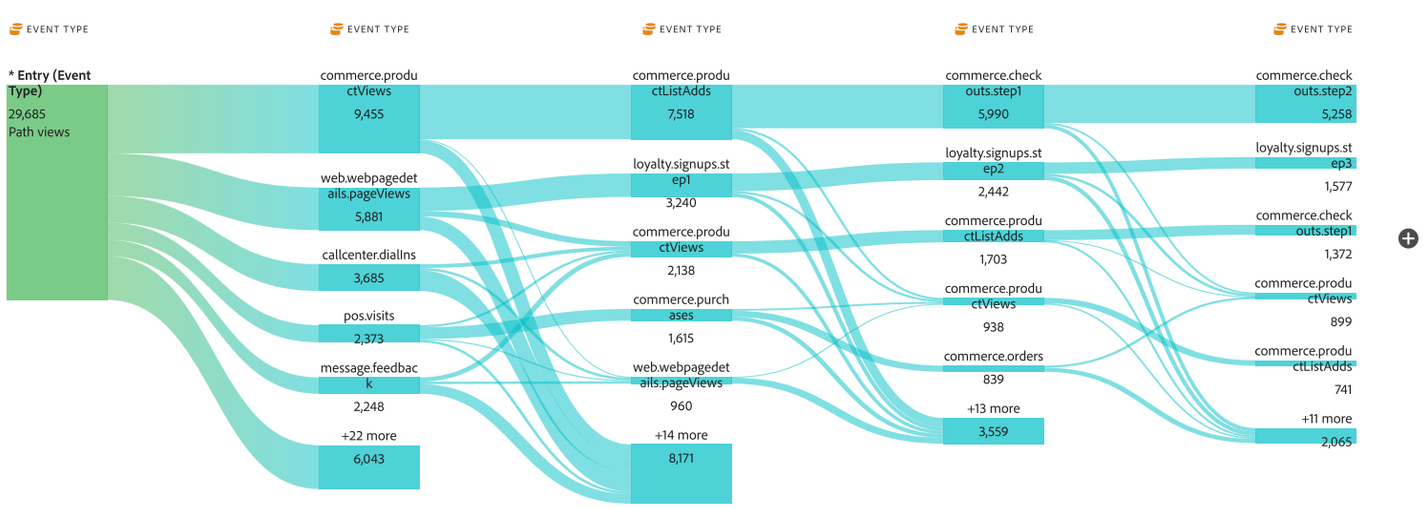
Income Level = high
9,954



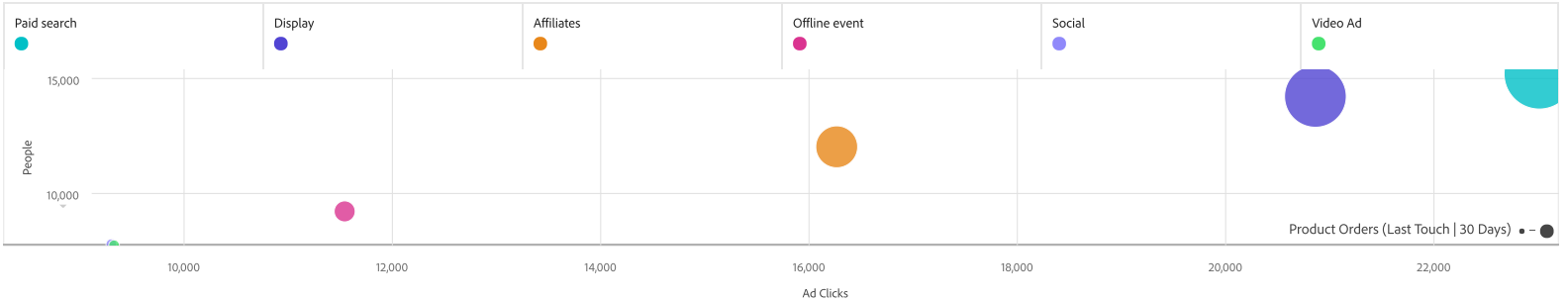
Add touchpoint

Flow

Starts with: Event Type | Flow container: People | Repeats: Off | First/last occurrence limiting: On



Scatter



Marketing Channels

Campaign Channel Page: 1 / 1 Rows: 50 1-6 of 6	People Jan 1 – Feb 29	Ad Clicks Jan 1 – Feb 29	Product Orders Last Touch | 30 Days Jan 1 – Feb 29	Payment Amount Participation | 30 Days Jan 1 – Feb 29
	26,431 out of 29,685	90,311 out of 92,673	296,851 out of 1,201,189	$75,845,929 out of $302,631,948
1. Paid search	15,206 57.5%	23,012 25.5%	75,351 25.4%	$21,961,546 29.0%
2. Display	14,222 53.8%	20,862 23.1%	68,708 23.1%	$19,902,788 26.2%
3. Affiliates	12,031 45.5%	16,266 18.0%	53,841 18.1%	$15,654,146 20.6%
4. Offline event	9,222 34.9%	11,542 12.8%	38,175 12.9%	$11,269,444 14.9%
5. Social	7,797 29.5%	9,301 10.3%	30,342 10.2%	$9,159,147 12.1%
6. Video Ad	7,749 29.3%	9,328 10.3%	30,434 10.3%	$9,161,104 12.1%

Exercise 1 - Dataset Evaluation

AT&T CJA HOL

AT&T HOL
Jan 1, 2021 - Feb 29, 2024

Exercise 1 Instructions

Situation: You are asked to create an executive summary for a new product launch and you need to use a new data view that you are not familiar with
Task: Understand what datasets are in the data view and validate what data is present.

1. Project > Save As: Name Project plus your initials
2. Confirm selected Data View: **AT&T HOL**
3. Update Date range to **Jan 2021 to Feb 2024** or use Date Range: **AT&T HOL**
4. Add freeform table
   a. Dimension: **Platform Dataset ID**
   b. Metrics: **People**, **Sessions**, **Events**
5. *Question: How do you decipher Dataset IDs and rename them to be more meaningful?*
   a. Break down by **Channel**
   b. Create a filter
   c. Derived Field: **Dataset Names**
6. Add Line visualization to show trends
   a. Select different metrics
   b. Lock data items
7. Add Flow visualization with **Channel** to show pathing

Dataset IDs

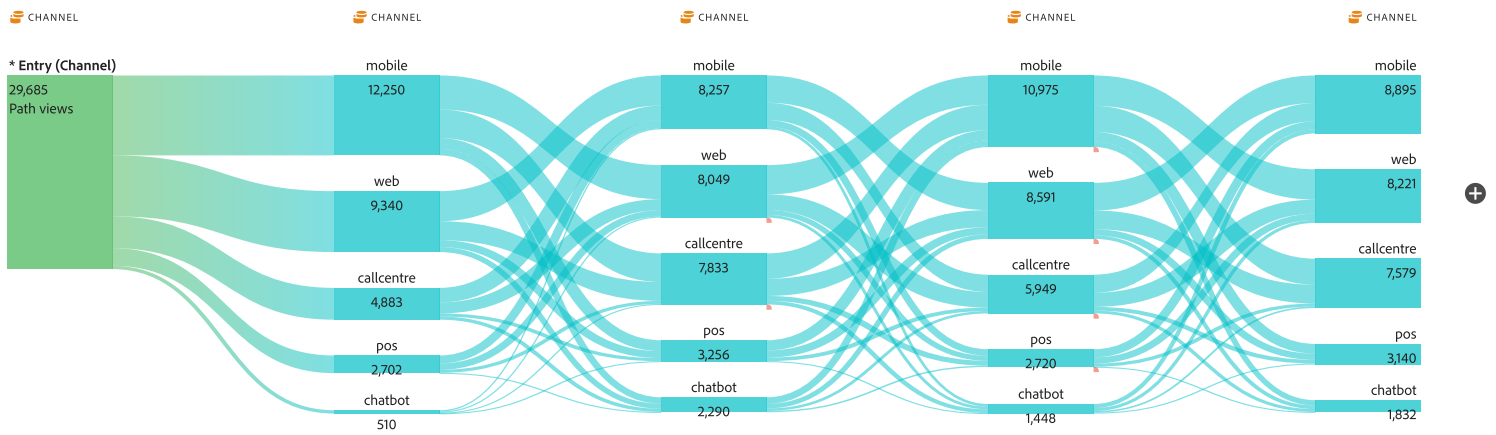
Platform Dataset ID Page: 1 / 1 Rows: 50 1-8 of 8	People Jan 1 – Feb 29	Sessions Jan 1 – Feb 29	Events Jan 1 – Feb 29
	29,685 out of 29,685	9,725,930 out of 9,725,930	10,198,139 out of 10,198,139
1. 65b15e6da8d6662c9ecb5040	29,638 99.8%	4,221,969 43.4%	4,294,789 42.1%
Channel Page: 1 / 1 Rows: 5 1-1 of 1	29,638 out of 29,638	4,221,969 out of 4,221,969	4,294,789 out of 4,294,789
1. mobile	29,638 100.0%	4,221,969 100.0%	4,294,789 100.0%
2. 65b15eea5f16982c9f7e4284	29,582 99.7%	3,357,662 34.5%	3,413,977 33.5%
3. 65b15e3954df862ca0522be8	29,654 99.9%	1,069,431 11.0%	1,079,030 10.6%
4. 65b29af38b2f022c9fe57560	29,339 98.8%	547,252 5.6%	553,048 5.4%
5. 65b15debcf79be2c9fdbdca8	29,310 98.7%	276,649 2.8%	276,790 2.7%
6. 65b15d5f2e84e52ca0a62b05	29,310 98.7%	276,649 2.8%	276,790 2.7%
7. 65b15e57d443c72c9f95a0cb	28,284 95.3%	180,001 1.9%	180,526 1.8%
8. 65b15e1d13fbb82c9f6357bd	26,040 87.7%	122,357 1.3%	123,189 1.2%

Dataset Names

Dataset Names Page: 1 / 1 Rows: 50 1-8 of 8	People Jan 1 – Feb 29 29,685 out of 29,685	Sessions Jan 1 – Feb 29 9,725,930 out of 9,725,930	Events Jan 1 – Feb 29 10,198,139 out of 10,198,139
1. Mobile Event Dataset	29,638 99.8%	4,221,969 43.4%	4,294,789 42.1%
2. Web Event Dataset	29,582 99.7%	3,357,662 34.5%	3,413,977 33.5%
3. Call Center Dataset	29,654 99.9%	1,069,431 11.0%	1,079,030 10.6%
4. Store Event Dataset	29,339 98.8%	547,252 5.6%	553,048 5.4%
5. AJO Step Event Dataset	29,310 98.7%	276,649 2.8%	276,790 2.7%
6. AJO Feedback Event Dataset	29,310 98.7%	276,649 2.8%	276,790 2.7%
7. Chatbot Event Dataset	28,284 95.3%	180,001 1.9%	180,526 1.8%
8. AJO Tracking Event Dataset	26,040 87.7%	122,357 1.3%	123,189 1.2%

Flow

Starts with: Channel | Flow container: People | Repeats: Off | First/last occurrence limiting: On



Exercise 2 - Marketing Campaign Attribution

AT&T CJA HOL

AT&T HOL
Jan 1, 2021 - Feb 29, 2024

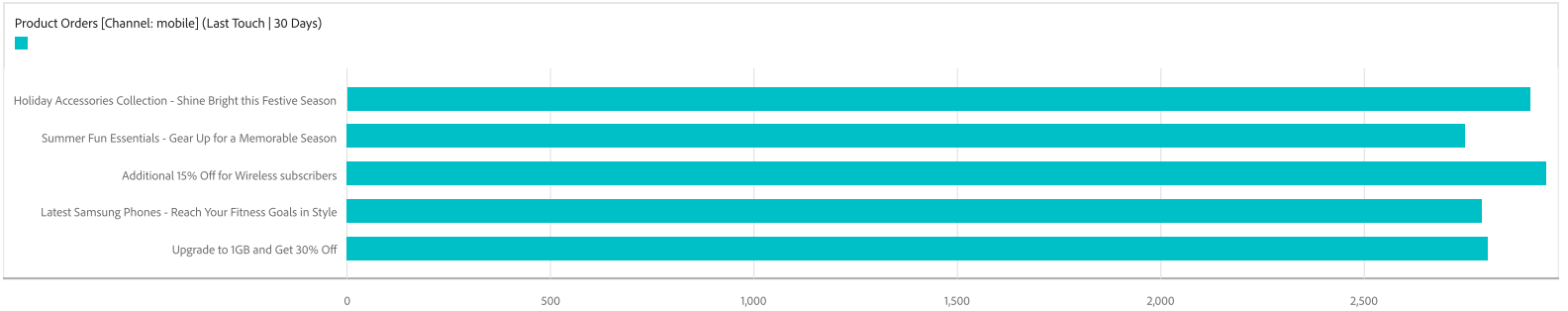
Income Level: *No filter* | Gender: *No filter* | Credit Score: *No filter*

Exercise 2 Instructions

Situation: A marketing manager wants to know what channels and campaigns are contributing the most to orders and returns.
Task: Leverage Attribution IQ to analyze downstream cross-channel events with different models to understand which marketing campaigns are the most successful.

1. Confirm date range and data view
2. Add Freeform table
   a. Dimension: **Campaign Channel**
   b. Metrics: **People, Ad Clicks, Product Orders, Product Returns**
   c. *Notice: No values so need to use Attribution IQ to modify attribution model because metrics were not set in the same event/row when the dimension was set*
   d. Modify attribution models
   e. Compare attribution models
   f. Break down rows by **Campaign name**
   g. Filter columns by **Channel > web, mobile & callcenter**
3. Add Horizontal bar visualization
4. Add an Annotation
5. Filter panel by **Income Level, Gender, Credit Score**
6. Data View>New Dimension: **Credit Score Ranges**

Horizontal bar



Freeform table

	People	Ad Clicks	Product Orders Last Touch | 30 Days				Product Returns Time Decay (1 Week) | 30 Days
			mobile	web	callcentre	pos	
Campaign Channel Page: 1 / 1 Rows: 50 1-7 of 7	29,685 out of 29,685	92,673 out of 92,673	437,861 out of 437,861	394,730 out of 394,730	92,284 out of 92,284	276,314 out of 276,314	92,827 out of 92,827
1. No value	29,685 100.0%	2,362 2.5%	327,385 74.8%	296,642 75.2%	69,854 75.7%	210,457 76.2%	69,825 75.2%
2. Paid search	15,206 51.2%	23,012 24.8%	27,970 6.4%	24,919 6.3%	5,639 6.1%	16,823 6.1%	5,896 6.4%
Paid search: **AT&T Campaign Names** Page: 1 / 6 Rows: 5 1-5 of	15,206 out of 15,206	23,012 out of 23,012	27,970 out of 27,970	24,919 out of 24,919	5,639 out of 5,639	16,823 out of 16,823	5,842 out of 5,842
1. Holiday Accessories Coll...	2,243 14.8%	2,338 10.2%	2,907 10.4%	2,550 10.2%	552 9.8%	1,674 10.0%	557 9.5%
2. Summer Fun Essentials -...	2,222 14.6%	2,329 10.1%	2,748 9.8%	2,543 10.2%	570 10.1%	1,645 9.8%	552 9.4%
3. Additional 15% Off for W...	2,220 14.6%	2,337 10.2%	2,948 10.5%	2,352 9.4%	526 9.3%	1,726 10.3%	589 10.1%
4. Latest Samsung Phones ...	2,216 14.6%	2,334 10.1%	2,788 10.0%	2,635 10.6%	592 10.5%	1,629 9.7%	561 9.6%
5. Upgrade to 1GB and Get ...	2,208 14.5%	2,330 10.1%	2,804 10.0%	2,495 10.0%	553 9.8%	1,739 10.3%	590 10.1%
3. Display	14,222 47.9%	20,862 22.5%	25,627 5.9%	22,504 5.7%	5,249 5.7%	15,328 5.5%	5,347 5.8%
4. Affiliates	12,031 40.5%	16,266 17.6%	20,094 4.6%	17,961 4.6%	4,112 4.5%	11,674 4.2%	4,085 4.4%
5. Offline event	9,222 31.1%	11,542 12.5%	14,296 3.3%	12,427 3.1%	2,944 3.2%	8,508 3.1%	2,911 3.1%
6. Social	7,797 26.3%	9,301 10.0%	11,413 2.6%	9,882 2.5%	2,250 2.4%	6,797 2.5%	2,337 2.5%
7. Video Ad	7,749 26.1%	9,328 10.1%	11,076 2.5%	10,395 2.6%	2,236 2.4%	6,727 2.4%	2,425 2.6%

Exercise 3 - Audience Publishing

AT&T CJA HOL

AT&T HOL
Jan 1, 2021 - Feb 29, 2024

Quick filter

Income Level = lower-middle

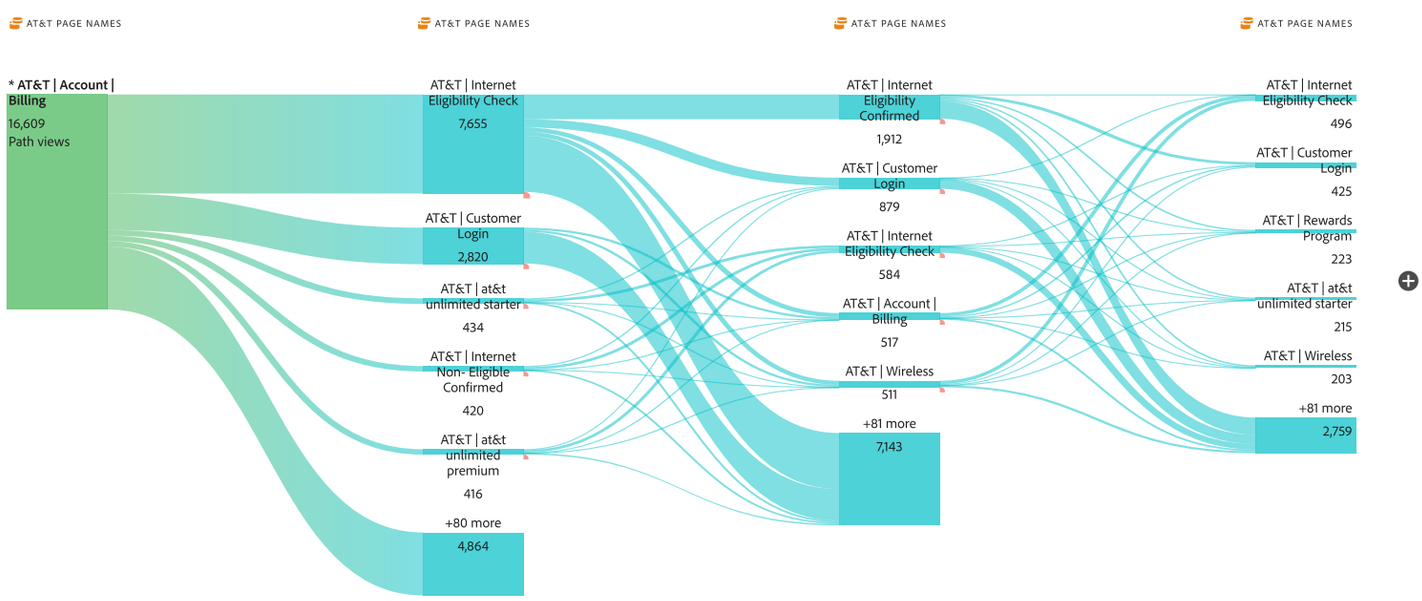
Exercise 3: Task 1 Instructions

Situation: A marketing manager would like to target wireless customers with lower-middle income who have an active interest in Fiber with a special offer on government subsidized internet.
Task: Leverage the Flow visualization to discover customer journeys with interest in Fiber and utilize Audience Publishing to make this audience available RT-CDP

1. Add a quick filter with Dimension: **Income Level** and Dimensional Item: **lower-middle**
2. Add Flow Visualization
3. Select Dimension: **AT&T Page Names** and Dimensional Item: **AT&T | Account | Billing** and place in Starts with **AT&T Page Names** as the Pathing dimension
4. Right click and select Create audience from selection

Flow

Starts with: AT&T | Account | Billing | Pathing dimension: AT&T Page Names | Flow container: People | Repeats: Off | First/last occurrence limiting: Off



Exercise 3: Task 2 Instructions

Situation: A marketing manager would like to target wireless customers with lower-middle income who have an active interest in Fiber with a special offer on government subsidized internet.
Task: Leverage the Fallout visualization to define a customer journey with interest in Fiber and utilize Audience Publishing to make this audience available RT-CDP

1. Add Fallout Visualization
2. Select Dimension: **AT&T Page Names** and Dimensional Item: **AT&T | Account | Billing** and place in Add touchpoint
3. Select Dimension: **AT&T Page Names** and Dimensional Item: **AT&T | Internet Eligibility Check** and place in Add touchpoint
4. Select Dimension: **AT&T Page Names** and Dimensional Item: **AT&T | Internet Eligibility Confirmed** and place in Add touchpoint
5. Right click and select Create filter from touchpoint
6. Right click and select Create audience from selection

Fallout

All people
9,757

Exercise 4 - Call Center Re-Engagement

AT&T CJA HOL

AT&T HOL
Jan 1, 2021 - Feb 29, 2024

Call Topic

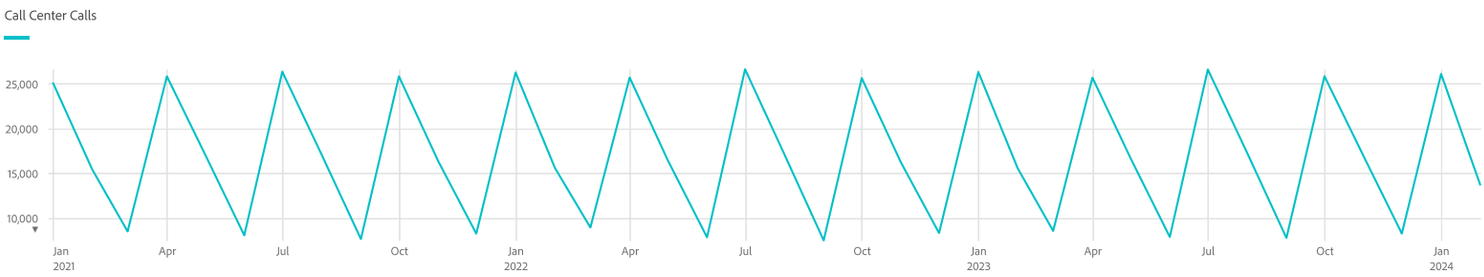
No filter

Exercise 4: Task 1 Instructions

Situation: A call center manager would like to see the trend of calls by month with summary descriptions and be able to filter by call topic.
Task: Leverage Line visualization, Intelligent Captions, Annotations and Quick filters to analyze call trends

1. Add Freeform table
   a. Dimension: **Month**
   b. Metric: **Call Center Calls**
2. Add Line visualization
3. Enable Intelligent Captions
4. Add a Quick filter for **Call Topics**
5. Create an Annotation

Line



Intelligent captions: Line

- **Min:** The lowest Call Center was **7,498** on **Sep 2022**. It was **▼56%** less than the average of **17,026**.
- **Max:** On **Jul 2022**, the Call Center reached its peak of **26,622**, which was **▲56%** more than the average.
- **Spike:** The Call Center Calls skyrocketed between **Jun 2022** and **Jul 2022**, growing by **▲239%** from **7,845** to **26,622**.
- **Decline:** Between **Jul 2022** and **Sep 2022**, Call Center Calls significantly decreased, down by **▼72%** from **26,622** to **7,498**.

Freeform table

Month ↑	Call Center Calls		
Page: 1 / 1 Rows: 400 1-38 of 38	Jan 1 – Feb 29	646,989 out of 646,989	
1. Jan 2021		25,151	3.9%
2. Feb 2021		15,453	2.4%
3. Mar 2021		8,504	1.3%
4. Apr 2021		25,831	4.0%
5. May 2021		17,133	2.6%
6. Jun 2021		8,071	1.2%
7. Jul 2021		26,349	4.1%
8. Aug 2021		17,093	2.6%
9. Sep 2021		7,654	1.2%
10. Oct 2021		25,830	4.0%
11. Nov 2021		16,346	2.5%
12. Dec 2021		8,256	1.3%
13. Jan 2022		26,266	4.1%
14. Feb 2022		15,603	2.4%
15. Mar 2022		8,941	1.4%
16. Apr 2022		25,699	4.0%
17. May 2022		16,467	2.5%
18. Jun 2022		7,845	1.2%
19. Jul 2022		26,622	4.1%

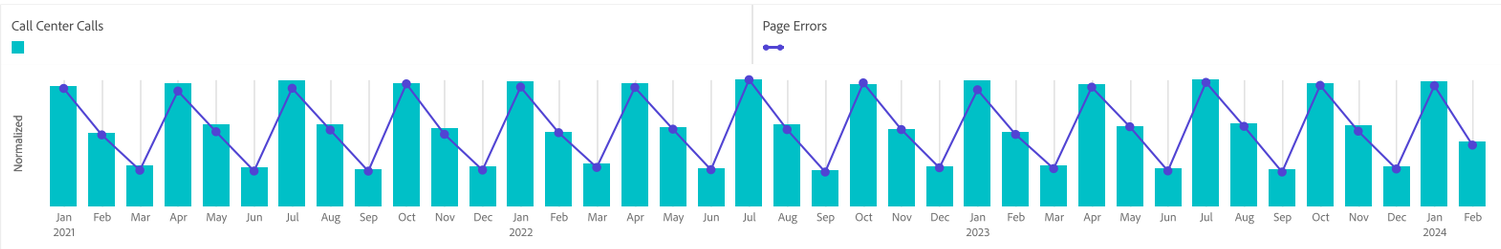
20. Aug 2022	17,126	2.6%
21. Sep 2022	7,498	1.2%
22. Oct 2022	25,639	4.0%
23. Nov 2022	16,197	2.5%
24. Dec 2022	8,325	1.3%
25. Jan 2023	26,311	4.1%
26. Feb 2023	15,565	2.4%
27. Mar 2023	8,565	1.3%
28. Apr 2023	25,681	4.0%
29. May 2023	16,700	2.6%
30. Jun 2023	7,879	1.2%
31. Jul 2023	26,605	4.1%
32. Aug 2023	17,283	2.7%
33. Sep 2023	7,774	1.2%
34. Oct 2023	25,843	4.0%
35. Nov 2023	16,866	2.6%
36. Dec 2023	8,267	1.3%
37. Jan 2024	26,106	4.0%
38. Feb 2024	13,645	2.1%

Exercise 4: Task 2 Instructions

Situation: An operations manager would like to understand how web behavior may be impacting call center volumes
Task: Leverage the Combo visualization to see if Page Error impact call center calls

1. Duplicate Freeform table from Task 1
2. Add Metric: **Page Errors**
3. Select all rows and add Combo visualization

Combo



Freeform table (2)

Month ↑	Call Center Calls		Page Errors	
Page: 1 / 1 Rows: 50 1-38 of 38	Jan 1 – Feb 29	**646,989** out of 646,989	Jan 1 – Feb 29	**83,438** out of 83,438
1. Jan 2021	25,151	3.9%	3,315	4.0%
2. Feb 2021	15,453	2.4%	2,010	2.4%
3. Mar 2021	8,504	1.3%	1,017	1.2%
4. Apr 2021	25,831	4.0%	3,242	3.9%
5. May 2021	17,133	2.6%	2,099	2.5%
6. Jun 2021	8,071	1.2%	995	1.2%
7. Jul 2021	26,349	4.1%	3,320	4.0%
8. Aug 2021	17,093	2.6%	2,148	2.6%
9. Sep 2021	7,654	1.2%	992	1.2%
10. Oct 2021	25,830	4.0%	3,444	4.1%
11. Nov 2021	16,346	2.5%	2,027	2.4%
12. Dec 2021	8,256	1.3%	1,022	1.2%
13. Jan 2022	26,266	4.1%	3,354	4.0%
14. Feb 2022	15,603	2.4%	2,072	2.5%
15. Mar 2022	8,941	1.4%	1,096	1.3%
16. Apr 2022	25,699	4.0%	3,343	4.0%
17. May 2022	16,467	2.5%	2,171	2.6%
18. Jun 2022	7,845	1.2%	1,032	1.2%
19. Jul 2022	26,622	4.1%	3,560	4.3%
20. Aug 2022	17,126	2.6%	2,158	2.6%
21. Sep 2022	7,498	1.2%	967	1.2%
22. Oct 2022	25,639	4.0%	3,471	4.2%
23. Nov 2022	16,197	2.5%	2,160	2.6%
24. Dec 2022	8,325	1.3%	1,087	1.3%

25. Jan 2023	26,311	4.1%	3,278	3.9%
26. Feb 2023	15,565	2.4%	2,023	2.4%
27. Mar 2023	8,565	1.3%	1,063	1.3%
28. Apr 2023	25,681	4.0%	3,351	4.0%
29. May 2023	16,700	2.6%	2,239	2.7%
30. Jun 2023	7,879	1.2%	999	1.2%
31. Jul 2023	26,605	4.1%	3,485	4.2%
32. Aug 2023	17,283	2.7%	2,250	2.7%
33. Sep 2023	7,774	1.2%	967	1.2%
34. Oct 2023	25,843	4.0%	3,400	4.1%
35. Nov 2023	16,866	2.6%	2,114	2.5%
36. Dec 2023	8,267	1.3%	1,053	1.3%
37. Jan 2024	26,106	4.0%	3,391	4.1%
38. Feb 2024	13,645	2.1%	1,723	2.1%

Exercise 4: Task 3 Instructions

Situation: An operations manager would like to understand how web behavior may be impacting call center volumes
Task: Leverage AttributionIQ to see what are the top web pages that lead to calls.

1. Add Freeform table
2. Dimension: **AT&T Web Page Names**
3. Metric: Call Center Calls
4. Modify and compare Attribution Models

Freeform table (3)

	Call Center Calls Last Touch | 1 Hour	
AT&T Page Names Page: 1 / 2 › Rows: 50 1-50 of 81	Jan 1 — Feb 29	**8,654** out of 646,989
1. AT&T | My Order	3,903	45.1%
2. AT&T | Internet Eligibility Check	822	9.5%
3. AT&T | Customer Login	768	8.9%
4. AT&T | Order Checkout	454	5.2%
5. AT&T | Internet Eligibility Confirmed	280	3.2%
6. AT&T | Deals	244	2.8%
7. AT&T | My Wishlist	237	2.7%
8. AT&T | My Cart	144	1.7%
9. AT&T | Order Purchase	131	1.5%
10. AT&T | unlimited for wearable	129	1.5%
11. AT&T | apple iphone 14	126	1.5%
12. AT&T | protect advantage for 1	116	1.3%
13. AT&T | at&t unlimited premium plan	88	1.0%
14. AT&T | at&t unlimited premium	85	1.0%
15. AT&T | at&t unlimited starter plan	84	1.0%
16. AT&T | Rewards Program	76	0.9%
17. AT&T | apple iphone 15 pro max	75	0.9%
18. AT&T | apple iphone 15 pro	75	0.9%
19. AT&T | at&t unlimited starter	74	0.9%
20. AT&T | Latest Devices	73	0.8%
21. AT&T | Samsung Galaxy S24 Ultra	69	0.8%
22. AT&T | mobile share plan	68	0.8%
23. AT&T | Account | Billing	68	0.8%
24. AT&T | Accessories	67	0.8%
25. AT&T | Internet Non- Eligible Confirmed	64	0.7%
26. AT&T | Internet	64	0.7%
27. AT&T | Wireless	62	0.7%
28. AT&T | zte red magic 5s	57	0.7%
29. AT&T | at&t prepaid sim card (phone)	8	0.1%
30. AT&T | at&t unlimited extra el	6	0.1%
31. AT&T | apple iphone se 3rd gen (2022) - 64gb - midnight	6	0.1%
32. AT&T | apple iphone 15 pro - 128gb - white titanium	6	0.1%
33. AT&T | unlimited for tablet	5	0.1%
34. AT&T | samsung galaxy s23 - 128gb - phantom black	5	0.1%
35. AT&T | at&t value plus(sm) vl	5	0.1%
36. AT&T | at&t unlimited extra plan	5	0.1%
37. AT&T | apple iphone 15 plus - 128 - pink	5	0.1%
38. AT&T | internet25	4	0.0%
39. AT&T | apple iphone 15 pro - 128gb - blue titanium	4	0.0%
40. AT&T | apple iphone 15 - 128gb - pink	4	0.0%

41. AT&T | apple iphone 14 - 128gb - blue	4	0.0%
42. AT&T | apple iphone 13 - 128gb - midnight	4	0.0%
43. AT&T | apple ipad pro 12.9-inch (2022) - 128gb - space gray	4	0.0%
44. AT&T | samsung galaxy tab a9+ 5g - 64gb - graphite	3	0.0%
45. AT&T | internet 1000	3	0.0%
46. AT&T | hsiainstall-edsp-self	3	0.0%
47. AT&T | at&t unlimited plus	3	0.0%
48. AT&T | at&t unlimited elite plan	3	0.0%
49. AT&T | at&t universal sim card	3	0.0%
50. AT&T | apple iphone 15 pro max - 256gb - white titanium	3	0.0%

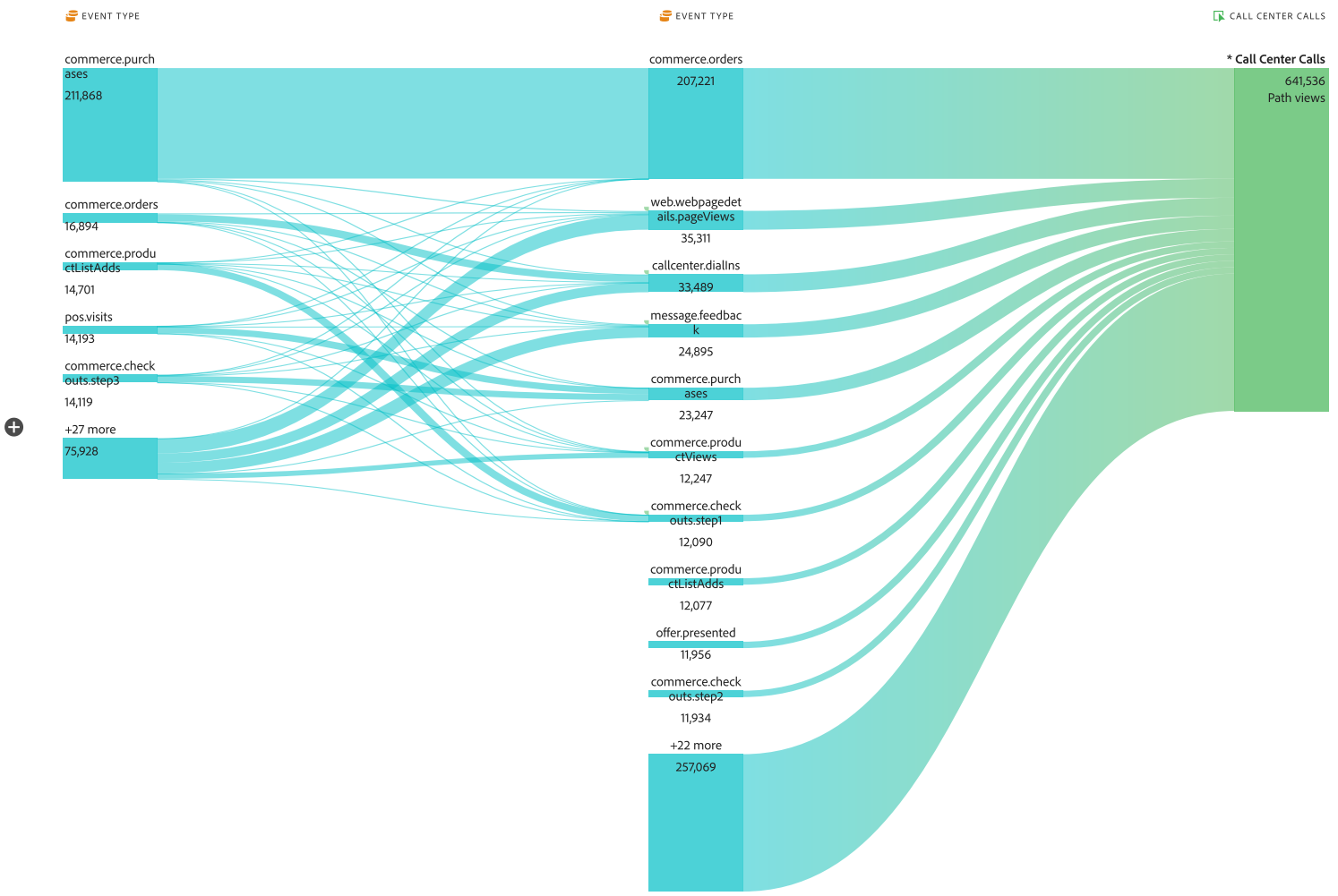
Exercise 4: Task 4

Situation: An operations manager would like to understand how web behavior may be impacting call center volumes
Task: Leverage Flow Visualization to see what events lead up to calls

1. Add Flow visualization
2. Set Ends with as Call Center Calls
3. Set Pathing dimension as Event Type

Flow

Ends with: Call Center Calls | Pathing dimension: Event Type | Flow container: People | Repeats: Off | First/last occurrence limiting: Off



Exercise 4: Task 5

Situation: An operations manager would like to know within how many months to customer return to the website or mobile app after calling the call center.
Task: Leverage the Cohort table visualization build a table of when customers return after calling the call center

1. Add Cohort table visualization
2. Inclusion criteria choose **Call Center Calls**
3. Return criteria choose **Web Logins OR Mobile App Logins**
4. Granularity **Month**
5. Type **Retention**
6. Right-click and chose Create audience from this selection

Cohort table

Retention: Rolling cohort

Inclusion: **Call Center Calls** >= 1 Return: **Web Logins** >= 1, **Mobile App Logins** >= 1

Cohort	Included	+1 Months	+2 Months	+3 Months	+4 Months	+5 Months	+6 Months	+7 Months	+8 Months	+9 Months	+10 Months	+11 Months	+12 Months
Average retention	6,338	1,802 27.6%	331 5.0%	52 0.8%	8 0.1%	2 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%	0 0.0%
Jan 1 - Jan 31	8,375	2,998 35.8%	557 6.7%	86 1.0%	18 0.2%	5 0.1%	1 0.0%	0	0	0	0	0	0
Feb 1 - Feb 28	5,975	1,588 26.6%	237 4.0%	44 0.7%	6 0.1%	1 0.0%	0	0	0	0	0	0	
Mar 1 - Mar 31	3,527	773 21.9%	159 4.5%	26 0.7%	3 0.1%	0	0	0	0	0	0		
Apr 1 - Apr 30	8,991	3,152 35.1%	555 6.2%	77 0.9%	12 0.1%	0	0	0	0	0			
May 1 - May 31	6,194	1,575 25.4%	244 3.9%	45 0.7%	4 0.1%	0	0	0	0				
Jun 1 - Jun 30	3,486	803 23.0%	170 4.9%	18 0.5%	2 0.1%	0	0	0					
Jul 1 - Jul 31	8,994	3,186 35.4%	538 6.0%	79 0.9%	15 0.2%	5 0.1%	2 0.0%						
Aug 1 - Aug 31	6,181	1,452 23.5%	213 3.4%	46 0.7%	10 0.2%	2 0.0%							
Sep 1 - Sep 30	3,309	768 23.2%	170 5.1%	29 0.9%	3 0.1%								
Oct 1 - Oct 31	8,853	3,065 34.6%	588 6.6%	65 0.7%									
Nov 1 - Nov 30	6,059	1,477 24.4%	215 3.5%										
Dec 1 - Dec 31	3,502	781 22.3%											
Jan 1 - Jan 31	8,948												

Analytics Data Connector Example

AA Data Connector - Retail

Jan 1, 2024 - Feb 29, 2024

Freeform table

	Events
Month ↑ Page: 1 / 1 Rows: 400 1-2 of 2	Jan 1 — Feb 29 **3,095,711** out of 3,095,711
1. Jan 2024	1,116,232 36.1%
2. Feb 2024	1,979,479 63.9%

Panel

AT&T CJA HOL

CJA HOL Date Range 2023
Jan 1, 2022 - Mar 31, 2022

Freeform table | Attribution | Cohort table | Combo New | Experimenta... New | Fallout | Flow New

Histogram | Key metric s... New | Quick insights | Venn