

# RTM & BAU Optimization Experimentation Analysis

Thursday, February 27, 2025 6:51 PM

## By Manager:

### Drive the strategy.

- Continue to evolve and communicate broadly on the Verizon wide data and analytics strategy.

### Effectiveness.

- Transform our operating model from project focused to a product-oriented approach focused on sustained ownership and iterative feature development
- Engagement & Services.
  - Hub and Spoke. Where possible take on the Hub role in analytic projects. Connect and guide analytic resources to meet project objectives.
  - Financial Target: via RTM and AI programs: Yet to receive
- People & Processes.
  - Deliver high quality analytics as a service utilizing best practices, standardized processes, and frameworks.
  - Create an environment that fosters cross-collaboration and exchange of ideas that allows for innovative analytic solutions.
  - Contribute to common forums and communications tools for data & analytics teams across Verizon.
  - Support & adopt Intake & workflow management standardized & new processes

### 3. Expansion.

- Expand our analytics as a service capabilities to reach new workstreams and offer a wider range of support.

### 4. High-Quality Reproducible Analytics.

- Create a process to deliver consistent analytic services.
- Establish playbooks and guides for tackling analytic projects.
- Standardize and enhance best practices for experimentation practices
- Create a repository for data collection and data analysis that can be reused across projects.

1. Lead dashboard creation for experimentation initiatives
2. Test performance via SOAR deck and investigate other mediums of communicating results
3. Ensure test readouts are timely, accurate, and find opportunities to enrich data set and insights
4. Look for ways to standardize & streamline work and team processes
5. Measure & validate data for onboarded vendors
6. Incorporate insights using other tools (i.e. Quantum Metrics, EDW) into results & recommendations to add third dimensional lens to the data
7. Collaborate and create SOAR deck templates
8. Provide constructive feedback to peers and share ideas to further evolve team dynamics

## Mid-Year Progress Update: RTM & BAU Optimization Experimentation Analysis

### 1. Strategy & Communication

- Contributed to the evolution and broad communication of Verizon's experimentation strategy by delivering impactful insights across multiple A/B test initiatives, including B360 Gridwall (PzAI vs PEGA) and VZ Engage model performance tests.
- Supported the shift from a project-focused to a product-oriented operating model by introducing hypothesis-driven experimentation, enabling iterative feature delivery through Digital Chat Summaries with measurable uplift on conversion KPIs.

### 2. Engagement & Services

- Acted as the hub in 7+ analytical and experimentation projects, guiding stakeholders and recommending tailored solutions to align with Verizon's business goals.
- Facilitated cross-functional collaboration across marketing, sales analytics, and digital product teams, ensuring alignment on test designs, metrics, and success criteria.

### 3. People & Processes

- Delivered analytics as a service by productizing statistical test designs and workflows for recurring use cases like recommendation system uplift tests and digital engagement metrics.
- Fostered a collaborative knowledge environment through initiatives like Python Office Hours, teaching experimentation fundamentals and automation techniques to upskill analysts and engineers.
- Supported and adopted new intake and workflow management processes within Digital Summary initiatives, optimizing timelines, data flow, and experimental governance.

### 4. Expansion & Capability Building

- Expanded experimentation-as-a-service model to include GCP-based learning enablement, building a 5-week structured, hands-on training

curriculum for offshore teams.

- Established a comprehensive experimentation playbook, covering A/B testing, metric design, sampling, and analysis for various use cases including VZ Engage and B360.
- Created and maintained modular, reusable Python notebooks and Jupyter-based templates for hypothesis testing, reproducibility, and seamless documentation.

#### 5. Experimentation & Reporting

- Led the dashboard and reporting for B360 Gridwall A/B test (PzAI vs PEGA) and VZ Engage model testing, improving transparency and executive visibility into performance metrics like conversion rate, engagement, and CTR.
- Delivered timely and accurate test readouts using SOAR decks for leadership, embedding actionable recommendations and highlighting statistical significance.
- Standardized experimentation reporting for consistency by integrating GCP BigQuery pipelines and Adobe Analytics data exports.
- Measured and validated telemetry and KPI integrity for Digital Summary onboarding cohorts, ensuring data quality and agent-level segmentation fidelity.

#### Next Steps

- Continue expanding experimentation capabilities by refining Bayesian decision boundaries, matched control creation, and variant measurement models.
- Further standardize processes across Gridwall, Chat Summary, and Model Testing initiatives with modular playbooks and reusable experiment pipelines.
- Seek opportunities to integrate with cross-team initiatives involving AI-driven personalization, real-time scoring, and customer intent prediction.

#### Support Needed

- Timely communication of financial targets for RTM, AI and Digital Engagement programs to inform test prioritization.
- Continued leadership support to scale the experimentation playbook, align resource bandwidth, and sustain momentum on analytics enablement.

# Fuel Our Culture

Thursday, February 27, 2025 6:56 PM

## By Manager:

### **Presentations**

- Create holistic, relevant presentations with supporting metrics and impact on Business programs and priorities. At Least 4 (a year) Project / Topic of Interest Presentations within your AD. 5 at Director level presentation (Team and self)
- Help the team guidance to drive the programs and present the raw facts and metrics

### **Engagement Activities**

- Drive engagement within the team and also the teams under the AD/ Director Orgs
- Create strong Calendarized invite culture and SOP for team events (team connects, cross team connects, 1-1s and also updates to upstream leadership)
- Take the lead in 1 org level event and participate in cultural/ sports/ fun events at work and represent the team in org level activities.
- Present and help the team members in project showcase/ tech events at work before EoY '24. Present in all technical forums possible (At Least 2 on for team and self, based in team strength)
- Drive the discussion and Participation in leadership reviews, capture action items and complete them on-time

### **Volunteering**

- To participate in all Volunteering activities and complete at least 2 hrs. per quarter
- Encourage the team to participate and create champions in the team to drive such events

### **Collaboration**

- Create partnerships in GTS, AI&D. Independent stakeholding in Business teams and POCs. Create your channel of POC for work and domain related queries and clarifications
- Create forums for central discussion

### **Effective communication**

- Clear and concise communication for the audience. Respond and acknowledge the common communication, enable hybrid model effectively (Slack, project documentation, project updates, JIRA, meeting invites, acceptance, leave updates, Calendar updates etc.)
- Communicate clearly, effectively and candidly Presentation skills and contribution to team engagement activities Have a strong stakeholder network within the Director organization, D&A team and also the analytics community - to understand best practices and also help in proactive data discovery Have regular presentations (in VZ template) to the ADs and Director org, also Onshore teams as required, bringing in the executive view along with the relevant details

### **Training**

- Complete mandatory training on-time
- Relevant certifications based on project requirements (Adobe, PMPO, SQL, Analytics, GCP, Qlik etc.)
- Discuss training requirements for the team and encourage the joined Development agenda with the team members

### **Coaching/ Mentoring**

- Document all technical product related artifacts and support the mentoring program of the organization.
- Provide training and domain knowledge to the new members of the team
- Provide the team a platform to drive the architecture discussions
- Grow and mentor the team for the next level and also reach a higher gear

## Response:

### 1. Presentations

- Delivered key presentations at AD and Director levels showcasing insights from the B360 Gridwall and VZ Engage experiments, focusing on test outcomes, KPIs, and business implications.
- Supported team members in preparing and delivering analytics-driven content for Python Office Hours and the GCP Learning Series.

### 2. Engagement Activities

- Organized and led Python Office Hours and a 5-week GCP Learning Program, fostering a culture of continuous upskilling across the offshore analytics team.
- Participated in tech forums, sharing insights on experimentation frameworks and statistical validation methods relevant to Verizon's digital initiatives.

### 3. Volunteering

- Actively participated in Verizon volunteering initiatives, contributing to [Insert hours] and encouraging peer involvement through internal communication channels.

#### 4. Collaboration

- Partnered with AI&D, GTS, and Business Analytics teams to align experimentation strategies across Digital Summaries, VZ Engage, and Gridwall use cases.
- Shared reusable experimentation templates and statistical frameworks to streamline cross-team onboarding and enable faster adoption.

#### 5. Effective Communication

- Maintained consistent communication across tools like Slack, Jira, and executive decks to update stakeholders on project milestones and experimentation results.
- Presented insights using VZ templates across onshore and offshore syncs, ensuring alignment with business and technical teams.

#### 6. Training

- Completed all Verizon-mandated training.
- Designed and led the GCP Analytics Bootcamp, equipping 30+ team members with practical skills using real-world datasets and BigQuery pipelines.

#### 7. Coaching/Mentoring

- Mentored new team members in experimentation design, data handling, and platform usage (e.g., Adobe Analytics, GCP).
- Created technical documentation and walkthroughs, enabling self-paced onboarding and knowledge reuse.

#### Next Steps

- Continue fostering cross-team engagement through learning sessions, mentoring, and best-practice sharing in experimentation and analytics.

#### Support Needed

- Leadership support to scale internal upskilling programs and enhance access to collaboration and training resources.

# Business Enablement: Insights to Action

Thursday, February 27, 2025 6:59 PM

By Manager:

## **Create revenue & improve cost of acquisition**

- Co delivery of BU target of \$0.9bn incremental revenue opportunities via various experimentation programs in 2025
- Co delivery of Digital & Omni BU target of \$585M via various experimentation programs in 2025
- Co delivery of AI&D Personalization target of \$350M via various experimentation programs in 2025

## **Create transparency to the business about our book of work:**

- Developing and presenting our framework and end-to-end process to existing stakeholders to establish ways of working before the by Q2'2025
- Monthly readout on or experimentation projects and the value they drive for the business - Contribute to publish Experimentation & Optimization Monthly Digest each month of 2025
- Reduce spend, improve OpEx and create capital efficiencies
- Establish and implement Frameworks and End-to-End process for enterprise wide Experimentation Service

## **Improve efficiency and throughput across the analytics ecosystem**

- Work with BU & Finance teams to create standardized methodologies that quantify value of Experimentation Initiatives.
- Partners with Finance to create a standard approach for assessing value from experiments. Work with BU teams to share the methodology and impact from experiments. Ongoing through 2025.

## Mid-Year Progress Update: Business Enablement – Insights to Action

### 1. Revenue & Cost of Acquisition Initiatives

#### Progress:

- Collaborated with BU teams to launch multiple experimentation tracks (e.g., B360 Gridwall, VZ Engage) with measurable uplift on conversion metrics, contributing to significant incremental revenue impact.
- Supported Digital and Omni-channel initiatives by executing experimentation pilots focused on AI-based personalization (Digital Summaries) and model uplift analysis.
- Initiated exploratory analysis for AI&D personalization pilots, yielding early positive results in engagement, leading to ongoing pipeline expansion.

#### Challenges:

- Encountered delays in experiment deployment due to data integration dependencies; mitigation steps (e.g., pre-validation scripts, Adobe data exports) now in place.

#### Next Steps:

- Prioritize rollout of high-impact experiments (Digital Chat Summary, VZ Engage 2.0) in Q3/Q4.
- Collaborate more closely with BU leads to target revenue-driving initiatives and refine KPI alignment.

### 2. Transparency & Communication

#### Progress:

- Developed and evangelized the experimentation framework (including hypothesis design, metric validation, test-readout templates) to stakeholders across BU.
- Published monthly Experimentation & Optimization digests, summarizing business value, test outcomes, and actionable insights from key experiments (e.g., Gridwall).

#### Challenges:

- Engagement with digests has varied across functions; current format may not suit all stakeholder groups.

#### Next Steps:

- Refine digest structure using stakeholder feedback and usage analytics.
- Introduce richer insights and interactive formats (e.g., live dashboards, video summaries) to improve engagement.

### 3. Efficiency & Standardization

#### Progress:

- Collaborated with Finance and BU leads to define a unified framework for quantifying experimentation value.
- Conducted cross-functional workshops and learning sessions (e.g., GCP Bootcamp, Python Office Hours) to share reusable frameworks, improve

experimentation consistency.

Challenges:

- Inconsistent KPI definitions and experimentation maturity levels across BUs created standardization challenges.

Next Steps:

- Finalize and operationalize the standardized experimentation methodology, using templates and playbooks.
- Continue cross-BU enablement efforts to improve adoption and align measurement approaches.

Support Needed

- Leadership backing to scale cross-BU collaboration, especially for high-impact experimentation (Gridwall, Digital Summaries).
- Additional resourcing for data integration automation and tooling support to accelerate experimentation timelines.

# Enhance the Business Skills

Thursday, February 27, 2025 7:10 PM

## By Manager:

### Grow your Business Acumen

- Understand how the project translates in the Group, org or program objectives and the value it drives in \$ (Revenue, cost savings, call deflections etc.)
- Understand the experience and the architecture/ flow changes that the project or JIRA brings and make sure the changes we are designing are consistent with the larger framework

### Product Understanding

- Clearly understand the Product frameworks, roadmaps, features and use cases
- Independently Manage relationships with associated teams, reach for clarifications with POs, POCs
- Attend and conduct agile ceremonies as required. Support the reviews per the agenda

### VZ Landscape Awareness

- Explore and adapt to Wireline and Wireless space completely; should have access and overall knowledge on all applications supported
- Understand all the technical systems that interact with and create the data flow in the backend systems, Databases

### Technical Awareness

- Technical Product knowledge and the architecture
- System integration into the Application, Application architecture
- Be part of discussions/forums regarding technical architecture in order to stay updated on current and upcoming system/tool changes and have a sense of industry best practice Shared Resource Model
- Contribute to other projects up to 40% contribution (as needed), based on bandwidth
- Understand the domain, the expectations and maintain high delivery standards
- Willingness to learn and adopt the ways of working of the aligned team as well

## Mid-Year Progress Update: Enhance the Business Skills

### 1. Business Acumen & Value Delivery

#### Progress:

- Evaluated experimentation impact through detailed uplift analysis and KPI tracking for initiatives such as Digital Summaries and B360 Gridwall, linking test outcomes directly to revenue and engagement metrics.
- Developed simplified impact narratives that were incorporated into stakeholder presentations and digests to aid business decision-making.

#### Next Steps:

- Build a cross-functional impact tracking mechanism that maps outcomes of A/B tests to quarterly business performance goals.

### 2. Product Understanding

#### Progress:

- Worked closely with Product Owners across Digital Chat Summaries and VZ Engage, helping clarify model objectives, user touchpoints, and measurable success outcomes.
- Created a metrics taxonomy that bridged experimentation KPIs with product intent for clear prioritization.

#### Next Steps:

- Partner with product teams to embed experimentation into early product ideation and ensure testability of future features.

### 3. VZ Landscape & Technical Awareness

#### Progress:

- Acquired deep familiarity with Adobe Analytics, GCP BigQuery, and AI/ML pipelines used in Verizon experimentation projects.
- Participated in system walkthroughs and backend data lineage discussions to map metrics flow for key experiments like Gridwall model deployment.

#### Next Steps:

- Develop a self-serve onboarding resource for new team members on Verizon's experimentation ecosystem and tooling setup.

#### 4. Shared Resource Model & Delivery Standards

##### Progress:

- Provided cross-project support by building reusable experiment templates, standardizing test readout decks, and mentoring teams during GCP and Python Office Hours.
- Flexibly contributed to high-priority business units based on immediate experimentation needs, balancing delivery and enablement.

##### Next Steps:

- Identify systemic gaps in delivery processes across teams and propose workflow enhancements using modular analytics assets.

##### Support Needed

- Greater access to architecture-level documentation to improve technical-decision context during test planning.
- Inclusion in early-stage planning of experimentation use cases to align resources and maximize value delivery.



# Transform the way we work

Thursday, February 27, 2025 7:11 PM

## By Manager:

### Operational Efficiency

- Help the team meet the Turnaround Time (TAT). No escalations on the Deliverables (~90%). Minimize defects
- Measure and document all new implementations in terms of effectiveness and benefits it brings
- Create a clear POC mapping and also escalation matrix

### Knowledge Sharing

- Participate in Brown Bag/workshops to increase portfolio level awareness of tools/processes/practices. Do cross domain trainings (min 4 a year, more for a larger team)

### Building SME Knowledge

- Build SME/Lead level proficiency in a particular area to drive best practices and efficiencies and share with the team
- Lead discussions for new tool/product/capability discussion
- Patent focus in the specific domain

## Mid-Year Progress Update: Transform the Way We Work

### 1. Operational Efficiency

#### Progress:

- Delivered high-quality outputs across time-sensitive experiments (e.g., B360 A/B Test) with over 90% on-time analysis completion, avoiding escalations through pre-launch validations and automated QA scripts.
- Designed and rolled out a POC matrix and documentation workflow for tracking experiment ownership and reducing dependency bottlenecks across analytics pods.

### 2. Knowledge Sharing

#### Progress:

- Conducted multiple Python Office Hours and cross-functional GCP training sessions, empowering 30+ offshore team members with hands-on exposure to analytics tooling and statistical experimentation.
- Shared reusable resources like Jupyter notebooks, SOAR decks, and experiment playbooks, establishing a culture of peer learning and scalable enablement.

### 3. Building SME Knowledge

#### Progress:

- Developed SME-level capability in experimentation design, Bayesian methods, and Adobe Analytics measurement, enabling independent execution of complex A/B testing scenarios.
- Led internal discussions on test result interpretation frameworks, non-parametric alternatives, and dynamic decision-making, contributing to innovation and critical thinking within the team.

#### Next Steps

- Implement monitoring metrics for test result turnaround time (TAT) and analytical coverage per quarter.
- Expand SME efforts into advanced domains such as dynamic testing boundaries and intent-based control group construction.
- Explore authorship or IP contribution opportunities in experimentation frameworks and analytics automation.

#### Support Needed

- Continued access to technical training platforms and documentation systems.
- Leadership support for scaling SME initiatives across pods and promoting innovation-led development tracks.

# Developmental Goals

Monday, June 23, 2025 11:04 AM

By Manger:

## Business & Analytical Skills Development

- **Develop a Standardized KPI Framework for Experimentation:** Define, measure, and implement a structured KPI framework for evaluating A/B tests in lead management and customer engagement.
- **Enhance Data Storytelling Skills:** Complete the Data Visualization course/specialization (Looker/Adobe-focused course) to improve data storytelling and communication.
- **Gain Expertise in Multi-Touch Attribution (MTA) and Customer Journeys:** Take an Advanced Marketing Analytics course to improve attribution modeling and customer journey analysis.

## Collaboration

- **Mentor team on Python & Statistics for Data Science:** Conduct structured session on Python and Statistics, integrating Google Data Analytics Professional Certificate learnings.

## Volunteering

- Contribute to our communities by participating in at least 8 hours of community service or related engagements.

### Mid-Year Progress Update: Developmental Goals

#### 1. Business & Analytical Skills Development

##### Standardized KPI Framework

- Defined and applied a structured KPI taxonomy for experimentation programs across initiatives like B360 Gridwall and VZ Engage, focusing on conversion, engagement, and transaction metrics.
- Piloted the framework in two experiments and began documenting learnings for Q3 refinement.

##### Data Storytelling

- Integrated Adobe Analytics and Looker visualizations into stakeholder readouts, enhancing narrative clarity and decision impact.
- Used insight layering techniques to communicate experiment success and test prioritization to leadership teams.

##### Multi-Touch Attribution & Customer Journeys

- Enrolled in advanced coursework on attribution modeling and customer journey analytics, bridging gaps between experimentation metrics and user lifecycle understanding.
- Began applying learnings to interpret Digital Summary performance across interaction stages.

#### 2. Collaboration

##### Mentoring

- Conducted structured sessions on Python and applied statistics, as part of the Python Office Hours initiative.
- Incorporated real-world experimentation datasets from Verizon to illustrate statistical concepts like hypothesis testing, t-tests, and p-value interpretation.

#### 3. Volunteering

##### Community Engagement

- Participated in community mentoring and analytics knowledge-sharing initiatives; [insert actual hours], aiming to exceed Verizon's 8-hour annual engagement goal.

##### Next Steps

- Roll out refined KPI framework for broader adoption across experimentation use cases.
- Complete remaining coursework and translate advanced attribution concepts into usable analytics frameworks.
- Continue mentoring efforts and expand reach through structured curriculum and hands-on projects.

##### Support Needed

- Continued access to advanced analytics training content and leadership support for scaling internal mentoring initiatives.