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# YOUR DATA ADVENTURE

## Advanced Use Cases for Analytics

Archana Ganapathi

Analytics Practice Manager

James Hodge

Big Data and Business Analytics Lead

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# About Us

**Archana Ganapathi, Analytics Practice Manager** – Archana has been at Splunk for 4 years, and has built various analytics features in the product including Data Models and Pivot. Before Splunk, she gained extensive experience in analyzing large production datasets and modeling system behavior at Microsoft as well as HP Labs. Archana received her PhD in Computer Science from UC Berkeley in 2009. Her research explored data-driven techniques for predicting and optimizing performance of parallel systems including decision support databases, multicore processors and MapReduce.

**James Hodge** is the Lead for Big Data and Business Analytics, EMEA, at Splunk, where he works with customers to architect solutions that help to deliver on their business objectives. James' previous roles include several years as an Expert Technical Consultant at HP/Autonomy, as well as at IBM, giving him a wealth of experience working with large customers across the public and private sectors. James specializes in engaging with customers to guide them through their data analytics journey from CxO level through to IT teams and system integrators implementing solutions.

# Agenda

- Analytics for the Business
- Customer Success Stories
- Splunk Analytics Capabilities
- Demos
- Summary/Best Practices

# What Do We Mean by “Analytics”?

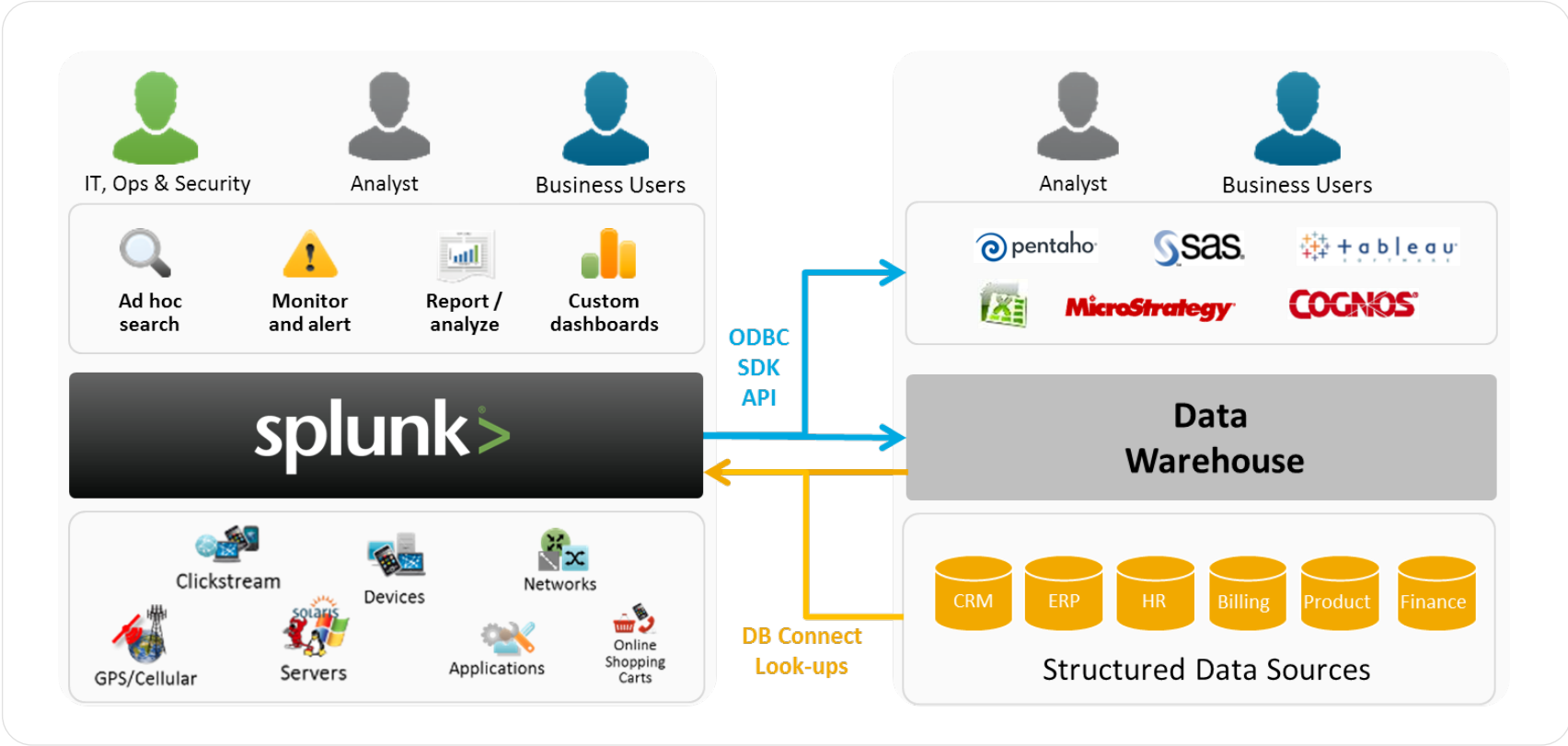
- Mine data to derive actionable insights and drive decision making
- Enable/facilitate data exploration
- Effectively visualize/communicate analysis results

# Analytics for the Business

- High value use cases
- Persona-based approach
- Data mash-ups
- Enterprise-wide user adoption



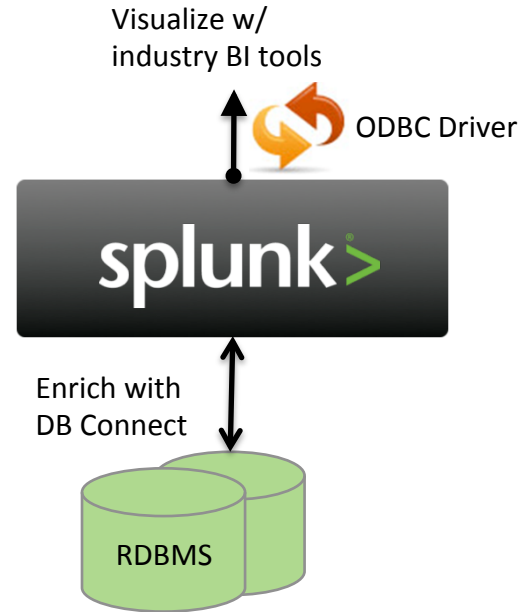
# Analytics Ecosystem



# Example Use Cases

Easy/Out of the Box	Medium/Requires Some Tinkering
A/B Testing	Custom Visualizations
Trend Analysis	Sentiment Analysis
Anomaly Detection	Predictive Modeling
Root Cause Analysis	Conversion Funnel/Pathing
Topic Classification	
Market Segmentation	
Trend Forecasting	
Correlate Data From 2+ Sources	
Data Munging & Normalization	
KPI & Executive dashboards	

# Path to Analytics Success



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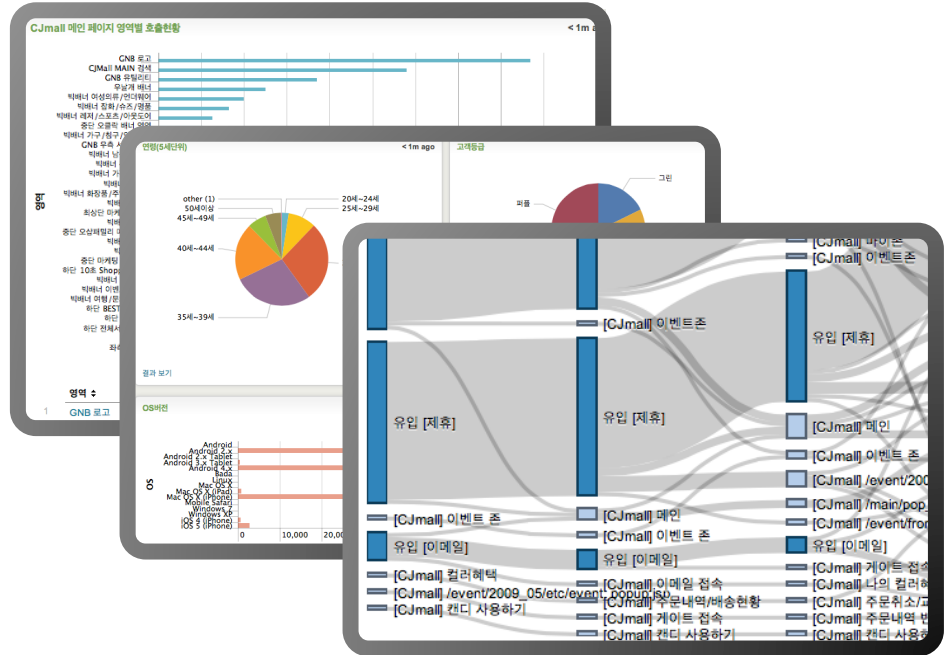
“High Value”  
Customer Use Cases

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# Pathing/Customer Journeys

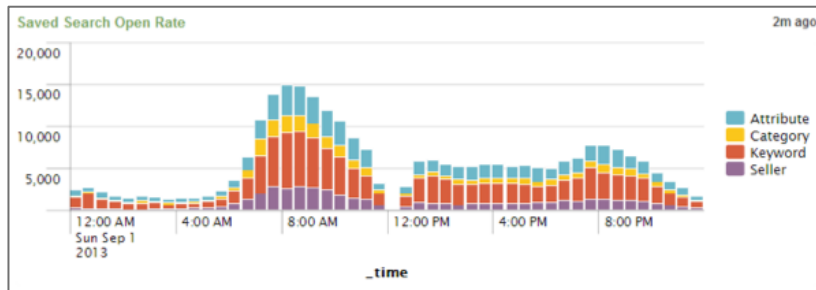
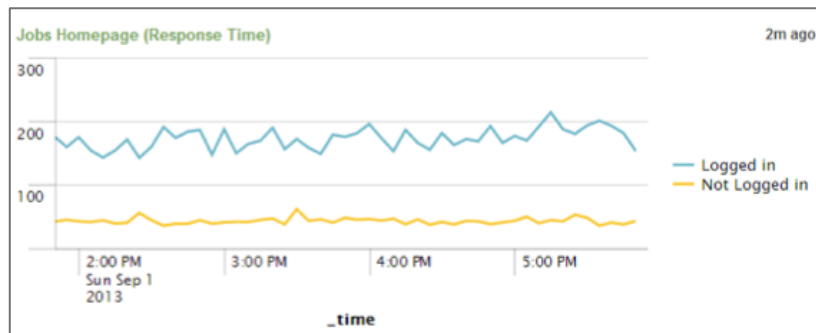
- Measure customer attention to specific areas of content
- Analyze click throughs and how they navigate to CJ mall
- Track and analyze mobile shopping customers in real time



Data Sources: weblogs, clickstream logs, mobile (usage, performance) logs

# Data Enrichment

- Understanding site response time and impact of site response on user engagement, conversion
- User demographics and traffic analysis
- Real-time error reporting
- Image upload and render times
- Feature adoption and usage
- Enriching clickstream data with CRM data



Data Sources: weblogs, clickstream data, structured data input from RDBMS

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How does Splunk  
fit in?

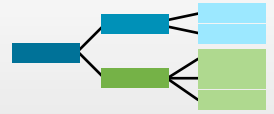
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# Splunk Features for Advanced Analytics



## Data Model

Data Models add structure and meaning to unstructured machine data



## Pivot

Lets non-technical users drag and drop to construct charts, graphs and dashboards



## Analytics Store

Acceleration technology delivers up to 1000x faster analytics over Splunk Enterprise 5



# Connectors to External Tools and Systems



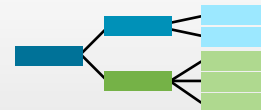
**ODBC  
Driver**

Enables connections to external tools like Excel, Tableau and other visualizations



**DB  
Connect**

Pull data from structured data sources like RDBMS systems and APIs like SFDC



**Hunk**

Seamless batch and historical analytics on data in Hadoop & NoSQL datastores



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Demos

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# Demo 1: Analytics Executive Dashboard

- “How effective are my campaigns?”
- Simple viz tweaks for effective communication
- Value of insights from multiple data sources
- Landing dashboard + open in pivot for segmentation/follow up questions

# Demo 2: Pathing/Customer Journey Analytics

- “What are my customers actually doing?”
- Search language tips and tricks for stages of journey
- Visualizing results in Splunk + D3

# Demo 3: Data Enrichment + Export to Visualize

- “How many of my leads are interested?”
- Stream + web logs + DB calls
- DBConnect to enrich data
- Visualize search results from Tableau

# Best Practices for Splunk Analytics Adoption

- Understand end-to-end requirements
- Build a landing dashboard + datamodel/pivot access for each department
- Constrain dashboard time range options
- Move minimal data in/out of Splunk
- Lock down search/data access

# A Lesson from Big Bang Theory...

# Splunk Business Analytics



> **New class of data for Business Analytics**



> **Enrich machine data with structured data**



> **Real-time business insights**



> **Complement traditional BI tools**



> **Leverage Hadoop for Historical Analytics and Retention**

## Personas



**Line of Business / PM / Marketing**



**Data Scientists / Analysts**



**Operations / Core IT**

# Other Relevant .conf Talks

- Splunk for Data Science
- Video and Mobile Insights at Comcast
- Delivering comprehensive web analytics and improving user experience with Splunk
- How Home Depot uses Machine Data and Wire Data for interconnected retail
- Visualize your Splunk data using Tableau and ODBC driver

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Questions?

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THANK YOU

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