

Analytics At Speed

Laura Vetter

VP of Analytics & Splunk Ninja Sensei, Kinney Group

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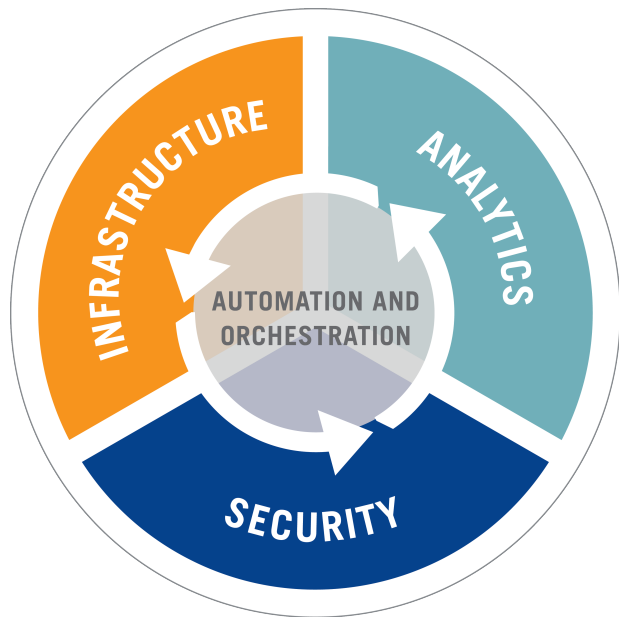
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Agenda

- Who is Kinney Group?
- Generalizing Four (4) IoT Use Cases
- Splunking an IndyCar
 - Racing History
 - Project Recap
 - Sneak Peek to Next Season

Who is Kinney Group?

We harness the power of IT in the cloud to improve lives



- Design & build analytics infrastructure
- Develop of dashboards & reports
- Security analytics & process integration

Generalizing Four (4) IoT Use Cases

1. Factory Floor
2. Just-In-Time Inventory Sparing
3. Business Management
4. Sports Analytics



Regardless of the IoT use case, find the “IT” factor...

(1.) Factory Floor

- Real-time inventory management
- Line Pacing Problems
- Productivity assessment
- Pacing assessment
- What matters right now?



(2.) Just-In-Time Inventory Sparing

- High cost of redundant on-site spares
- End-of-Life issues are exacerbated
- What factors determine root cause of failure?
- How is best to approach the problem?



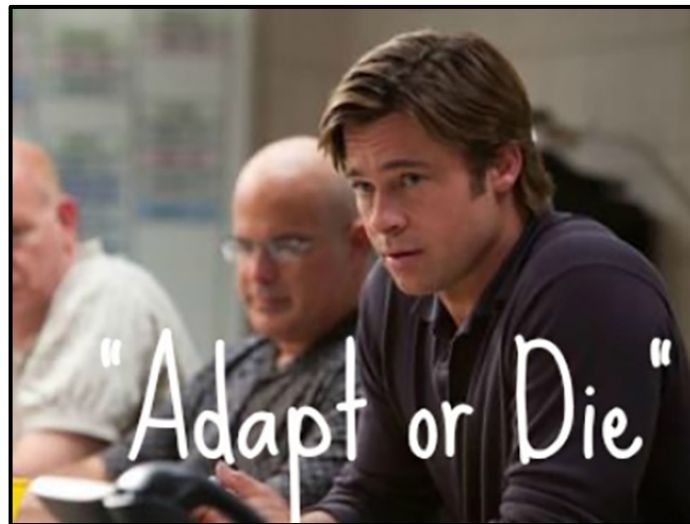
(3.) Business Management

- What is happening at the ground level of the business?
- Decision focused analytics (analytics that help leaders make decisions)
- Demystifying operations, sales, finance



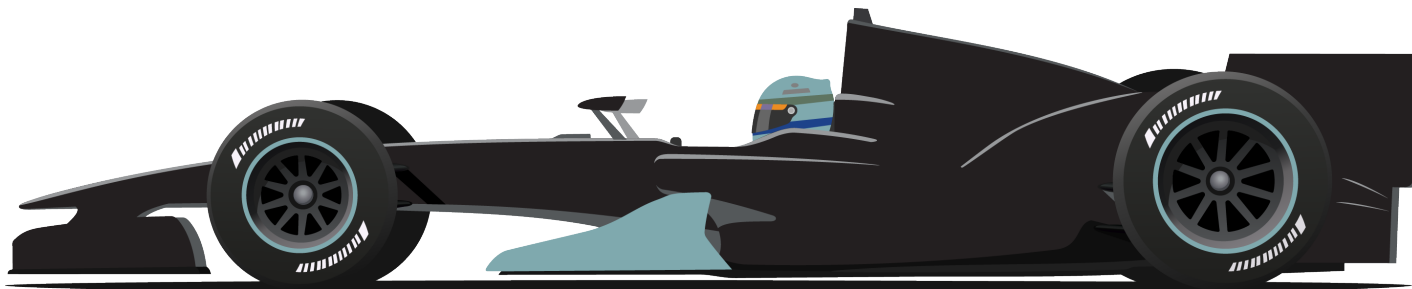
(4.) Sports Analytics

- Power of insights on sports
- New ways of collecting
- Figuring out what matters?
- What can this do for Racing?



What is IndyCar?

- Open-wheel racing league, lap speeds of 147MPH
- The Birthplace: Indianapolis Motor Speedway
 - Constructed: 1909
 - Track distance: 2.5 miles
 - Lap duration: 1 minute
- 2016 was the 100th running of the Indianapolis 500



Overview Of The Indycar Initiative

- History of IndyCar Racing
- What was the problem?
- Working with non-IT Domain Experts
- Introducing Machine Learning (ML) App
- The run-up to race day
- Race Day Insights



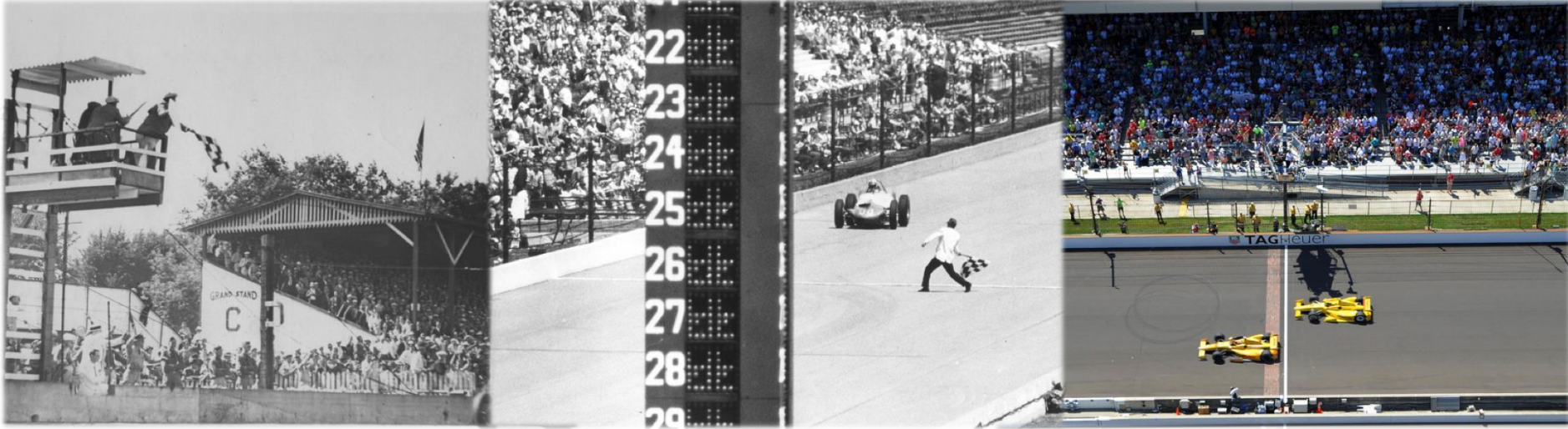
We've Come A Long Way, Baby

- From Dirt, to Bricks, to Asphalt, to Concrete



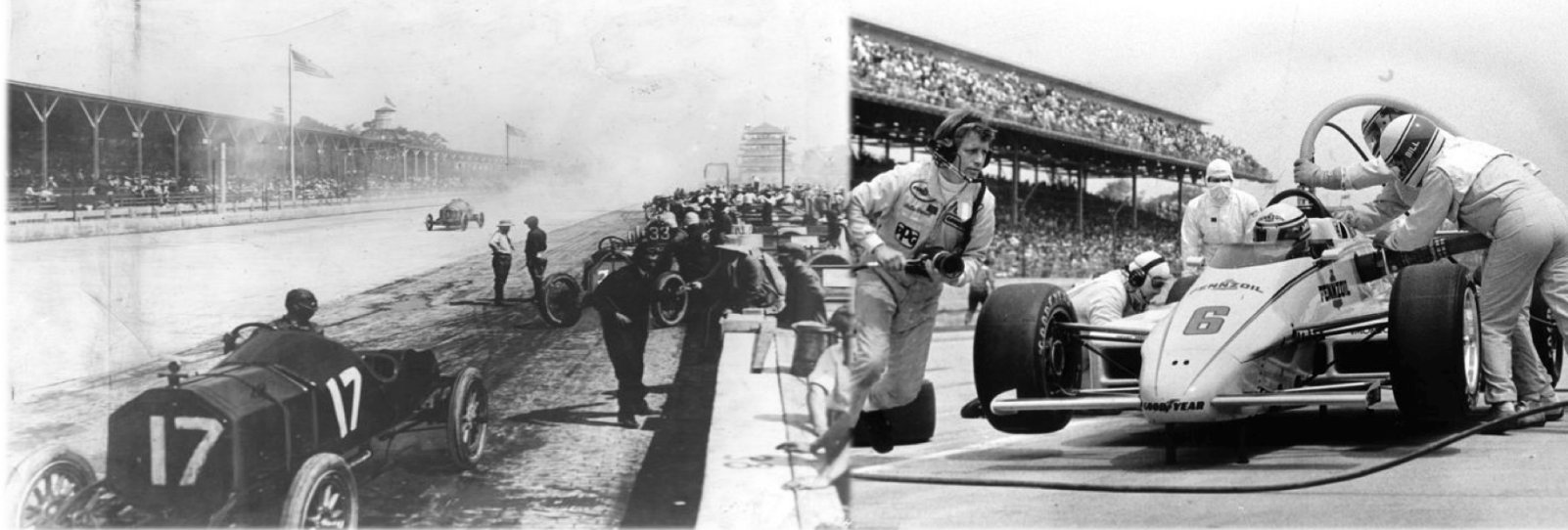
Dispersing Race Information

- Flaggers, Flag Stands, Light Switches to Mission Control

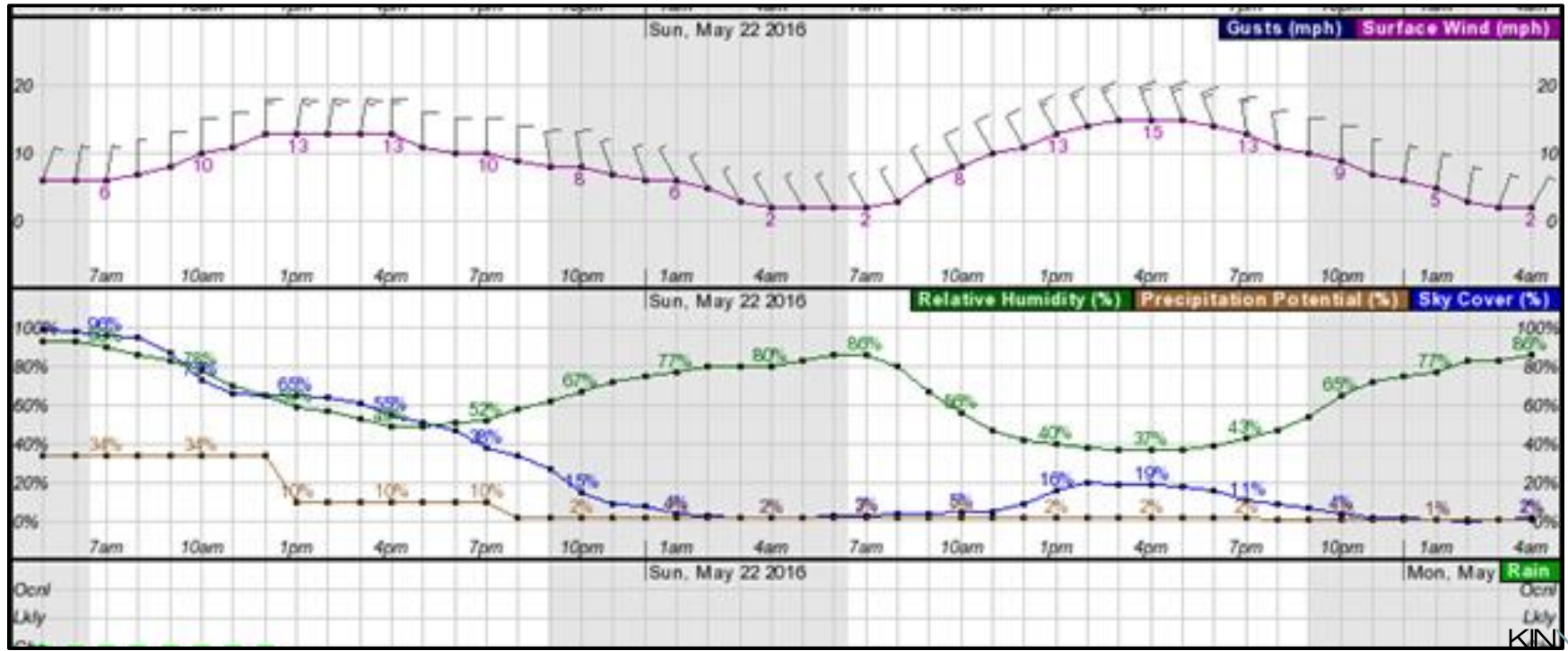


Access to Actionable Intelligence

- Four Senses and Elbow Grease to Information Overload

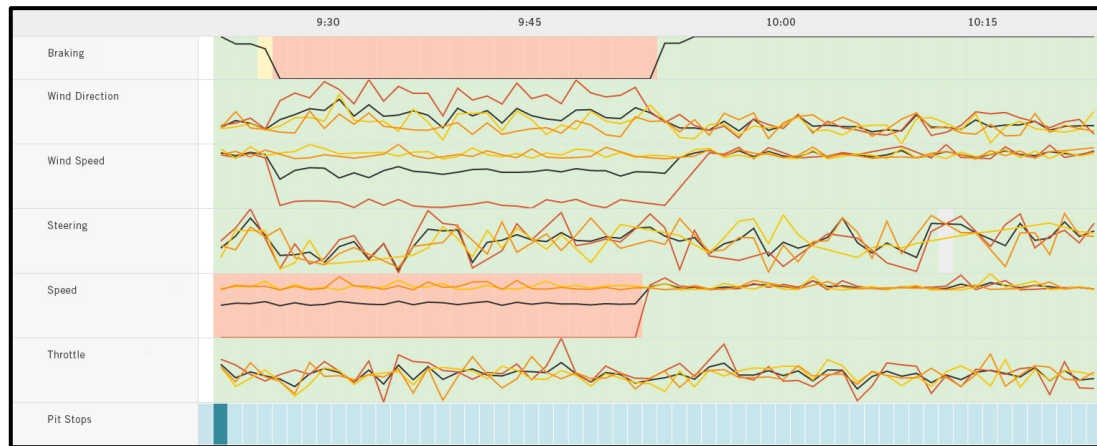


Race Teams Use Complex Spreadsheets, Too



So, Why Splunk An IndyCar?

- Painlessly correlate data from disparate sources
- Leverage a “Single Pane of Glass”
- Next-level correlations



Working With Non-IT Domain Experts

- Help them see value and potential
- Play. Test. Try things out
- Prioritize highest business value
- Leadership team support is key
- How do stakeholders overcome the IT language barrier?

How Splunk Works On An IndyCar

Collect, index, and correlate machine data...to create intel in real-time.



Take In Historical Data

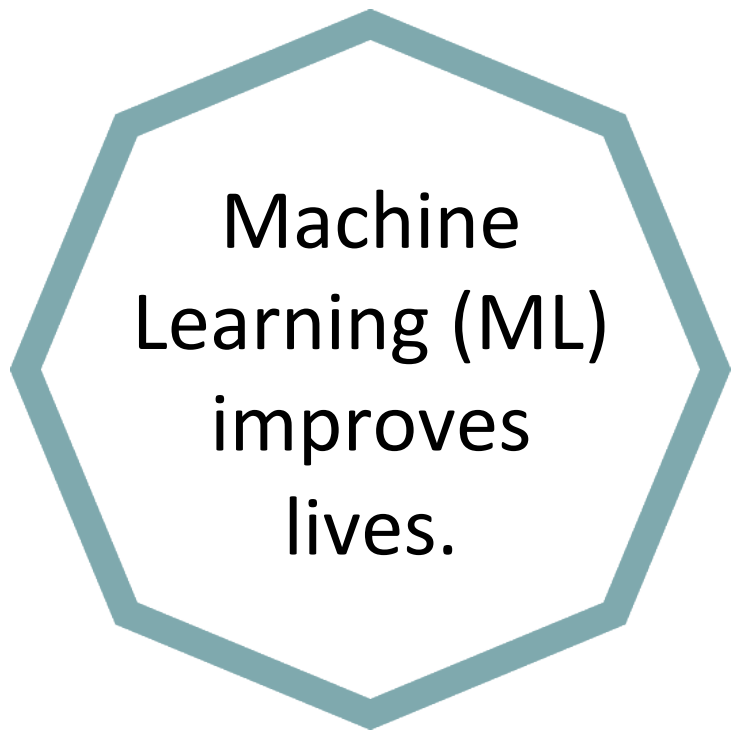
Compare to Current

Predictions based on
time slices

Machine Learning –
find what matters

What to look at –
right now!

Introduce Machine Learning (ML) Into IoT



...But, not so fast!

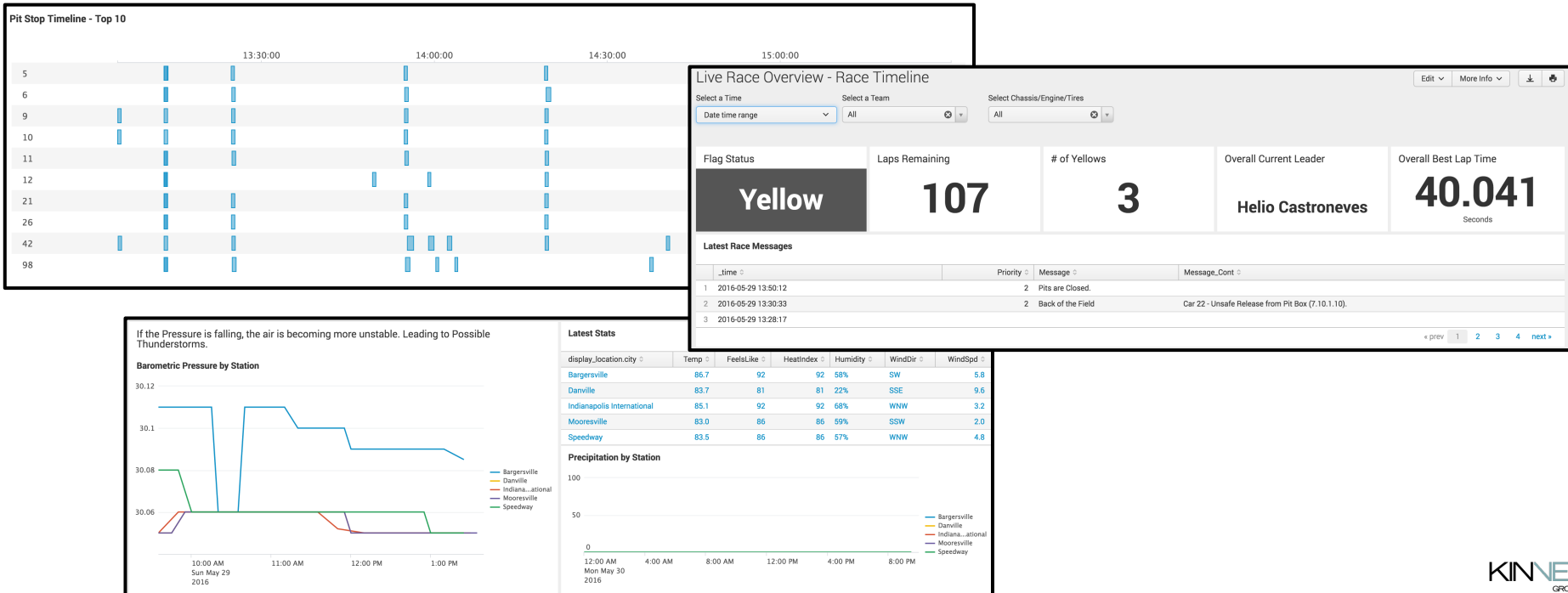
Machine Learning Insights

- Machine Learning App Overview
- If you put in every weather metric available, can you predict the weather?
- Can you do it with a regression model that makes sense?



Race Day Insights

The Race Move FAST! Teams need to know what the goals are.



What Are We Going To Look At Next Season?



THANK YOU

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