



Splunking the Stock Market

How I beat the S&P 500 in 2017!

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During the course of this presentation, we may make forward-looking statements regarding future events or the expected performance of the company. We caution you that such statements reflect our current expectations and estimates based on factors currently known to us and that actual events or results could differ materially. For important factors that may cause actual results to differ from those contained in our forward-looking statements, please review our filings with the SEC.

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Jon Nussbaum



- Senior Sales Engineer, Splunk Inc.
 - Former Systems Engineer and Splunk customer
 - Likes solving complex problems with data
 - Started actively managing my own portfolio in 2013

Disclaimer

I am not a registered investment advisor (RIA)

Not all comments made throughout this presentation will apply to anyone specifically

Nothing said should be taken as investment advice

Nothing said is an offer to buy or sell securities

Where appropriate, investors should read a prospectus before investing

The Journey

Profit!

Execution

Fine Tuning

Goal Setting

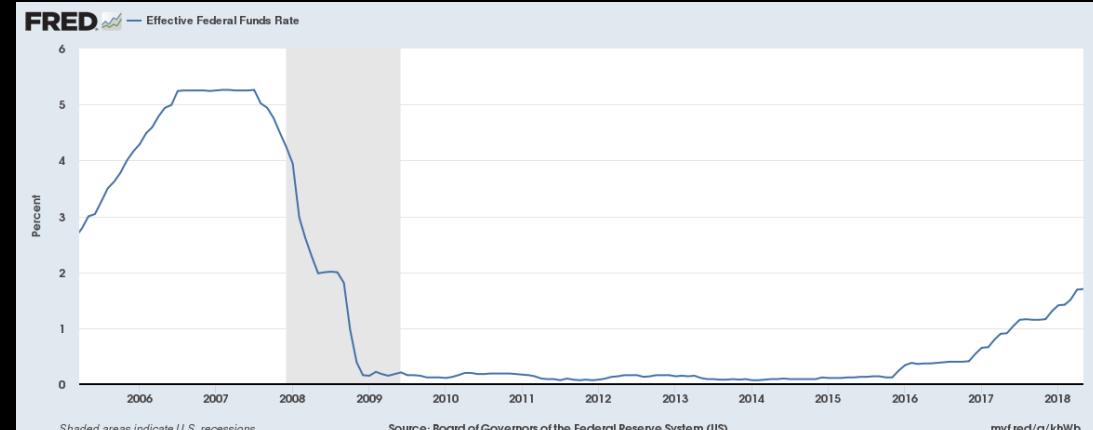
Vision

Strategy Development



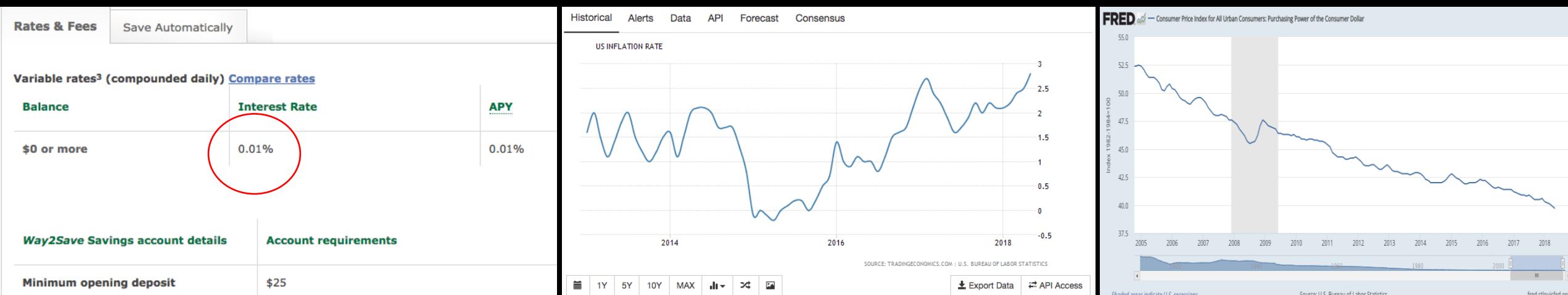
So this happened.....

Then this.....



Rates & Fees	Save Automatically
Variable rates ³ (compounded daily) Compare rates	
Balance	Interest Rate
\$0 or more	0.01%
APY	0.01%
Way2Save Savings account details	Account requirements
Minimum opening deposit	\$25

I'm not a mathematician but...





Money, meet Stocks.



Let's Beat the Market!

The S&P 500



500

US
Companies



505

Common
Stocks



11

Sectors



9.8%

Average
Annual
Return

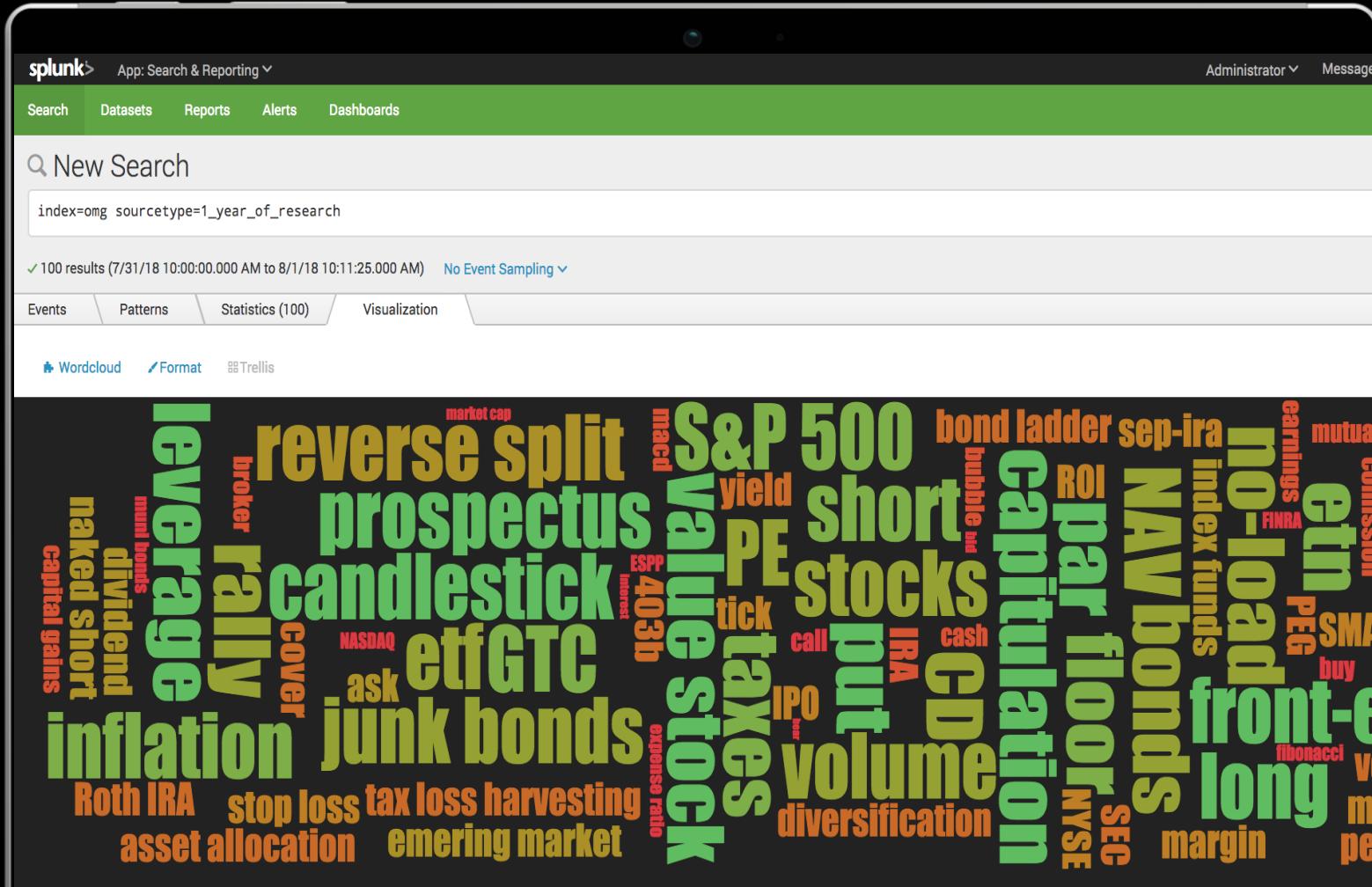


21.83%

Total Annual
Return
Including
Dividends
CY 2017

./learn_about_stocks.sh

There is a ton of information out there!



- ▶ Websites
- ▶ Podcasts
- ▶ Books
- ▶ Forums
- ▶ Friends / Family
- ▶ TV

```
[ 97.134322] code. 00 00 00 00 00 00 00 00 00 00 00 00 ac c  
00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00 00  
c0 f7 74 70 c0 f7 40 10 80 f7 40 10 80 f  
[ 97.149858] EIP: [<f780000f>] 0xf78000  
[ 97.152388] ---[ end trace ca143223eef  
[ 97.153402] Kernel panic - not syncing
```

How about this guy, what's his secret?



“The most important investment you can make is in yourself.”

-Warren Buffett

“It's far better to buy a wonderful company at a fair price than a fair company at a wonderful price.”

-Warren Buffett

Value Investing

What to look for when investing

Metrics

- ▶ Margins
- ▶ ROA / ROE
- ▶ EBITDA
- ▶ Yield
- ▶ Market Cap
- ▶ Cash Flow

Ratios

- ▶ P/E, Forward P/E
- ▶ PEG
- ▶ P/S
- ▶ P/B
- ▶ P/FCF
- ▶ EPS

Where's the data?

And can we Splunk it?

- ▶ Investopedia Stock Simulator
 - Scrape Website data
 - Automation Testing App
 - <https://splunkbase.splunk.com/app/1466/>
 - ▶ Individual Stock Metrics
 - Secret Sauce (thanks Google!)
 - Scripted Input



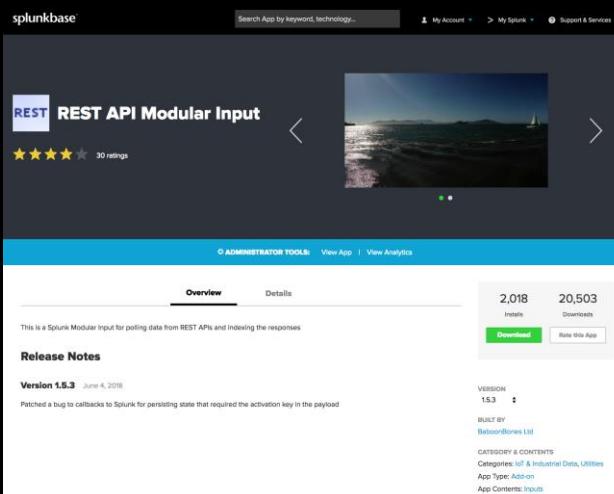
Other Data Sources

Currently in testing

► Social Media

- Twitter
 - REST API Mod Input

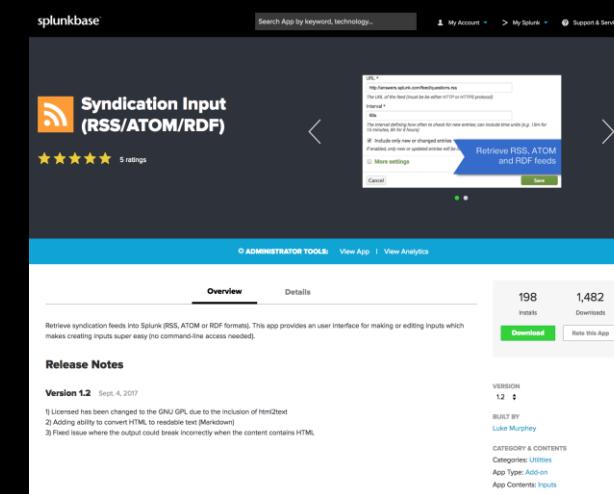
<https://splunkbase.splunk.com/app/1546>



▶ News Feeds

- Federal Reserve RSS Feed
 - Syndication Input

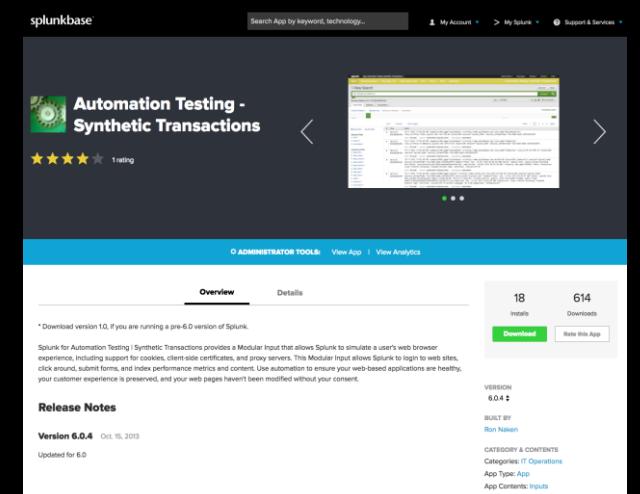
<https://splunkbase.splunk.com/app/2646/>



► Earnings Calendar

- Found on the internet
 - Automation App

<https://splunkbase.splunk.com/app/1466/>



Demo

Data Collection Strategy
&
The \$1,000,000 Dashboard



Results

Data in the front, Party in the back





STOCK PORTFOLIO

						Trade Stock	Symbol Lookup	Watchlist	How-To Guide
	Symbol	Description	Qty	Purchase Price	Current Price	Total Value	Today's Change		Total Gain/Loss
[+]	Sell AFSI	AMTRUST FINANCIAL SERVICES INC.	200	\$16.77	\$12.55	\$2,510.00	-\$28.00(-1.10 %) ▼	- \$843.98(-25.16 %) ▼	
[+]	Sell OFG	OFG BANCORP	300	\$10.93	\$9.15	\$2,745.00	\$2,745.00(0.00 %) ↑	- \$532.50(-16.25 %) ▼	
[+]	Sell DHI	D.R. HORTON, INC.	180	\$32.82	\$52.04	\$9,367.20	\$192.60(2.10 %) ↑	\$3,460.50(58.59 %) ↑	
[+]	Sell NTT		130	\$44.14	\$44.14	\$5,738.20	\$0.00(0.00 %)	\$0.00(0.00 %)	
[+]	Sell PHM	PULTEGROUP, INC.	140	\$23.14	\$34.52	\$4,832.80	\$119.00(2.52 %) ↑	\$1,593.20(49.18 %) ↑	
[+]	Sell MOV	MOVADO GROUP, INC.	140	\$23.75	\$32.45	\$4,543.00	\$140.00(3.18 %) ↑	\$1,218.00(36.63 %) ↑	
[+]	Sell VLO	VALERO ENERGY CORPORATION	75	\$67.20	\$94.55	\$7,091.25	\$30.00(0.42 %) ↑	\$2,051.06(40.69 %) ↑	
[+]	Sell MS	MORGAN STANLEY	100	\$42.14	\$54.20	\$5,420.00	\$27.00(0.50 %) ↑	\$1,206.00(28.62 %) ↑	
[+]	Sell AL	AIR LEASE CORPORATION CLASS A	140	\$37.44	\$49.80	\$6,972.00	\$191.80(2.83 %) ↑	\$1,730.40(33.01 %) ↑	
[+]	Sell ORI	OLD REPUBLIC INTERNATIONAL CORPORATION	120	\$19.91	\$19.83	\$2,379.60	\$8.40(0.35 %) ↑	- \$9.60(-0.40 %) ▼	
[+]	Sell CAA	CALATLANTIC GROUP, INC.	120	\$36.20	\$62.27	\$7,472.40	\$147.60(2.02 %) ↑	\$3,128.40(72.02 %) ↑	
[+]	Sell CVG	CONVERGYS CORPORATION	120	\$20.55	\$22.70	\$2,724.00	-\$14.40(-0.53 %) ▼	\$258.60(10.49 %) ↑	
[+]	Sell CHA	CHINA TELECOM CORP. LTD. SPONSORED ADR CLASS H	100	\$48.43	\$47.83	\$4,783.00	-\$4.00(-0.08 %) ▼	- \$60.00(-1.24 %) ▼	
[+]	Sell JLL	JONES LANG LASALLE INCORPORATED	50	\$106.80	\$154.45	\$7,722.50	\$94.50(1.24 %) ↑	\$2,382.50(44.62 %) ↑	
[+]	Sell PRU	PRUDENTIAL FINANCIAL, INC.	65	\$105.70	\$123.72	\$8,041.80	\$143.65(1.82 %) ↑	\$1,171.30(17.05 %) ↑	
[+]	Sell ALLY	ALLY FINANCIAL INC	140	\$20.22	\$30.50	\$4,270.00	\$61.60(1.46 %) ↑	\$1,439.20(50.84 %) ↑	
[+]	Sell ESV	ENSCO PLC CLASS A	1000	\$8.40	\$7.36	\$7,360.00	\$240.00(3.37 %) ↑	- \$1,037.30(-12.35 %) ▼	
[+]	Sell R	RYDER SYSTEM, INC.	100	\$73.50	\$89.30	\$8,930.00	\$213.00(2.44 %) ↑	\$1,580.50(21.50 %) ↑	
[+]	Sell PKOH	PARK-OHIO HOLDINGS CORP.	150	\$35.70	\$47.00	\$7,050.00	\$135.00(1.95 %) ↑	\$1,695.00(31.65 %) ↑	
[+]	Sell BG	BUNGE LIMITED	50	\$79.56	\$70.44	\$3,522.00	\$52.50(1.51 %) ↑	- \$456.00(-11.46 %) ▼	
[+]	Sell MGA	MAGNA INTERNATIONAL INC.	120	\$42.00	\$57.76	\$6,931.20	\$106.80(1.56 %) ↑	\$1,891.20(37.52 %) ↑	
Total						\$4,602.05(4.18 %) ↑	\$21,866.48 (22.19 %) ↑		

We Beat the S&P 500!

We did it fam!



21.83%

S&P 500
Total Annual
Return
Including
Dividends
CY 2017



22.19%

My Splunk
Powered
Portfolio
Without
Dividends
CY 2017



23.99%

My Splunk
Powered
Portfolio
With
Dividends
CY 2017



Key Takeaways

It's your turn now!

1. Start with a goal
2. Splunk all the data
3. Create searches that yield actionable results
4. Win!

Thank you!

Any Questions?

Thank You

Don't forget to **rate this session**
in the .conf18 mobile app

