Turkey Dash

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Claps: 75

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We have a dashboard that plots the every-two-seconds P95 latency that each of six categories of clients see when calling our metrics service. Itâ€™s one of hundreds of dashboards we watch like a turkey over BFCM.
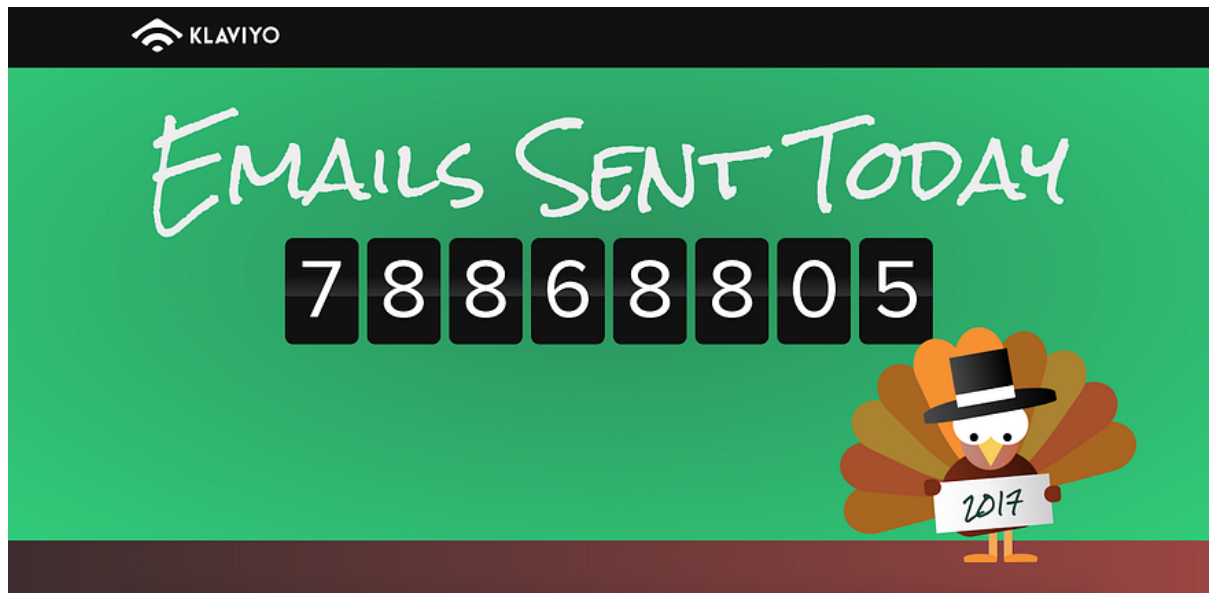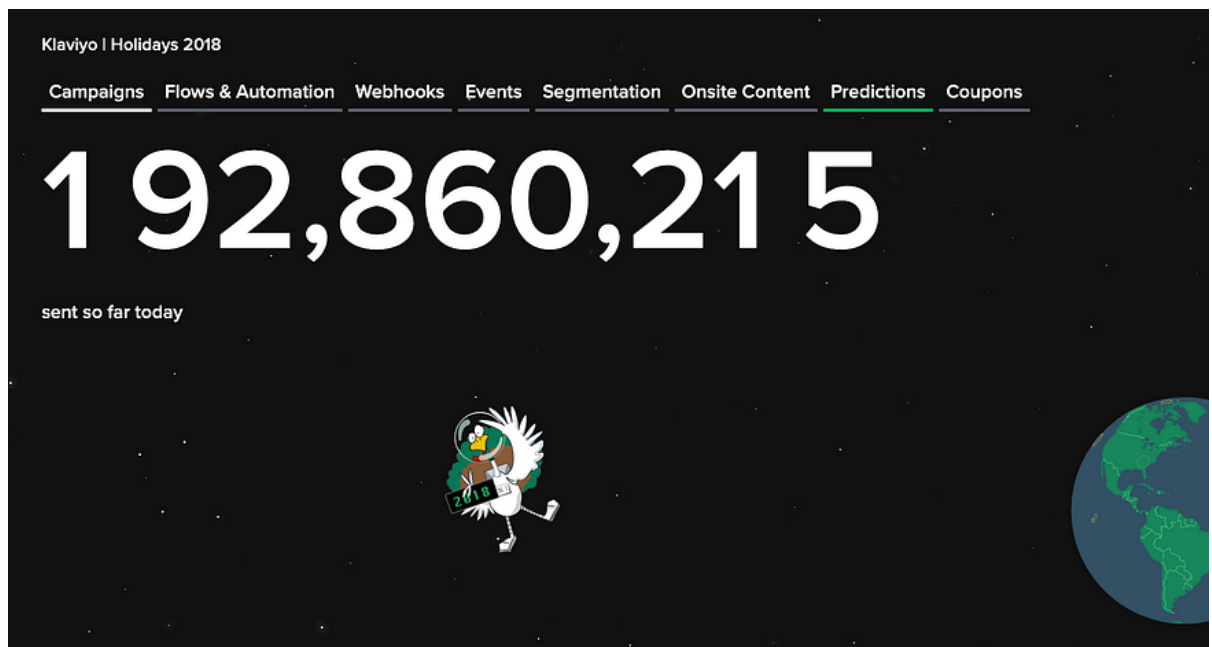

Our rolling wall of dashboards in 2017

But in this post I want to talk about our less serious **turkey dashboard**. This is a fun tradition we started in 2017. Hereâ€™s where the idea came from. Youâ€™re at Thanksgiving and your uncle turns to you, â€œSay, my dear niece, what does that startup whose name I can never pronounce that youâ€™re so excited about do?â€ You pull out your phone and show your uncle how many emails we sent, how many segments we calculated, and how many events we received during the holiday up to that minute. â€œWow,â€ your uncle says, â€œI had no idea of the scale,â€ and serves himself another mound of mashed potatoes.

Each year an engineer and a designer partner to create a turkey dashboard whose design they keep secret until the day before Thanksgiving. Animations, easter eggs, and sound effects are not uncommon!
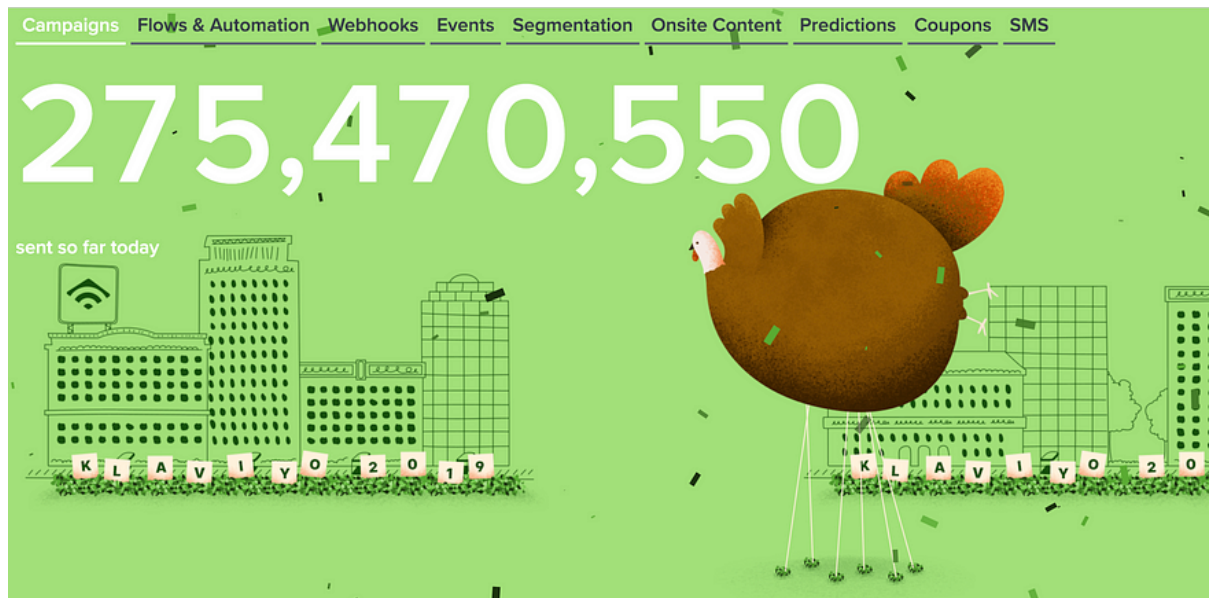
Hereâ€™s a screenshot from 2017 when the tradition started:

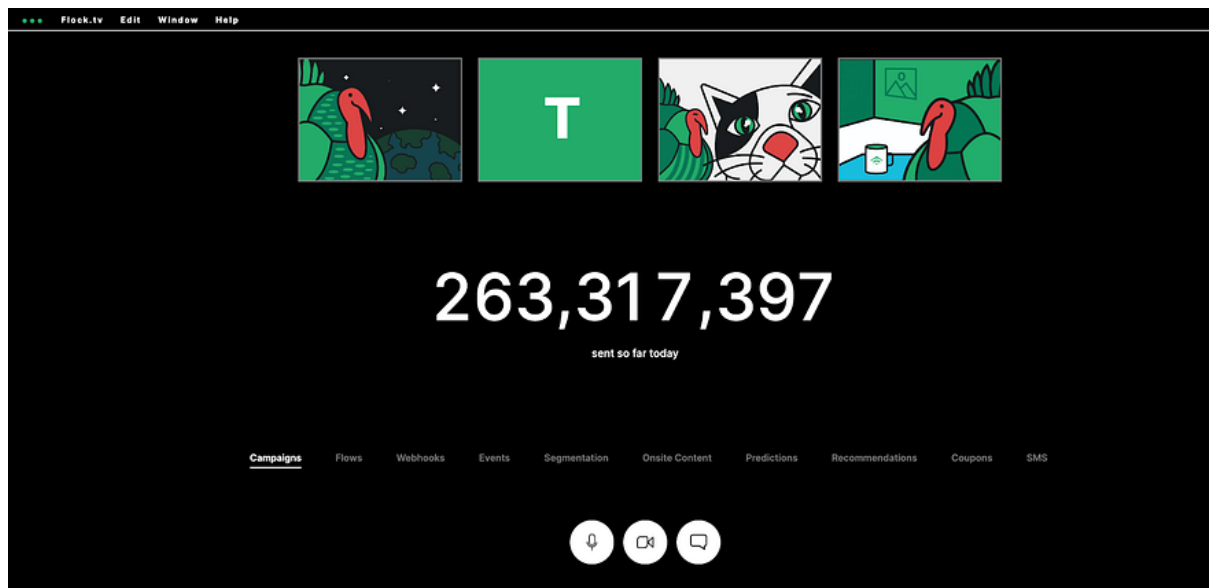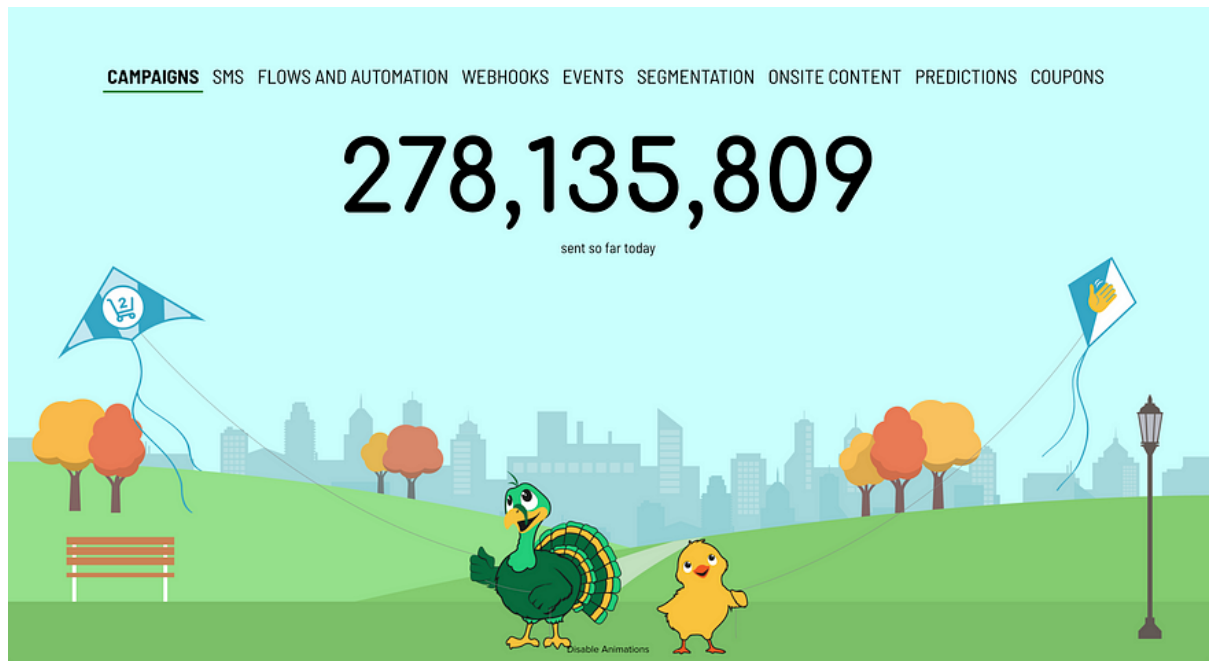2018:

2019:

2020 (nod to a year of online meetings):

2021:

2022: Iâ€™ll get to see it tomorrow along with the rest of Klaviyo.

Wishing everyone a Happy Thanksgiving!

A different type of turkey dash. (We have a lot of turkeys around Boston.)