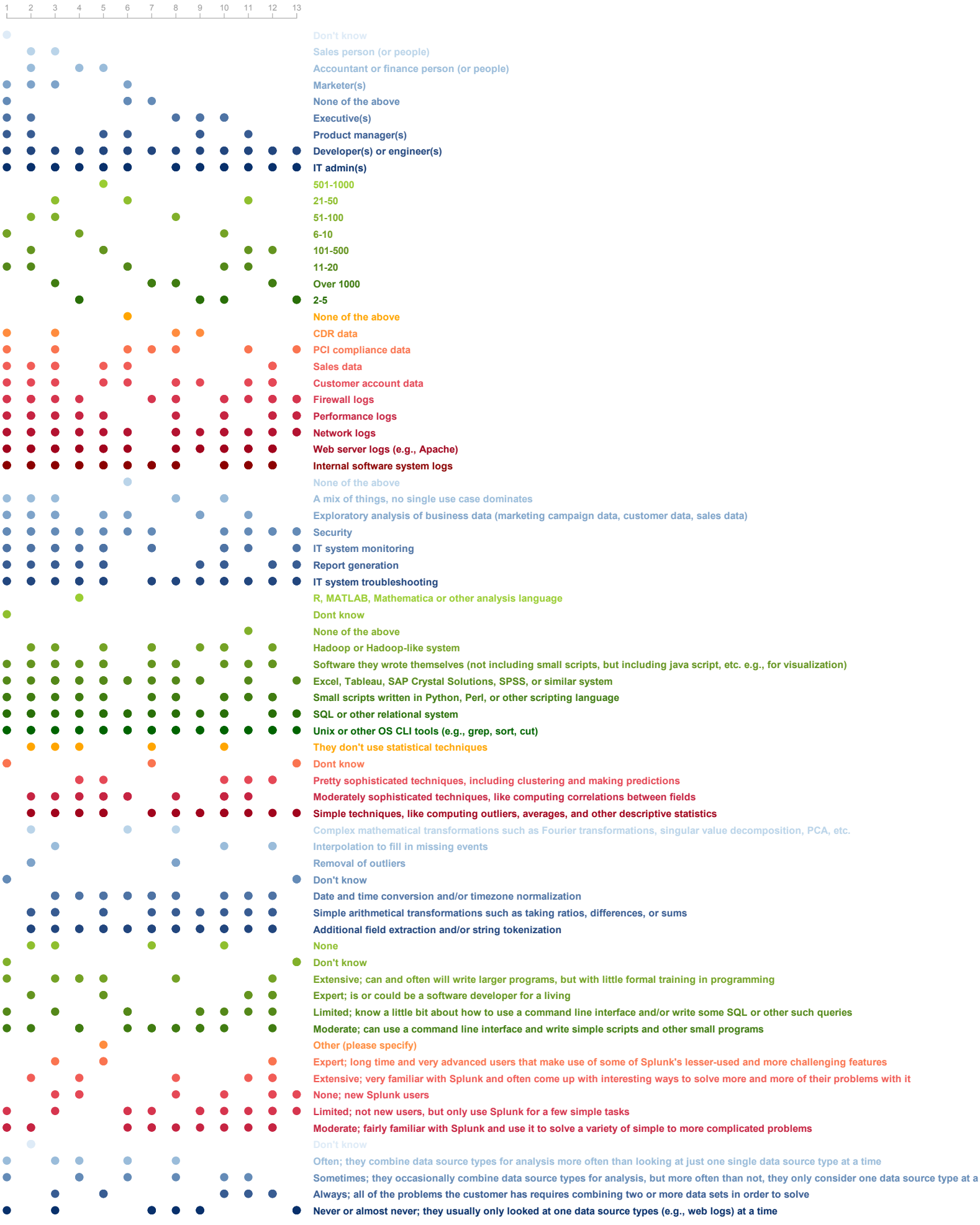
1 2 3 4 5 6 7 8 9 10 11 12 13
Don't know
Sales person (or people)
Accountant or finance person (or people)
Marketer(s)
None of the above
Executive(s)
Product manager(s)
Developer(s) or engineer(s)
IT admin(s)
501-1000
21-50
51-100
6-10
101-500
11-20
Over 1000
2-5
None of the above
CDR data
PCI compliance data
Sales data
Customer account data
Firewall logs
Performance logs
Network logs
Web server logs (e.g., Apache)
Internal software system logs
None of the above
A mix of things, no single use case dominates
Exploratory analysis of business data (marketing campaign data, customer data, sales data)
Security
IT system monitoring
Report generation
IT system troubleshooting
R, MATLAB, Mathematica or other analysis language
Dont know
None of the above
Hadoop or Hadoop-like system
Software they wrote themselves (not including small scripts, but including java script, etc. e.g., for visualization)
Excel, Tableau, SAP Crystal Solutions, SPSS, or similar system
Small scripts written in Python, Perl, or other scripting language
SQL or other relational system
Unix or other OS CLI tools (e.g., grep, sort, cut)
They don't use statistical techniques
Dont know
Pretty sophisticated techniques, including clustering and making predictions
Moderately sophisticated techniques, like computing correlations between fields
Simple techniques, like computing outliers, averages, and other descriptive statistics
Complex mathematical transformations such as Fourier transformations, singular value decomposition, PCA, etc.
Interpolation to fill in missing events
Removal of outliers
Don't know
Date and time conversion and/or timezone normalization
Simple arithmetical transformations such as taking ratios, differences, or sums
Additional field extraction and/or string tokenization
None
Don't know
Extensive; can and often will write larger programs, but with little formal training in programming
Expert; is or could be a software developer for a living
Limited; know a little bit about how to use a command line interface and/or write some SQL or other such queries
Moderate; can use a command line interface and write simple scripts and other small programs
Other (please specify)
Expert; long time and very advanced users that make use of some of Splunk's lesser-used and more challenging features
Extensive; very familiar with Splunk and often come up with interesting ways to solve more and more of their problems with it
None; new Splunk users
Limited; not new users, but only use Splunk for a few simple tasks
Moderate; fairly familiar with Splunk and use it to solve a variety of simple to more complicated problems
Don't know
Often; they combine data source types for analysis more often than looking at just one single data source type at a time
Sometimes; they occasionally combine data source types for analysis, but more often than not, they only consider one data source type at a
Always; all of the problems the customer has requires combining two or more data sets in order to solve
Never or almost never; they usually only looked at one data source types (e.g., web logs) at a time