This is really slow and we don't know why so we start doing naive timing crap

```python
def my_func(*args, **kwargs):
    logging.info("start {}".format(time.now()))
    analytics.store("my_func", "start")
    do_something()
    do_something_else()
    do_another_thing()
    logging.info("end {}".format(time.now()))
    analytics.store("my_func", "stop")
```

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