

# Analytics At Speed

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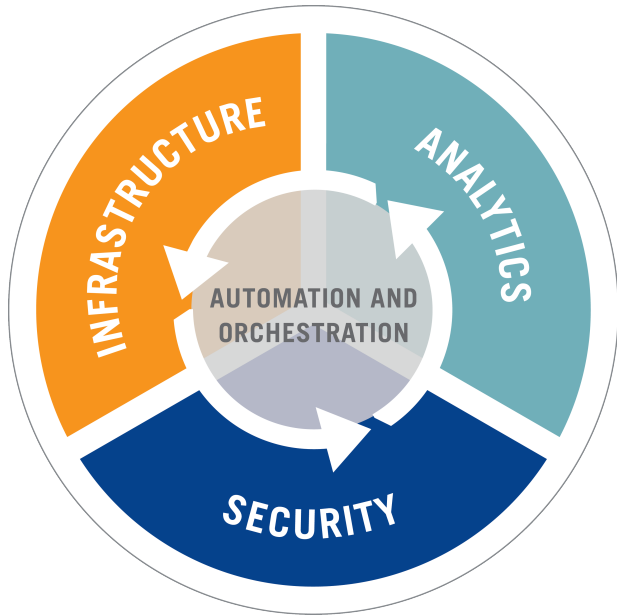
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# Agenda

- 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

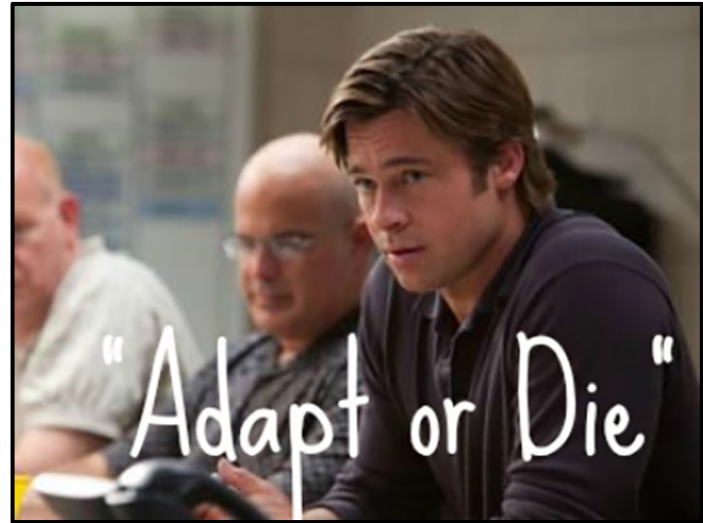
- What is happening at the ground level of the business?
- Decision focused analytics (analytics that help leaders make decisions)
- Demystifying operations, sales, finance





# (4.) Sports Analytics

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



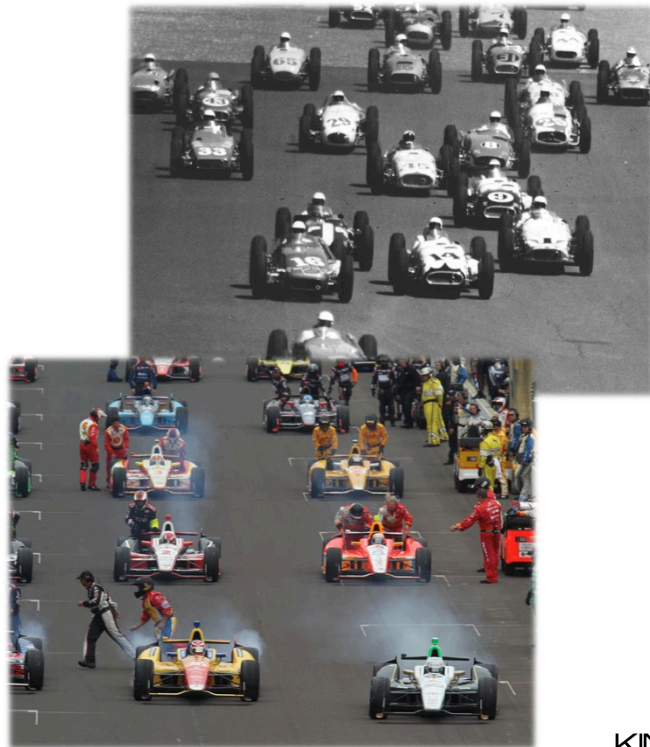
# What is IndyCar?

- 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



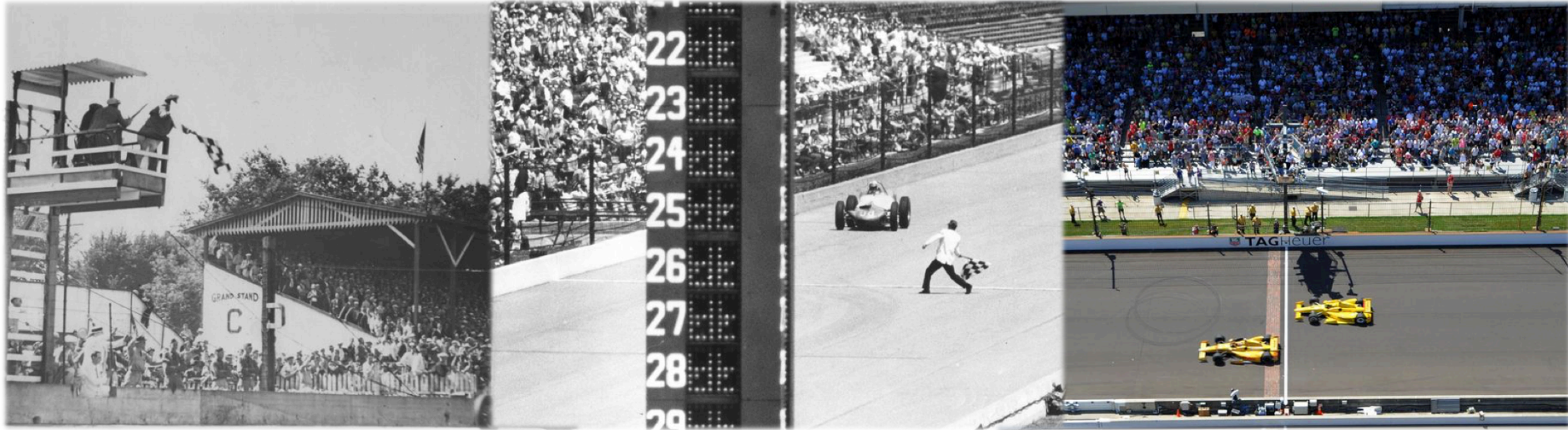
# We've Come A Long Way, Baby

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



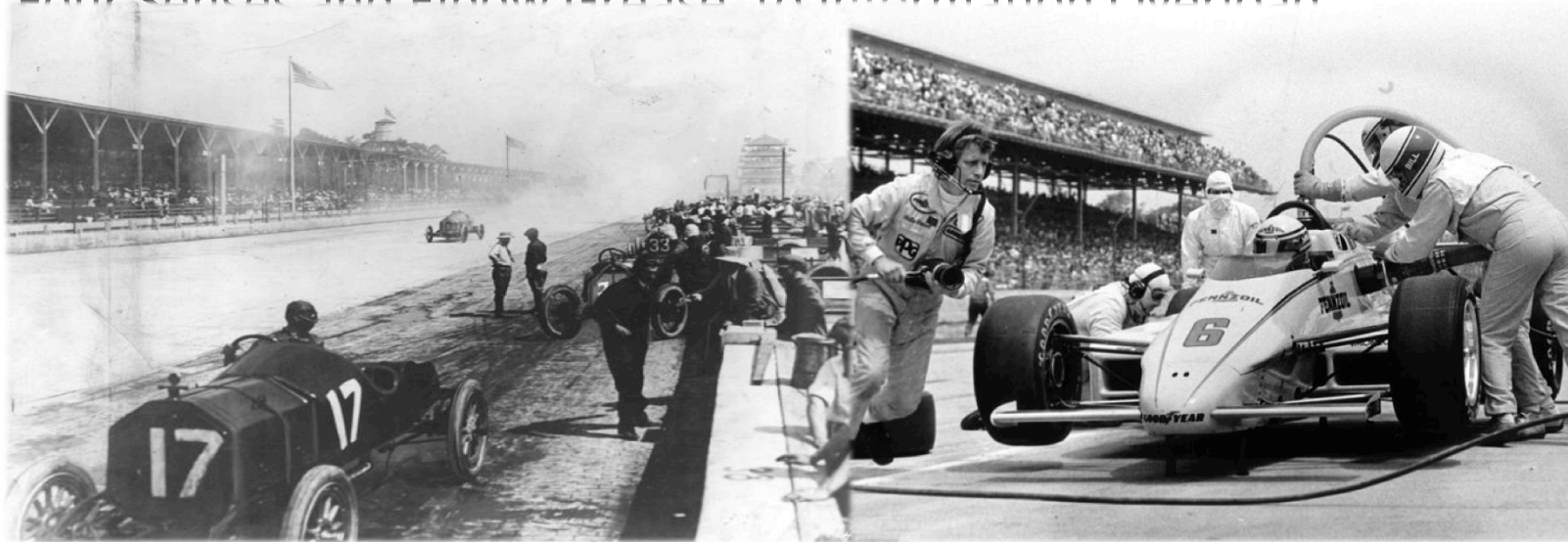
# Dispersing Race Information

- Flaggers, Flag Stands, Light Switches to Mission Control

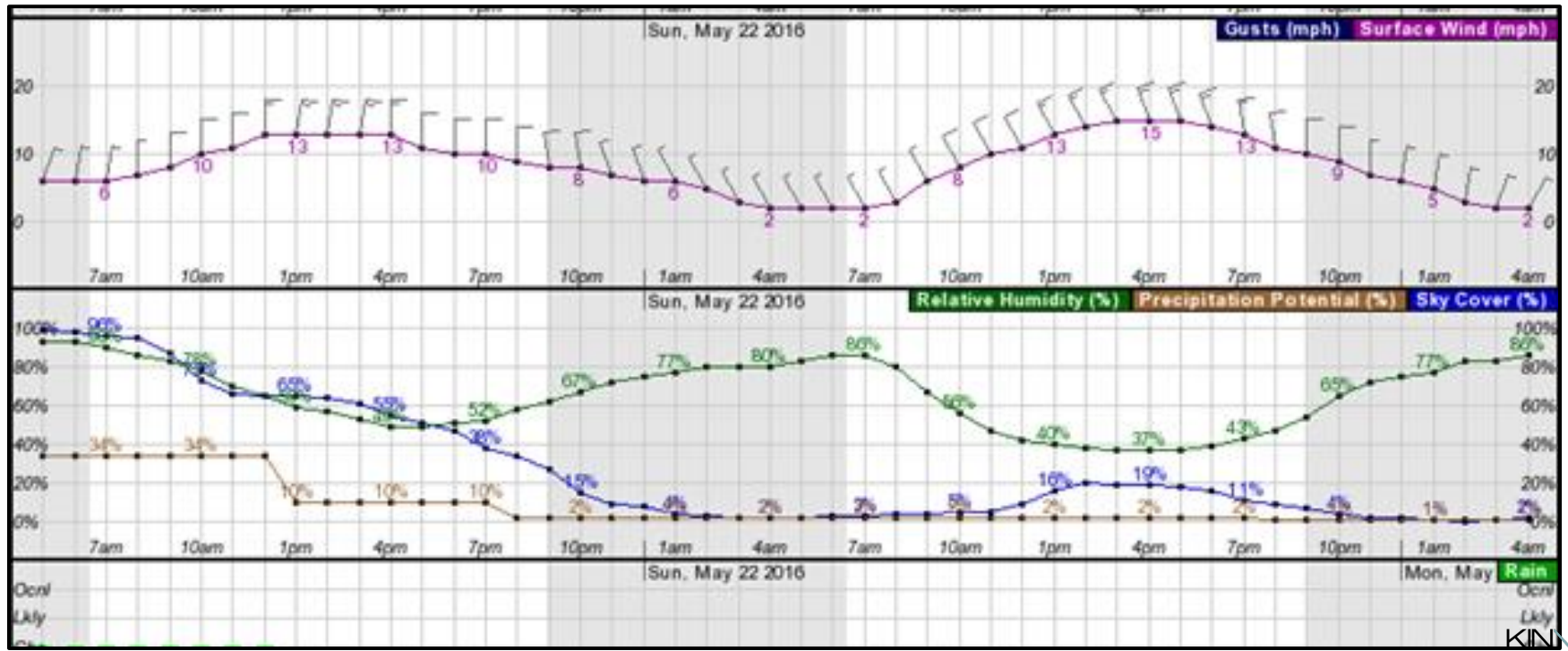


# Access to Actionable Intelligence

- Four Senses and Elbow Grease to Information Overload

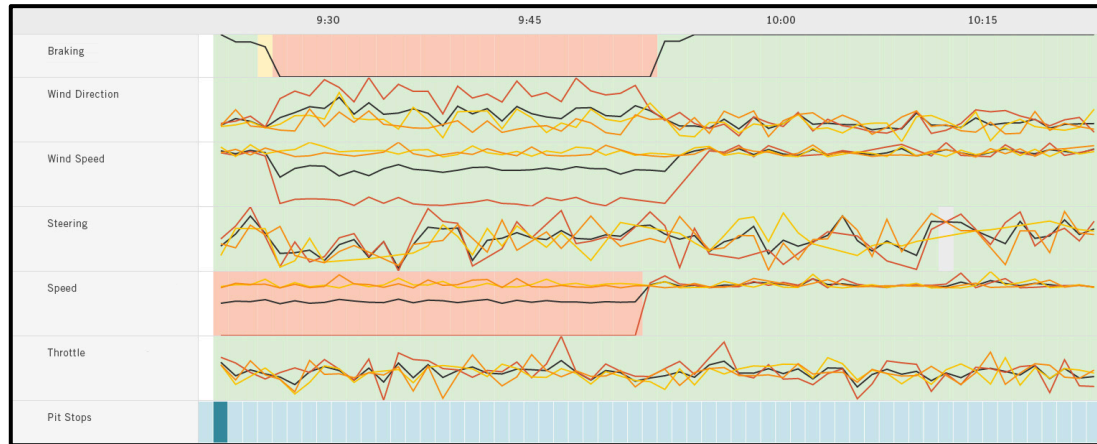


# Race Teams Use Complex Spreadsheets, Too



# So, Why Splunk An IndyCar?

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



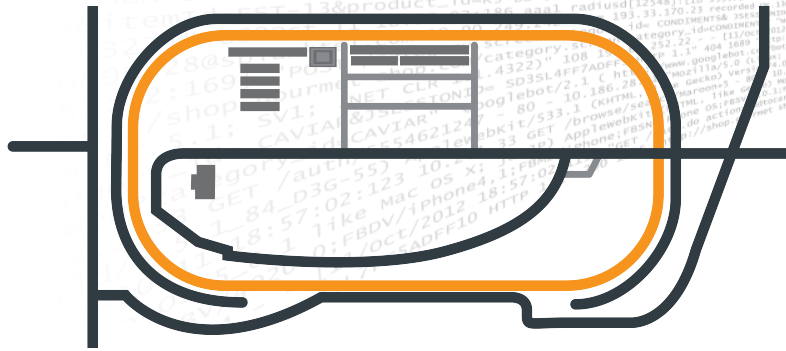


# Working With Non-IT Domain Experts

- 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

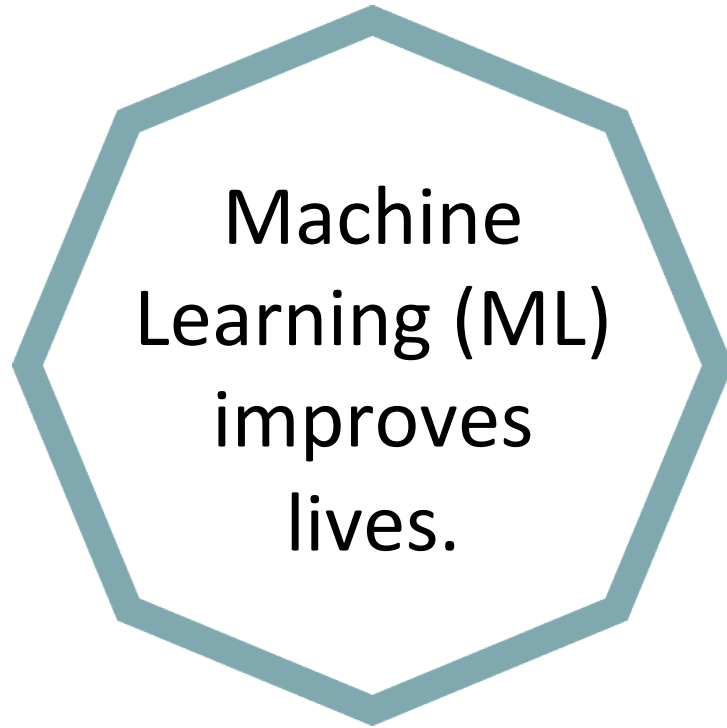
Compare to Current

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!

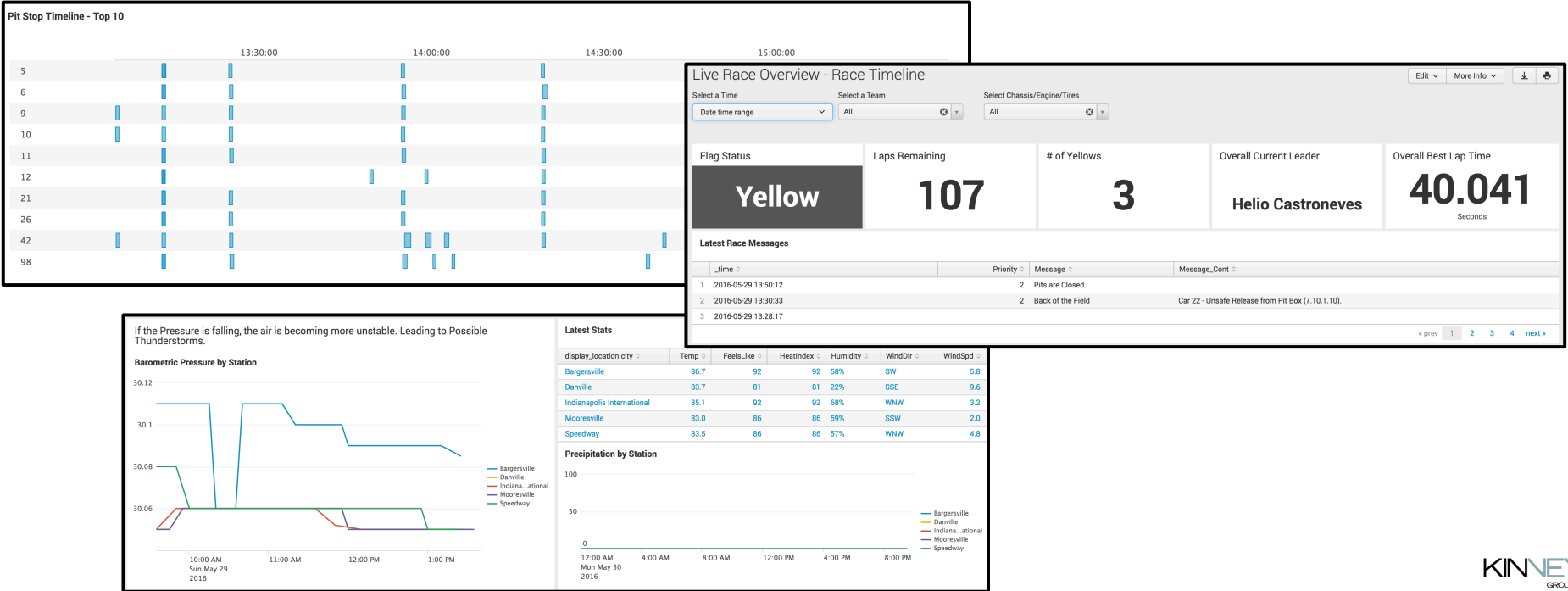
# Machine Learning Insights

- 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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