Big Dating: Using Splunk to Fall in Love

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Agenda

▶ Background

▶ The Social Experiment

▶ Field Extractions

▶ The Results

▶ Best Practices
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How Does Bumble Work?

Oh heyyy

No thanks

Oh heyyy
How Does Bumble Work?

- Both parties swipe yes

Match!

- Females have 24 hours to write first message

Hi!

- Males have 24 hours to respond

Hey ;)
The Social Experiment

What first message gets the most responses?

Hey ____,

how’s it going?

Ur hawt
Controlled Variables

- 50 matches each
- 5:00pm-9:00pm PST swipe time
- 6 photos
- Profile tagline: *I like big data and I cannot lie*
Gathering the Data
Favorite replies

Ur hawt

U2

Actually, I’m more of a Sting fan, but the reference was appropriate......

Hey Chris, how’s it going?

So wait you can’t lie

Or you’re not lying about the fact that you like big data

Thanks! If only someone would use me for my mind though!
Gathering the Data

Text file (.txt) of chat records
Step 1: Transforming the Data

Parse data for proper line breaking, and create custom source type
Step 2: Extracting Fields

Extract fields using regex and/or the field extractor utility.
Step 3: Create Dashboards

The Results: What gets the most responses?

Using Splunk to Fall in Love

<table>
<thead>
<tr>
<th>Success Rate: Hey X Hows it Going</th>
<th>Success Rate: Ur Hawt</th>
<th>Success Rate: hand Emoji</th>
</tr>
</thead>
</table>

Average Number of Messages within a Chat

Avg. TTR
Custom Visualizations

Messages Heat Map by Day

Most Frequent Names
Tag Cloud Visualization
Best Practices
Key Learning

- Ensure proper timestamps and line breaking
- Regex is your friend
- Always use a dev instance and a test index
- Don’t be afraid of rejection
“Make machine data accessible, usable and valuable to everyone.”
Ur hawt.

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