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Business Flow vs The Real World. Cutting Through Complexity in Big Retail to Deliver Broad and Deep Assurance

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And Process Junkie!



Forward-Looking Statements



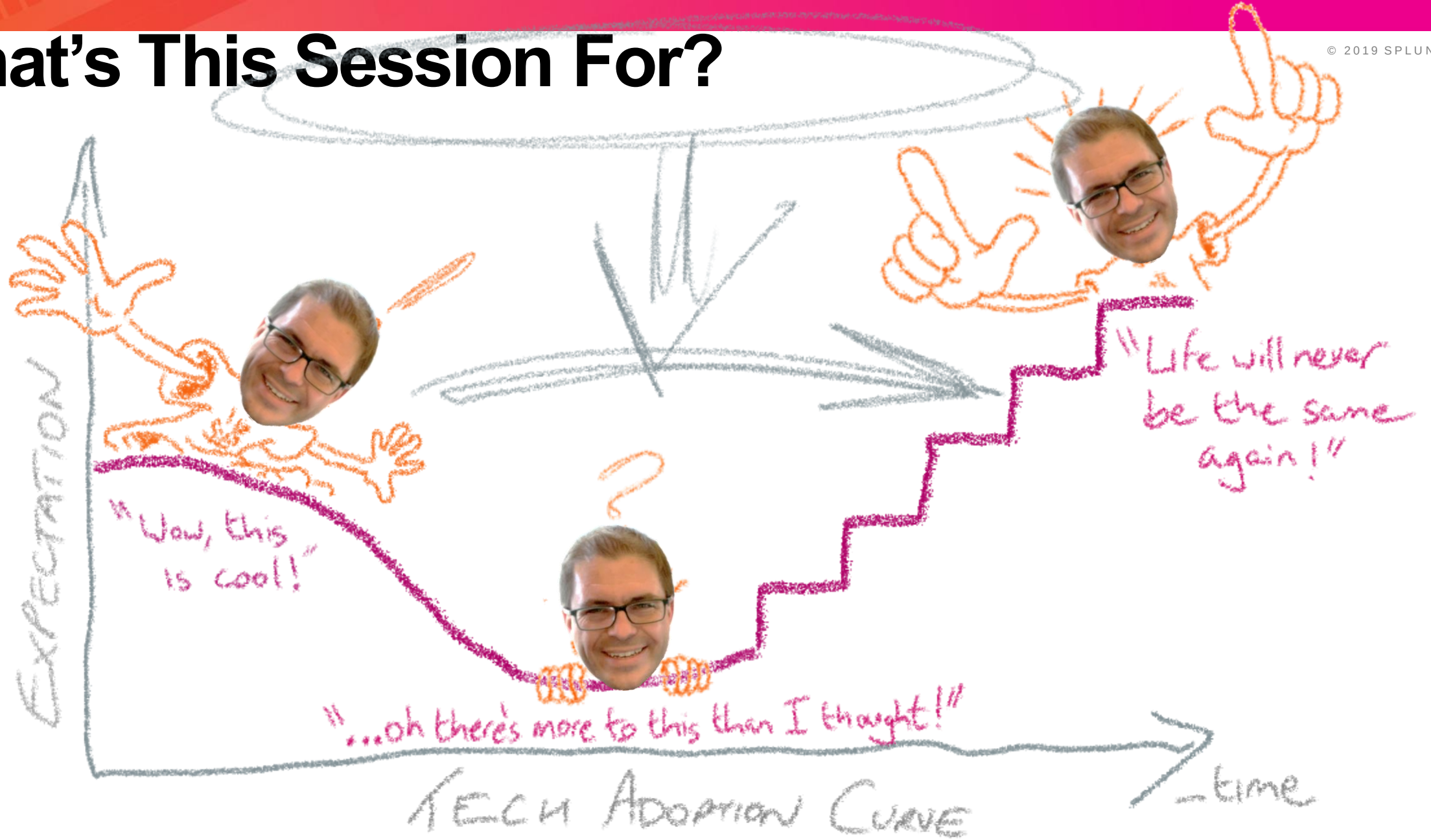
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What's This Session For?

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Conf 18
SBF
Announcement

Graham

lesser tools

SBF



Admit It ...

You SO have produced a dashboard like this!

Charts Everywhere and not a Thing to See!

Fear and Loathing in Dash Vegas

Panic Spreader

Alarmist Metric ▾

Trend ▾

Meaningless Without Context

Brittle to Tech Change

Shh... Virtually phased out

Brittle to k

OK if it deg

3.9

649

Context Blind

Impact Blind

UX Blind

Way Too Narrow Metric

145.3

44.138

Something arbitrary "as I had to deliver a dashboard"

5000

24

543

Meaningless Bu

7:10 PM

7:20 PM

7:30 PM

7:40 PM

7:50 PM

Tue Oct 4

A "Game of Moans"

US?



False Panic
False Calm
Hostage to
"paralyzing evidence"
Oblivious to User Suffering
Jumping to Wrong Conclusions
 $2+2=5$

Slow to Isolate
Slow to Resolve
Ineffective Fixes
Team Burnout

Flawed Sensory

Flawed Mindset

Flawed Actions



Let's Play this out!

Head to Head



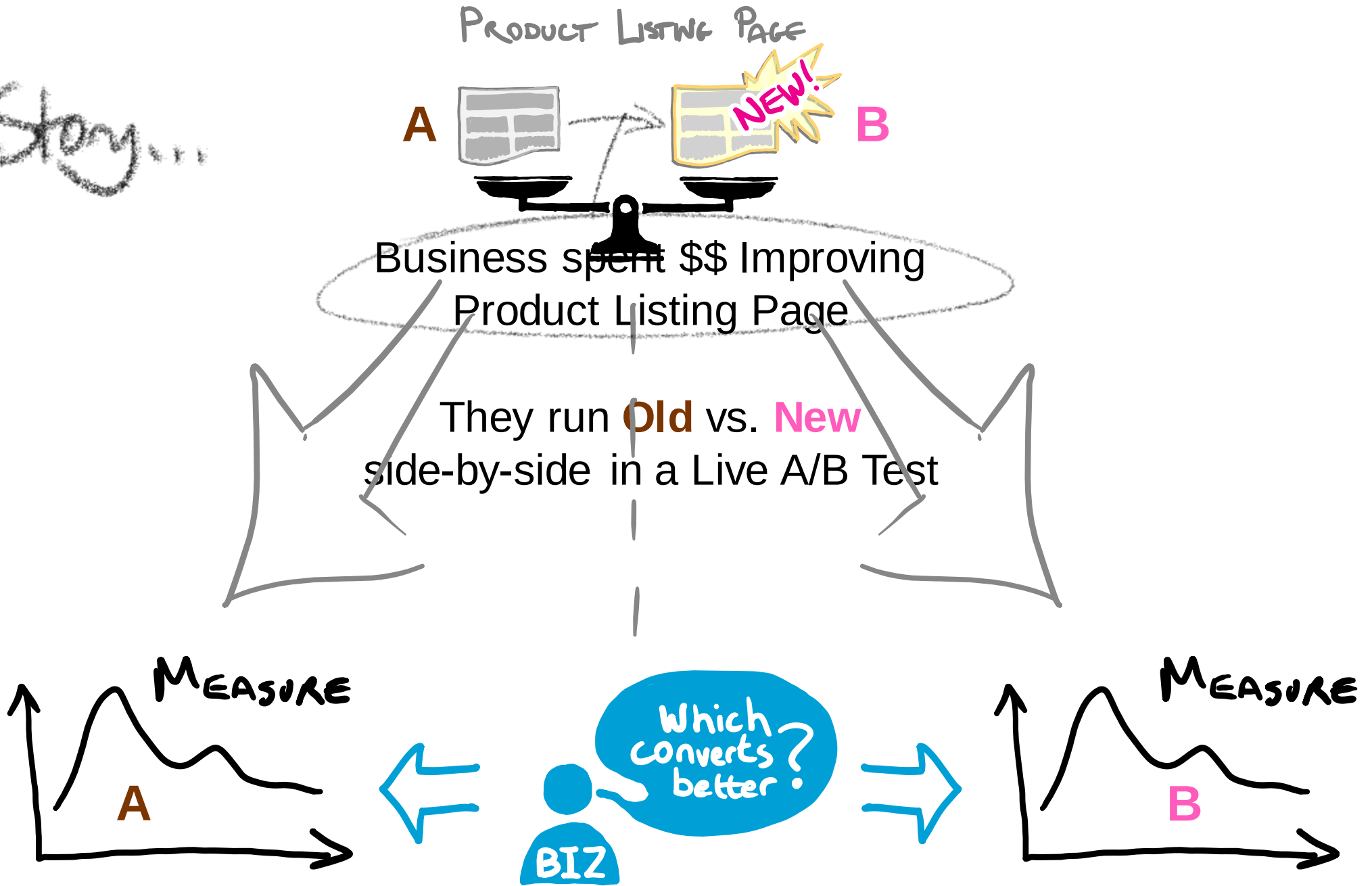
Fear &
Loathing

vs.

Process
Mining

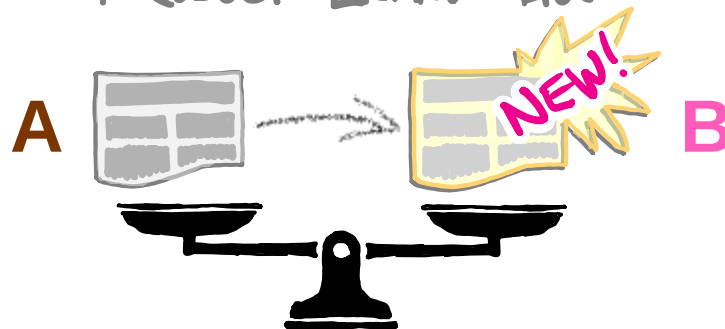


The Story...



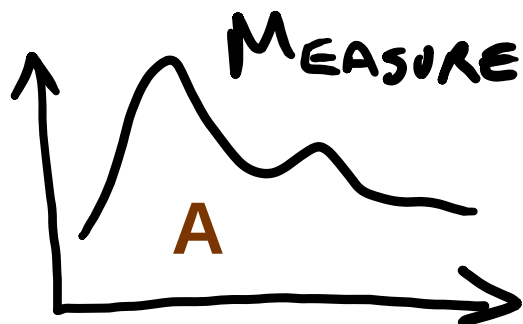


PRODUCT LISTING PAGE



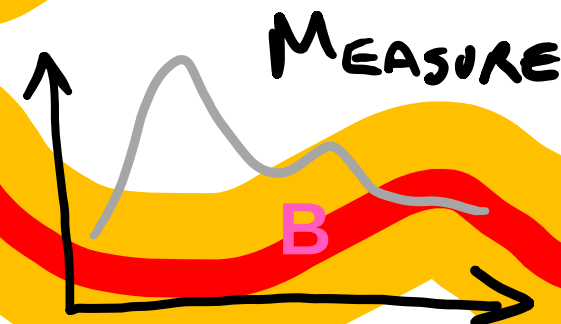
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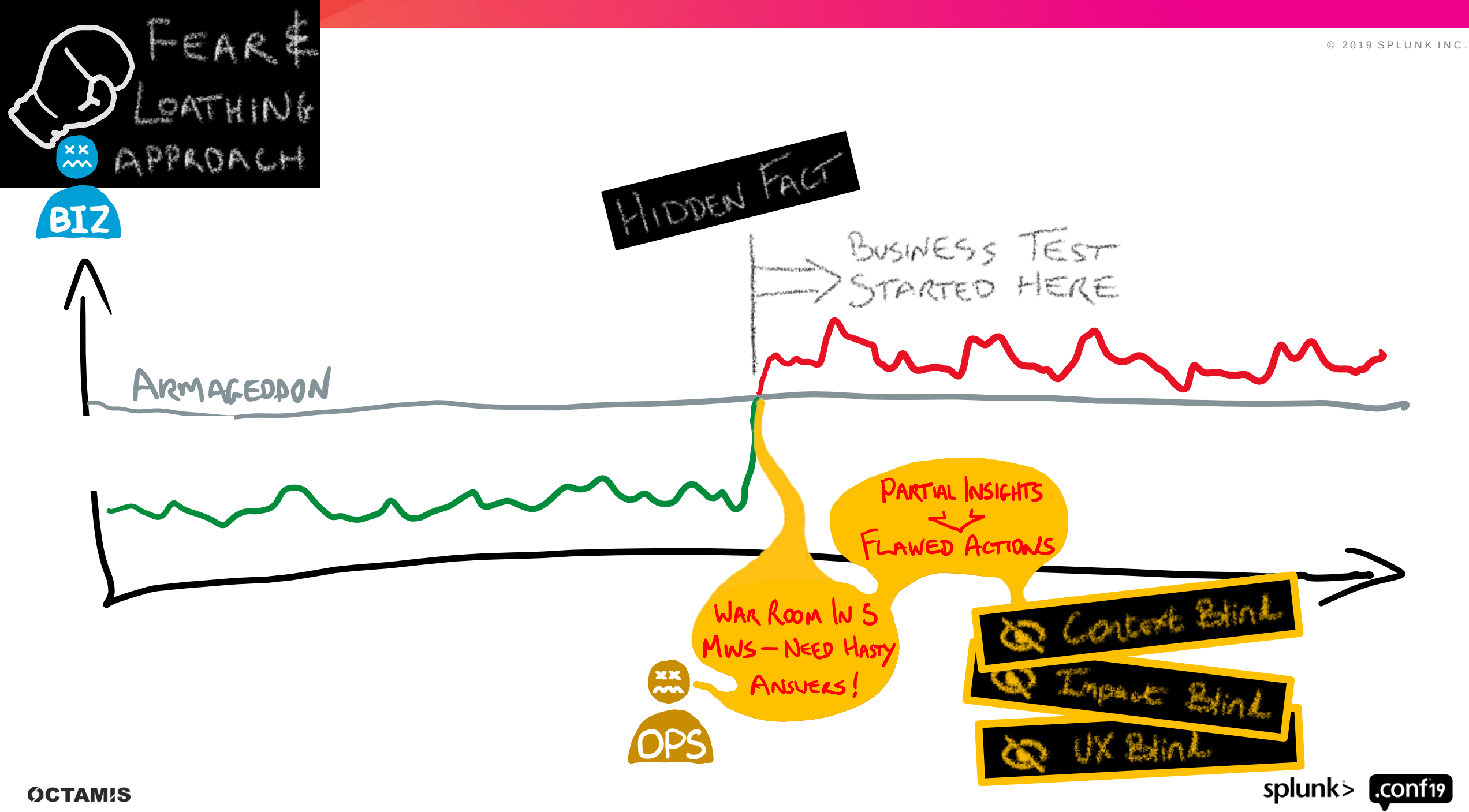
Meanwhile in Planet of the OPS

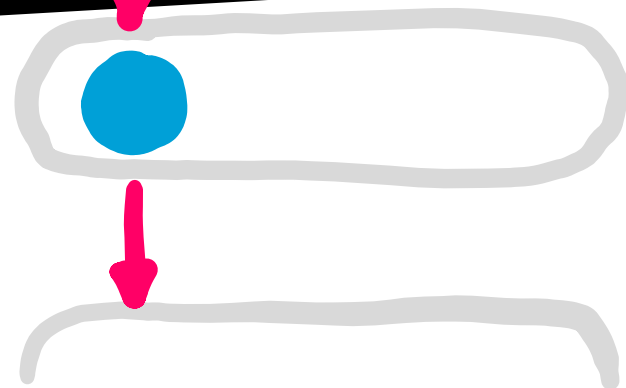


Oh No!
New Page
Suck

They must
hate new UX!









PRODUCT LISTING PAGE



The Penny Drops



Context

Driving
↑ Dropout



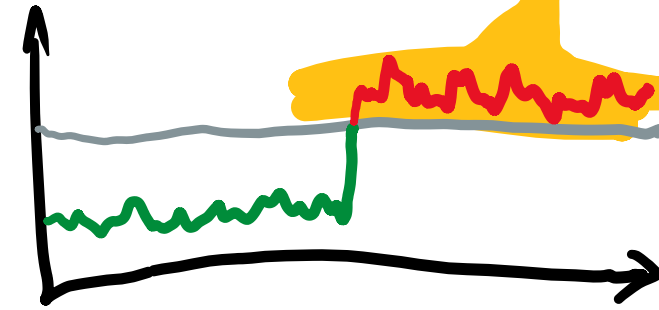
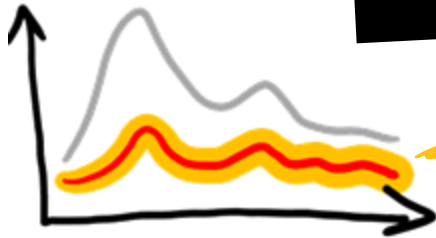
Aware



Focused

Poor Product
Targeting
Encourages
Repeated
Filter Clicks

Slows Server



Context Infused

Impact Aware

UX Focused

Context Infused

Impact Aware

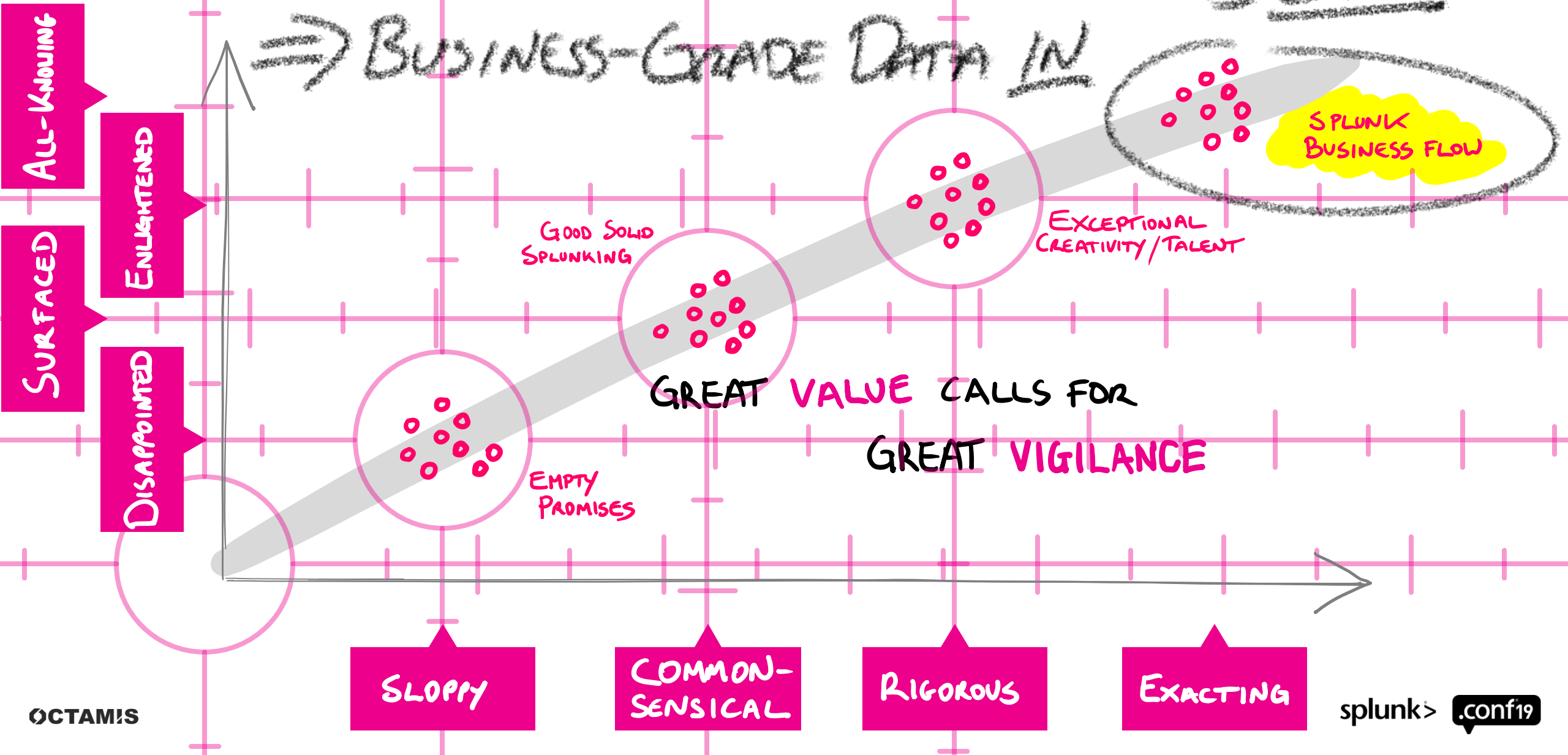
UX Focused

Cool, let's
bring the
VALUE!

CALLS FOR
BUT BRING THE
VIGILANCE
FIRST



BUSINESS-GRADE INSIGHTS OUT
⇒ BUSINESS-GRADE DATA IN



So How To Go About It?

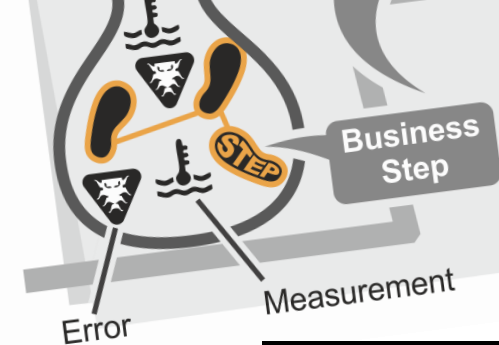


www.octamix.com/sbf

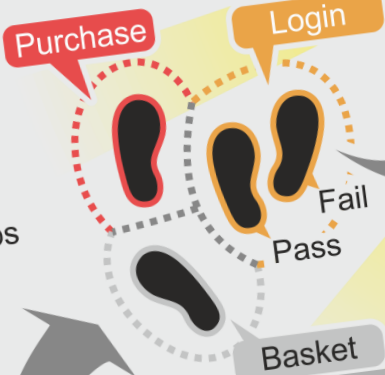
3 STEPS to Business VALUE Heaven

1 Sift Locate Business Steps

YOUR DATA



2 Sort Cluster Classify Comprehend



3 Storytell! Visualise Represent Annotate Emphasize Interact

Tips For Maximising Value

2 Sort

Work out Step Boundaries

A Step can be Represented by one of Several Qualifying Events

An Event's Mix of Attributes can Determine What Step it Represents

Get Data Ship Shape!

Sort Timestamp

Inaccuracies

Beware Time-Delayed

Logging

Sort Line-breaking Issues

Align & Understand

Attributes

3 Storytell

Your Viz Should

Follow Customer Experience

Focus on Journey and Destination

Follow "The Money"

Embrace "Breadth First"

Relegate Depth to Drill-Down

Tell a Story

Be Relatable to Your Userbase

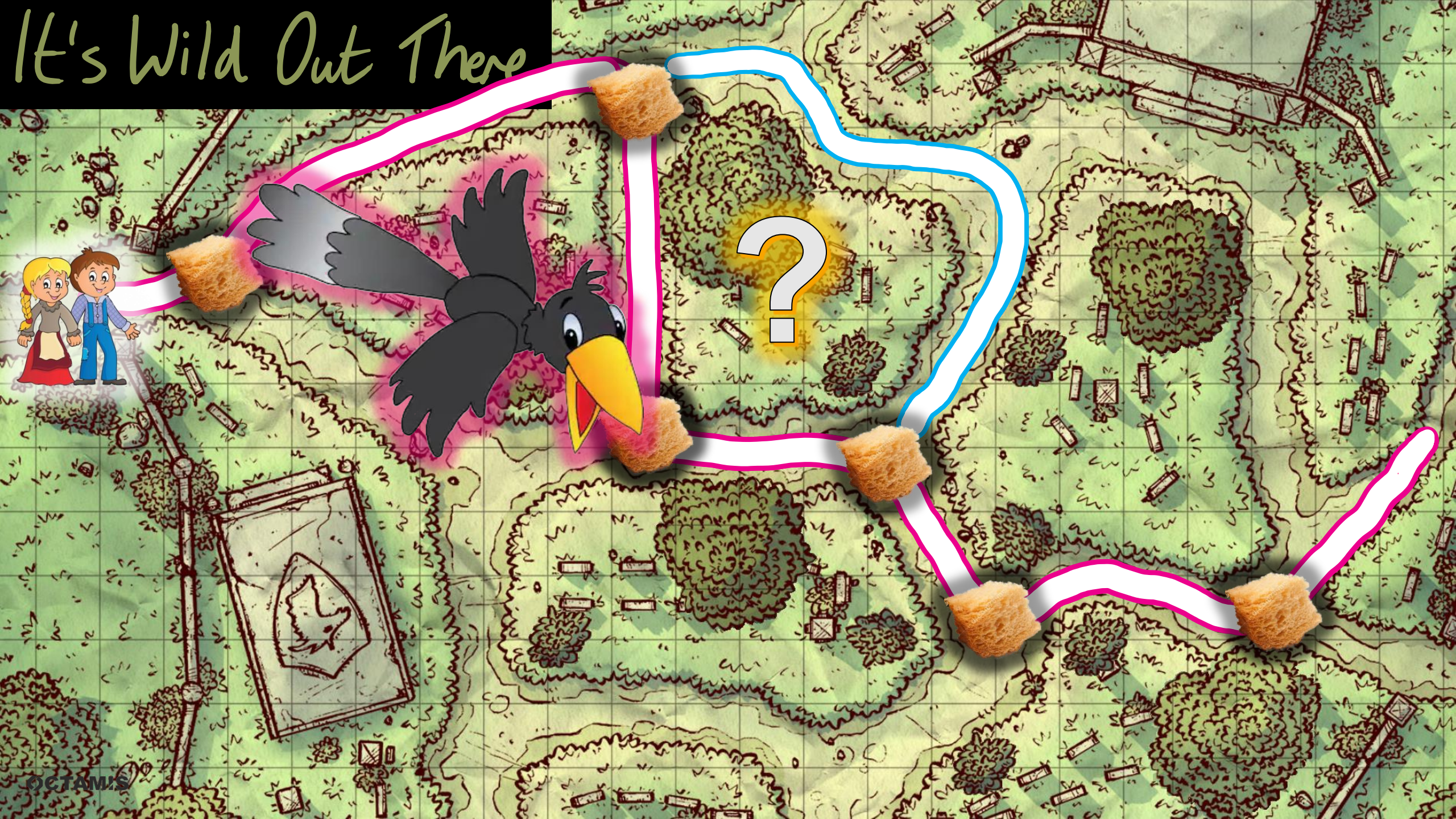
Be Sensitive to Users' Hopes & Fears

OCTAMIS
splunk>partner+

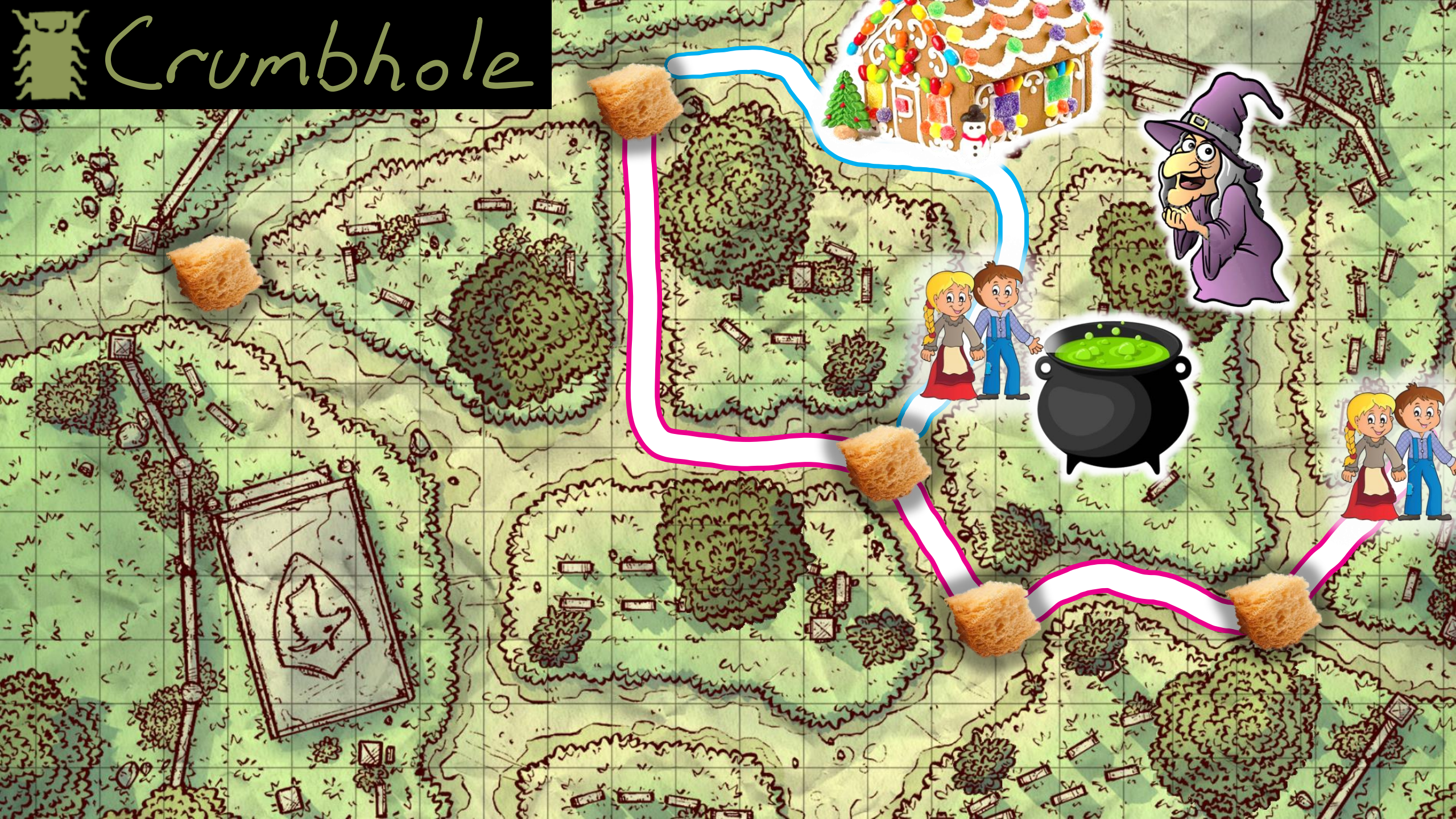
Tips...
Repeat!

✓ Cards Up-Front ✓

It's Wild Out There



Crumbhole



Crumbhole

"Crumbhole"
⇒ Disorienting &
Ambiguous
To the Unwitting





 Crumb != Step

Not
Here

But the world
often looks like this

You @ Q: Strictly, how do
at Stratwick know this isn't
Points - aka "happening"? ...

A: Our Crumbs
are timestamped

OLDEST

Q: Strictly,
we know the
happening? ...

NEWEST

Sametime Events

THESE TWO
EVENTS OCCUR
IN QUICK
SUCCESSION
($< 1\text{sec}$)

12:04:23.154

12:04:23



But this event
does not log at
sub-second precision

Similar Fate When 2 Events share same timestamp

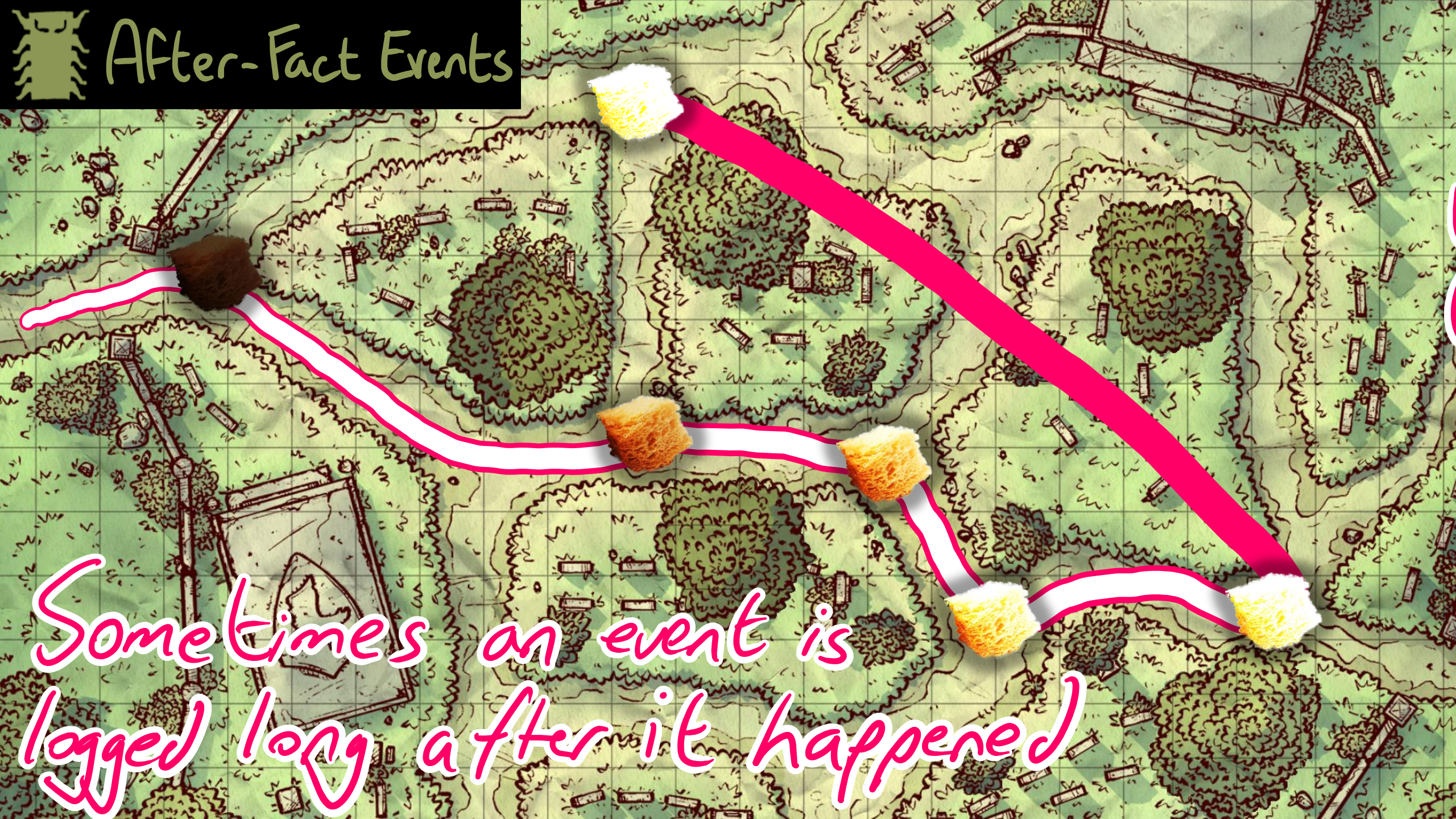
Sametime Events





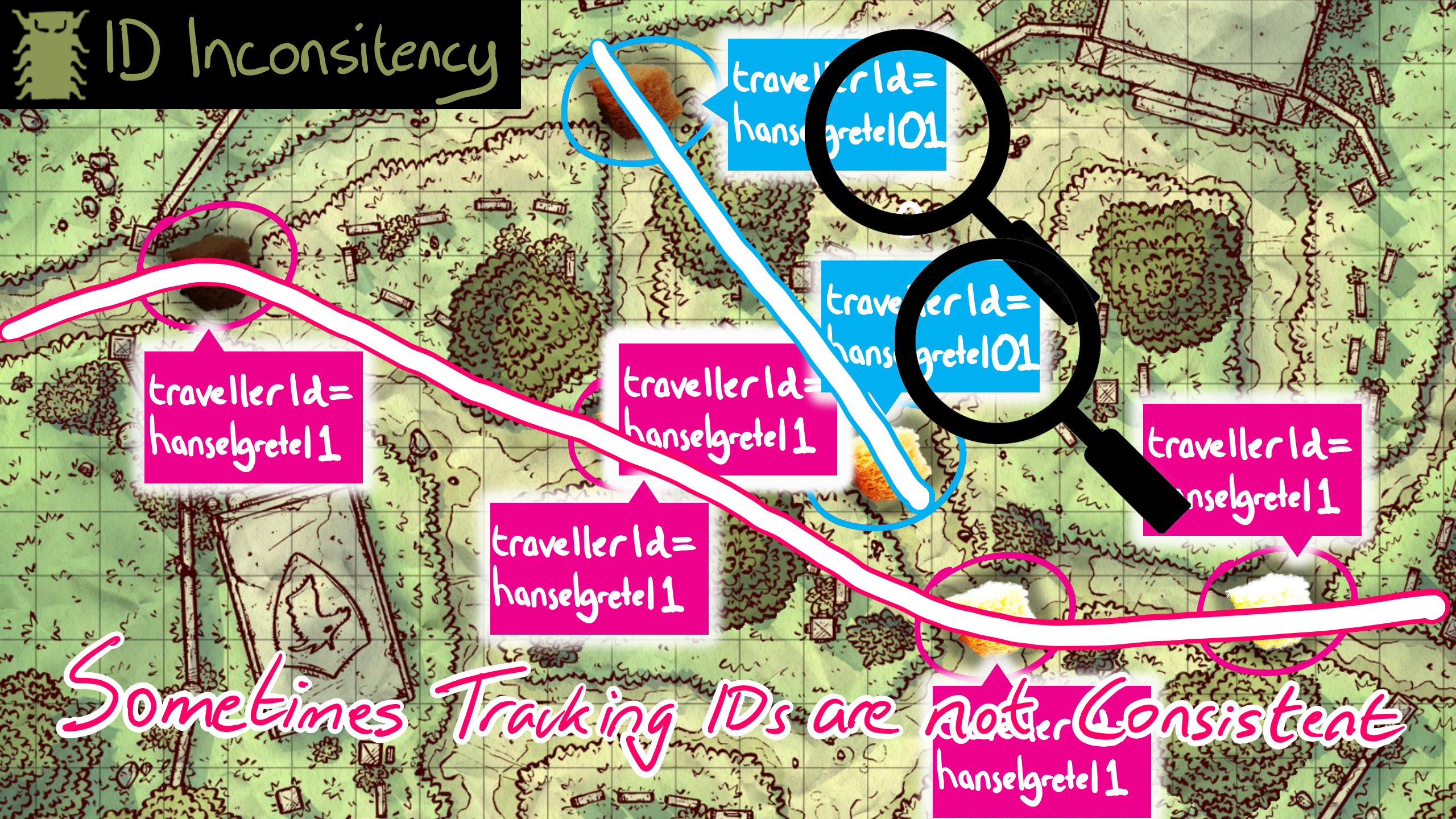
Big Chartwoy Partidll Journey'su Captured-Flight

After-Fact Events



Sometimes an event is
logged long after it happened

ID Inconsistency

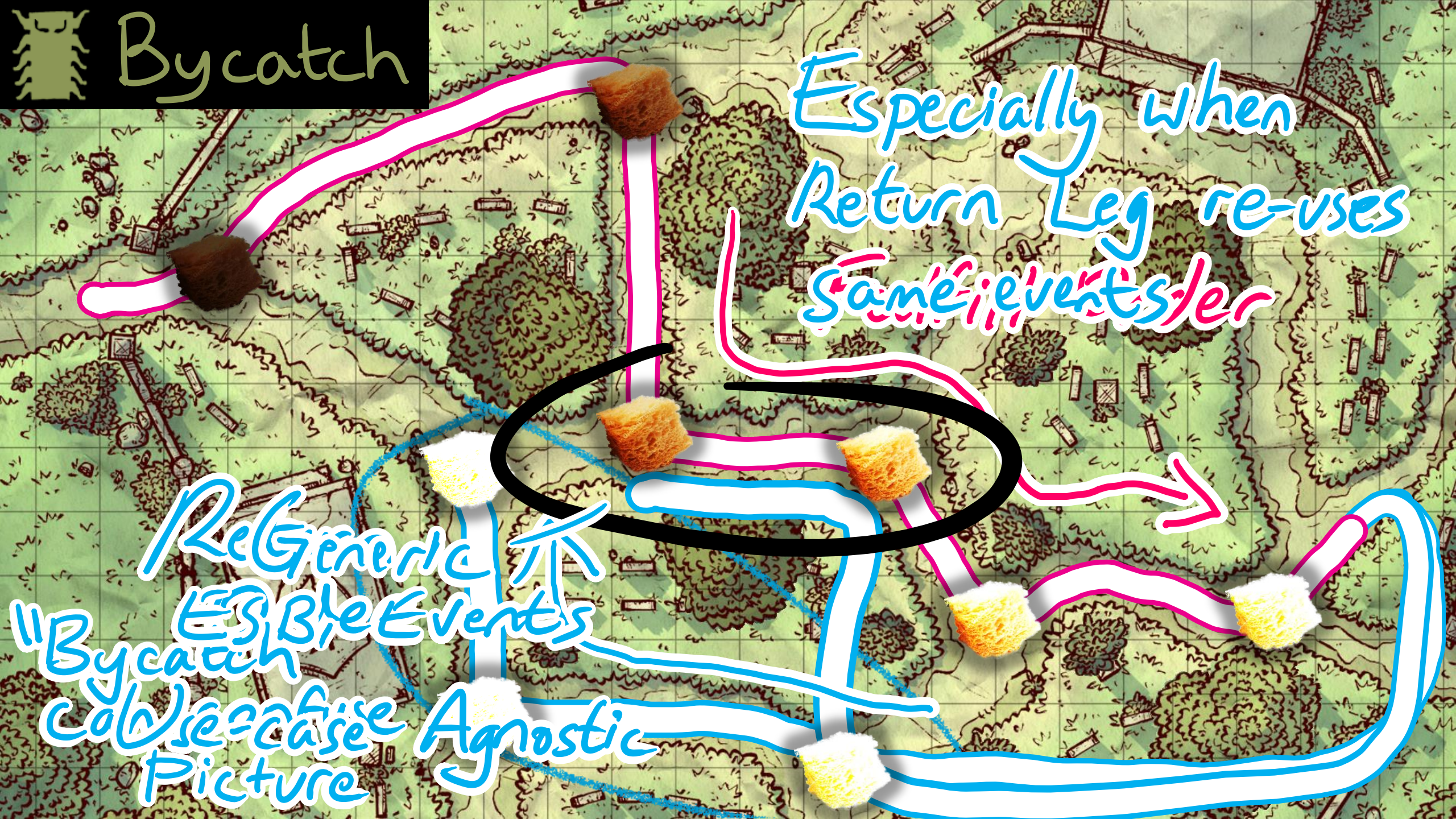


Sometimes Tracking IDs are not consistent

Bycatch

Especially when
Return Leg re-uses
Same event slot

ReGeneric
ES, BE Events
"Bycatch"
Cobwebcase Agnostic
Picture



Distractor Crumbs



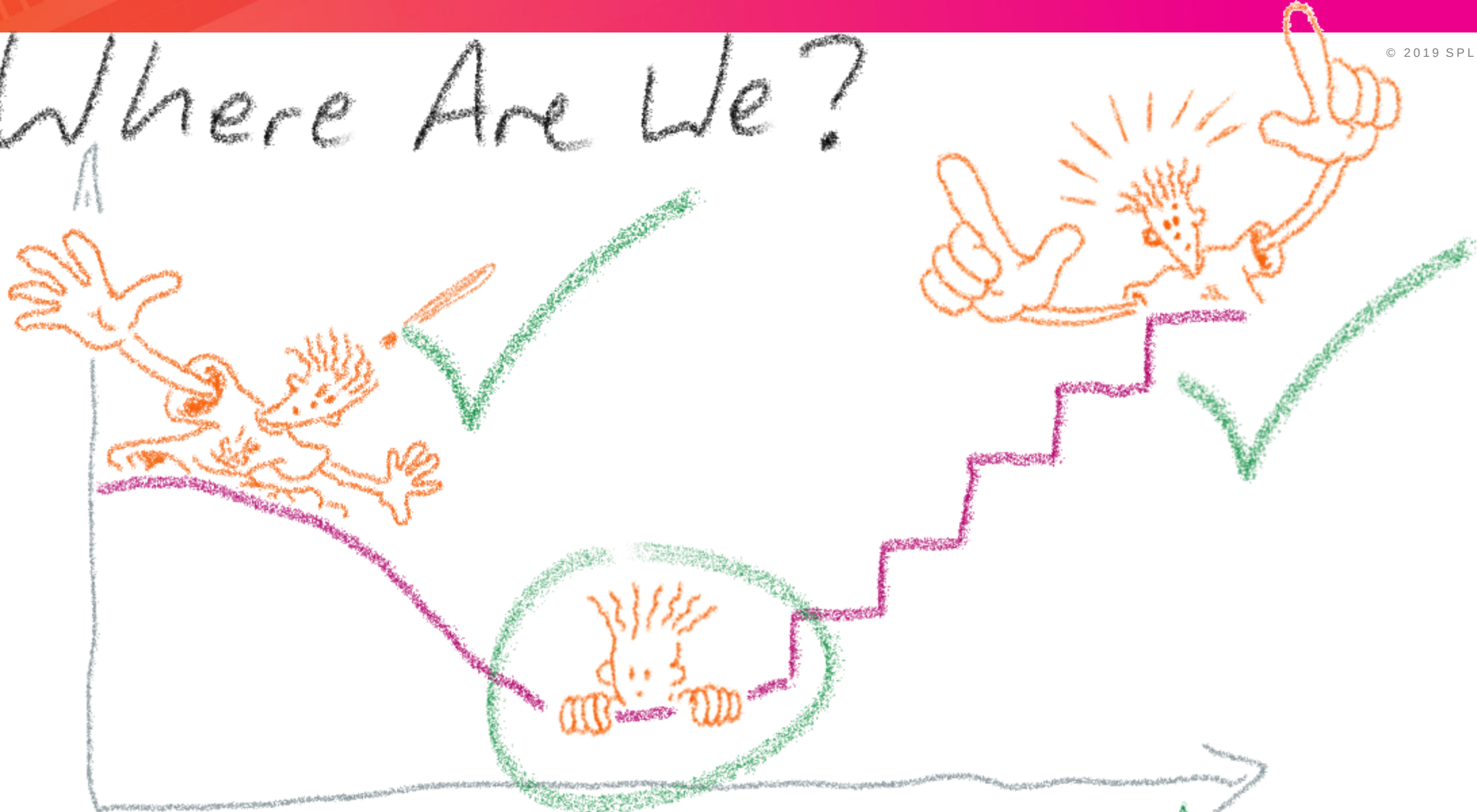
Is this
Crumb really
Worth it?

Order 2



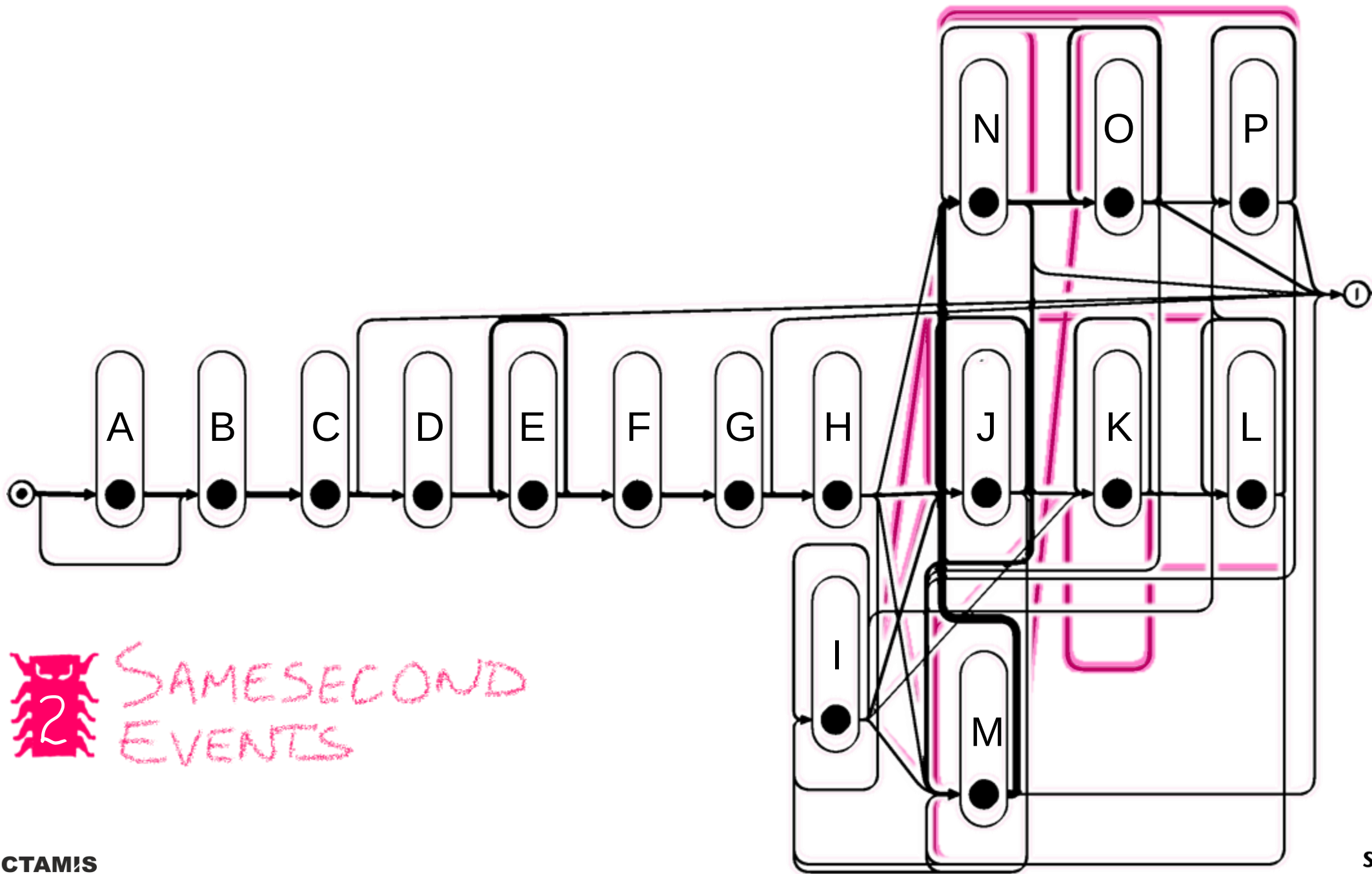
Order 3

Where Are We?



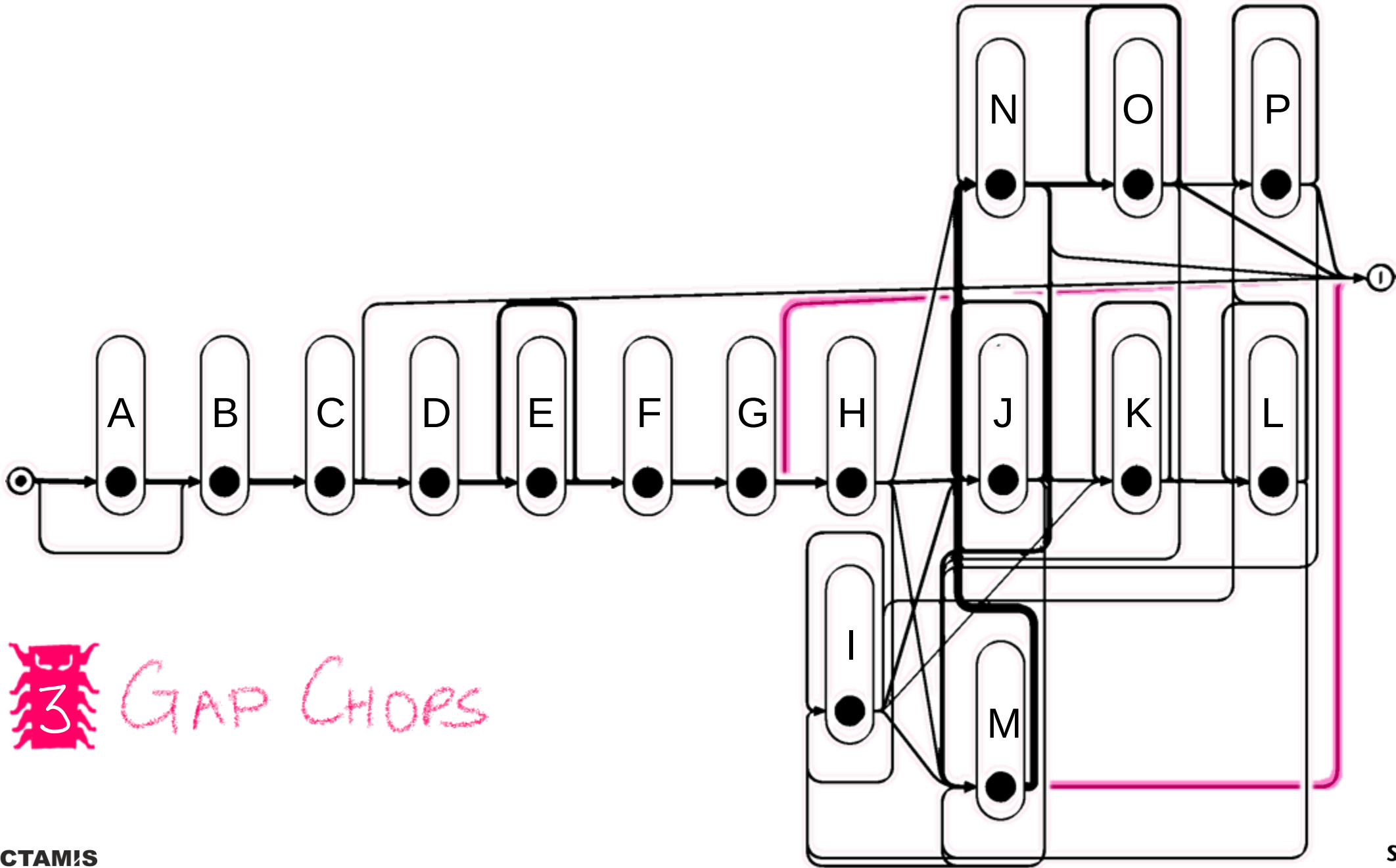
We need to apply Vigilance!





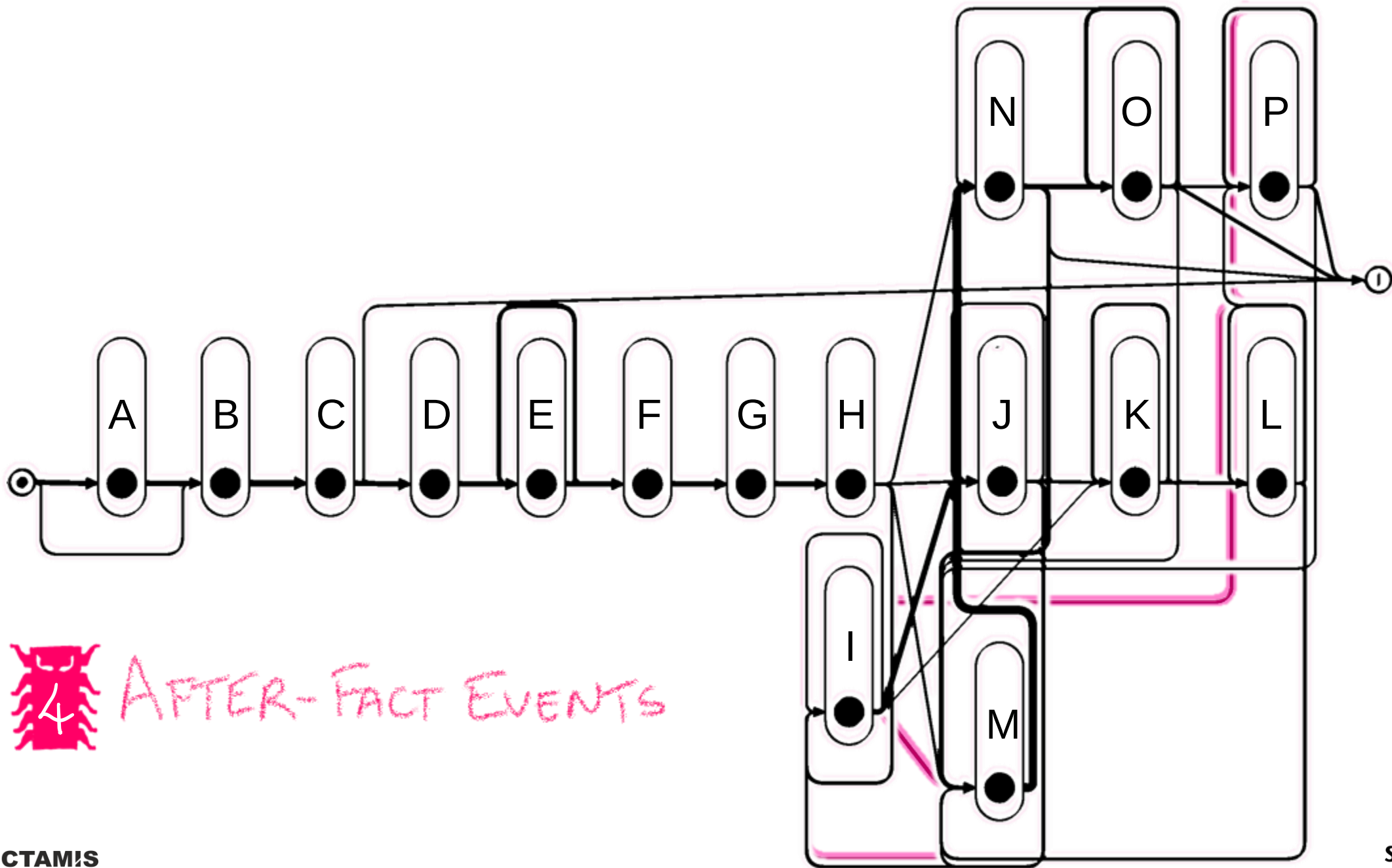
 SAMESECOND
EVENTS



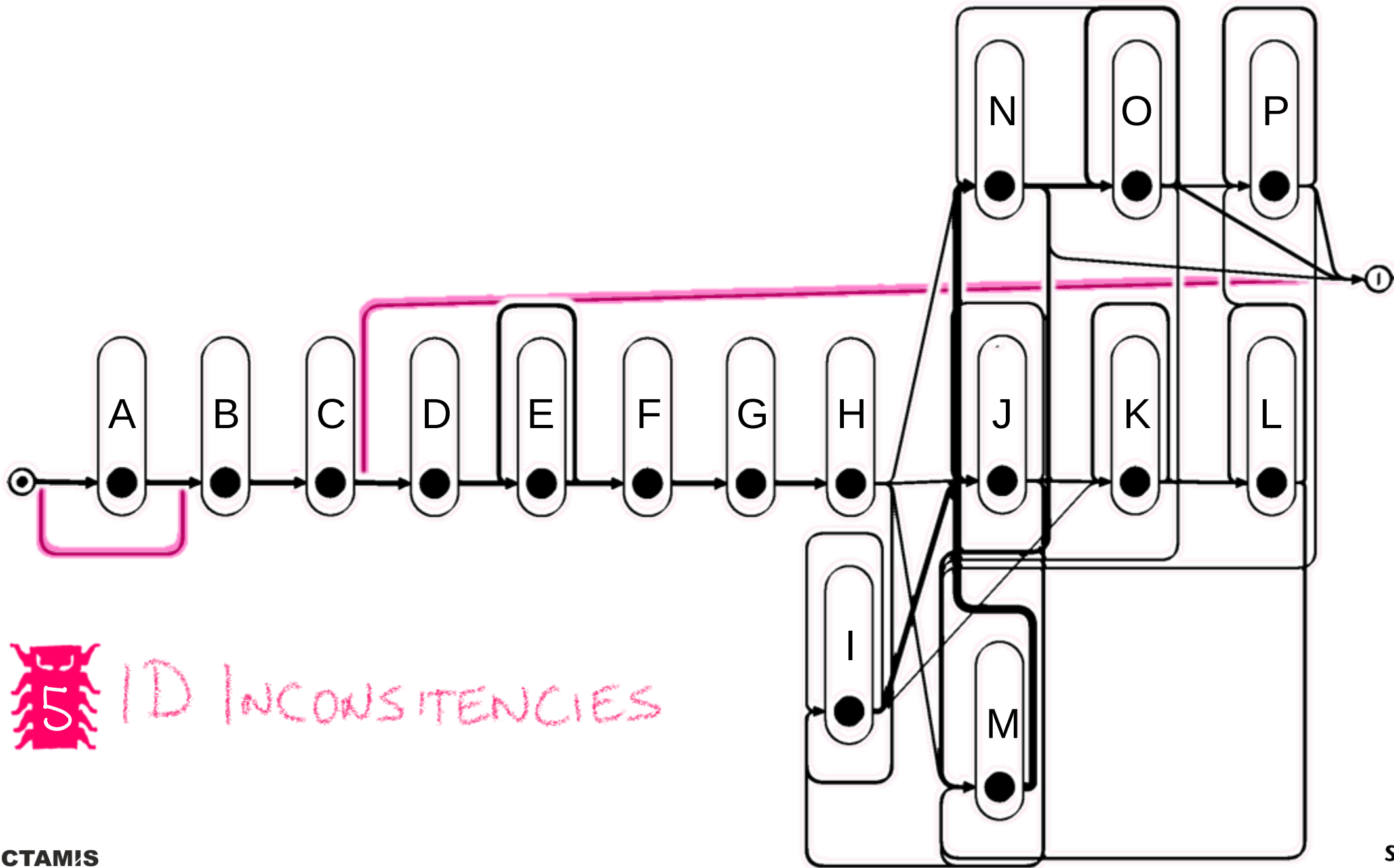


3 GAP CHOPS





AFTER-FACT EVENTS

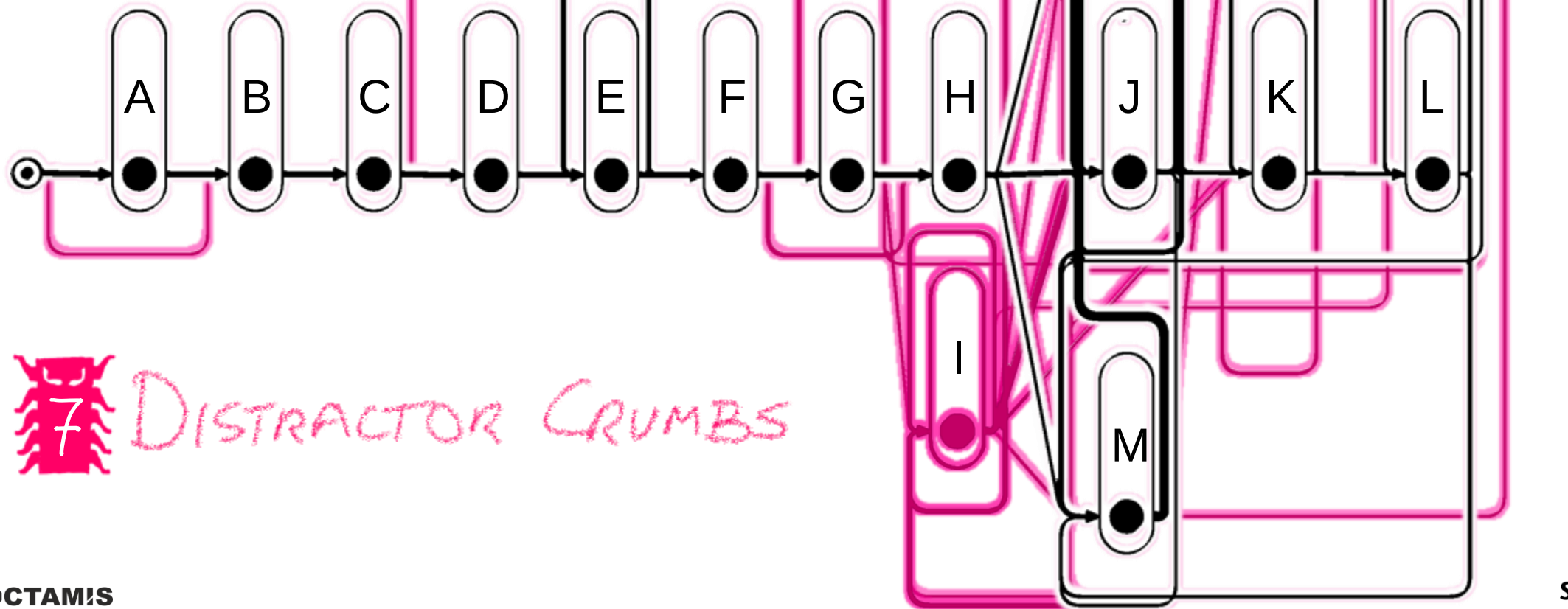


ID INCONSISTENCIES





We've come a long way baby!



DISTRACTOR CRUMBS



So What Did We Co

Why it's not trivial!

Distractor Crumbs

Low-Res Time

Sametime Events

Crumbhole

Crumb != Step

Gap Chops

After-Fact Events

ID Inconsistency

Bycatch

Start using
Event Filter

Tools Assume

there is no
How to
Detect?

Need to Curate
SPL Fixes

De-slope

And

ix provide

none of this

Paul Adams



Graham Bye



Splunk – Octamis co-blogs

<https://splk.it/2ILYmXn> and <https://splk.it/2kzHrXY>



Thank You!

Go to the .conf19 mobile app to

RATE THIS SESSION

