

Demonstrating Proficiency Through Splunk Education Helps Users Maximize Career Outcomes

TechTarget's Enterprise Strategy Group, in partnership with Splunk, conducted a research survey of 497 employed Splunk practitioners to explore if and to what degree their efforts learning and mastering Splunk tools are affecting career outcomes, such as earning power, promotability, and increased influence in their organization.

The research showed that expertise with Splunk leads to higher compensation, more portable skills, and increased career resilience. It also showed that Splunk Education resources are playing a greater role in upskilling users.

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Splunk Users Have Seen Career Outcomes Improve Markedly Year Over Year

Data related to total compensation, the size of merit-based increases, and promotions earned by users all show significant year-over-year improvement. In the aggregate, **Splunk users:**



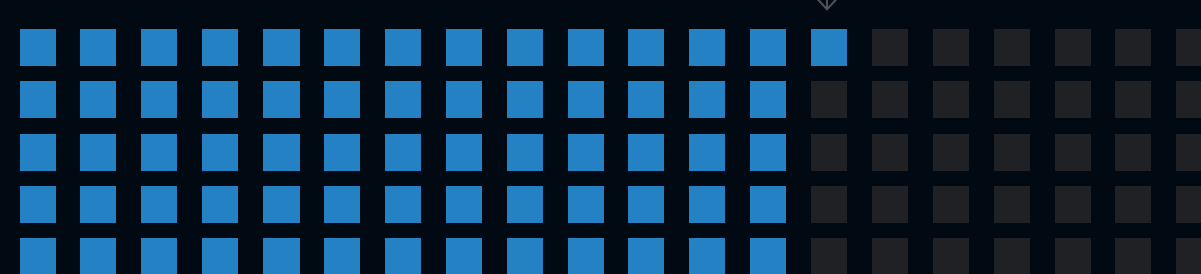
Reported earning **14% more than a year ago**, significantly outstripping inflation.



Received an average merit-based increase that is **43% larger** than a year ago (5.3% vs. 3.7%).

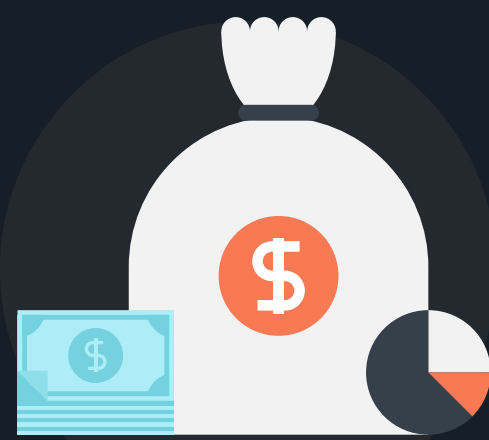


Experienced a **step rise in promotions** over the past 12 months (66% vs. 34%).



Certified Splunk Users Supercharge Their Career Outcomes

While, in the aggregate, the data tells a story of improving outcomes, Splunk users that have earned a Splunk Certification outperform their non-certified peers by a wide margin.



They earn **40% more** than their peers within the same demographic cohort.



They are **much more likely** to be satisfied with their job (72% vs. 52%).



They are **much more likely** to report their Splunk expertise has increased their influence in their organization (77% vs. 58%).

Splunk Users Are Increasingly Turning to Splunk Educational Resources

Splunk appears to be playing an increasingly important role in users' upskilling journeys.



51%

of respondents reported they had taken advantage of Splunk Education content to improve their knowledge and abilities, an increase of 8% compared to 2023.



37%

reported having taken advantage of Splunk Community content to upskill, an increase of 5% compared to 2023.



68%

of surveyed users reported they had earned a Splunk Certification (vs. 57% in 2023 and 50% in 2022).

When it comes to the prosperity of Splunk users, 2024 has been a resurgent year. Users are earning more, being advanced to more senior levels, being tapped to work on high-value projects more often, and more positive about their future-facing prospects.