# What is Personalizer ?

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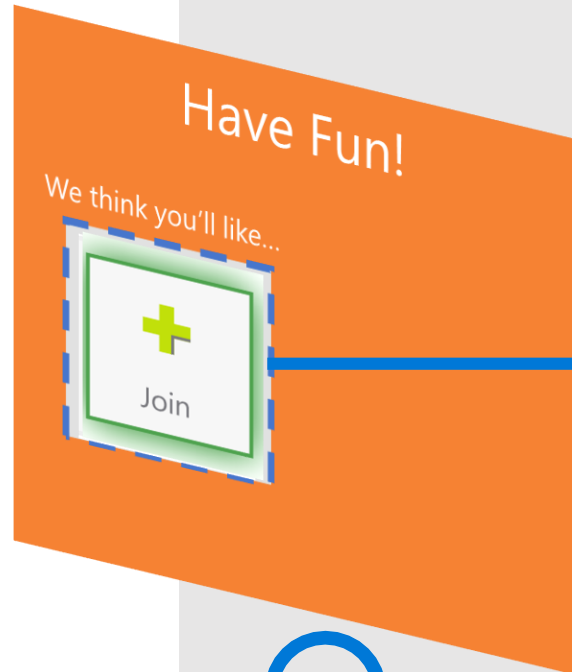
@kumpera

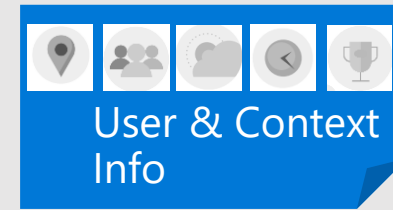VowpalWabbit.org

vowpalwabbit.org/neurips2019/

# Example...



Your App

Your Users

Have Fun!

We think you'll like...

Join

Play

Watch

Join

User & Context Info

Action 1 info

Action 2 Info

Action 3 Info

Join

Rank(..)

Personalizer Service
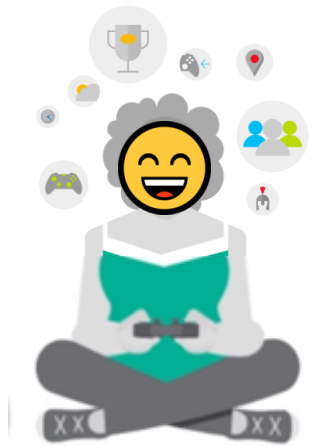
Reward(r)

Your business logic observing & evaluating user behavior

Reward Score

# Show me some code

# Rank(..)



User& Context info

Actions

Rank it!

```python
user = [{'age': 20}]
actions = [
    models.RankableAction(
        id = 'politics',
        features = [{'topic': 'politics'}]),
    models.RankableAction(
        id = 'sports',
        features = [{'topic': 'sports'}])]

request = models.RankRequest(
    context_features=user,
    actions=actions
)

response=client.rank(request)
```
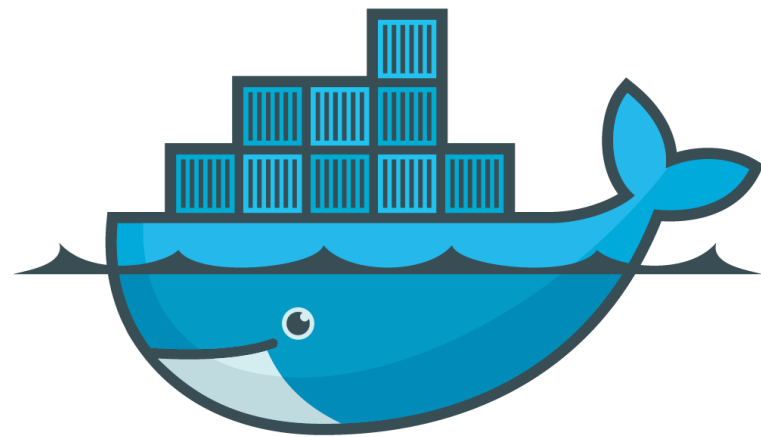
# Now, the reward

```
reward = 0.3
client.events.reward(event_id=event_id, value=reward)
```

Yes, that's it.

# REST service wrapped in a container

# Azure Portal

# Model optimization

# Questions?

# Thank you!

Azure Portal

    http://aka.ms/personalizer

Feedback in UserVoice

    http://aka.ms/personalizer-uservoice

Research Tutorial

    http://hunch.net/~rwil