

What is Personalizer ?

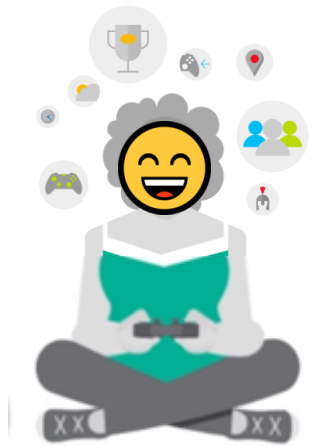
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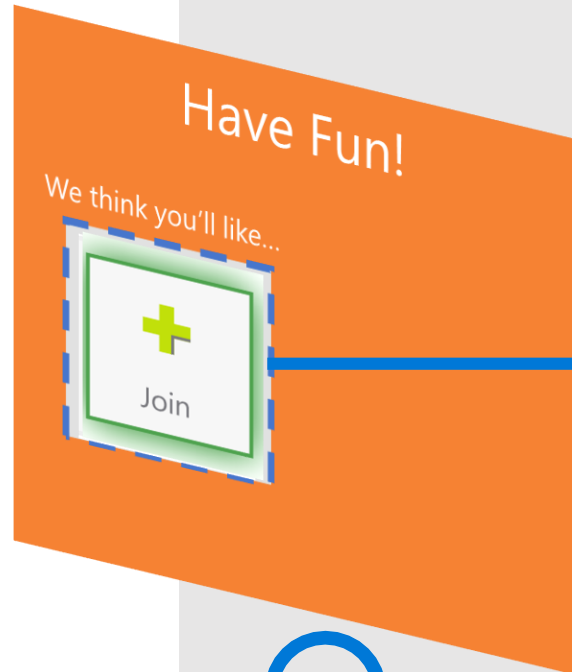
@kumpera



Example..

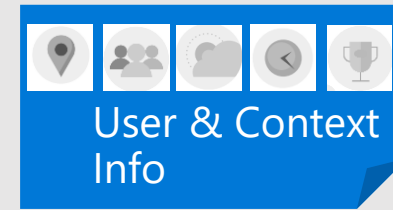


Your Users



Your business logic
observing & evaluating
user behavior

Reward Score



Action 1 info



Action 2 Info



Action 3 Info



Rank(..)

Reward(r)



Show me some code

```
mirror_mod.use_x = True
mirror_mod.use_y = False
mirror_mod.use_z = False
operation == "MIRROR_Y":
mirror_mod.use_x = False
mirror_mod.use_y = True
mirror_mod.use_z = False
operation == "MIRROR_Z":
mirror_mod.use_x = False
mirror_mod.use_y = False
mirror_mod.use_z = True

#selection at the end -add
mirror_ob.select= 1
modifier_ob.select=1
context.scene.objects.active
("Selected" + str(modifier_ob
mirror_ob.select = 0
= bpy.context.selected_object
data.objects[one.name].select
print("please select exactly
-- OPERATOR CLASSES ----
times.Operator):
the selected
```



Rank(..)

User& Context info

```
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)
```

Actions

Rank it!



Now, the reward

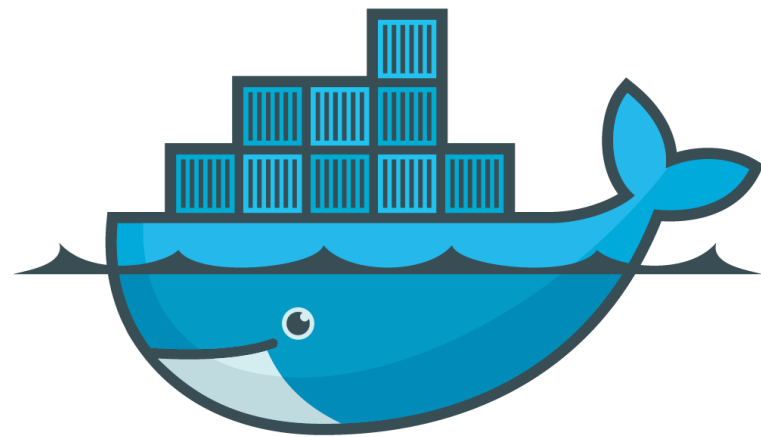
```
reward = 0.3  
client.events.reward(event_id=event_id, value=reward)
```



Yes, that's it.



REST service wrapped in a container



docker



Azure Portal

edjez-build-demo-eu - Settings

Cognitive Services

Search (Ctrl+/)

Save Discard Refresh

Overview

Activity log

Access control (IAM)

Tags

Diagnose and solve problems

RESOURCE MANAGEMENT

Settings

Model and Policy

Evaluations

Keys

Quick start

Pricing tier

Billing By Subscription

Properties

Locks

Export template

Monitoring

Alerts

Metrics

Diagnostic settings

Logs

Support + troubleshooting

Rewards

[Read more about setting rewards.](#)

Rewards are sent by your application after a Personalization event to train the Personalization model event.

Reward wait time

Days 0 Hours 0 Minutes 10 Seconds 0

Default reward

0

Reward aggregation

Earliest

Exploration

[Reads more about choosing exploration proportion.](#)

Personalization is able to discover new patterns and adapt to user behavior changes over time by exploring alternatives.

% of Rank calls to use for exploration

20

Model update frequency

How often should the model be updated?

Days 0 Hours 0 Minutes 2 Seconds 0

Data retention

Logs available from 5/7/2019-5/7/2019

How long should log date be retained? (days)

200

Search (Ctrl+/)

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Evaluation results - Features

My Evaluation

Start date

3/2/2019

End date

3/12/2019

Feature effectiveness (high to low)

vvideoLength

v:entities/celebrity

user:videoPreviouslyWatched

m:MobileBattery

ttimeOfDay

h:VideoPublishedYear

ua:BrowserType

vvideoIndexer/sentiment

h:mostViewedByUserType

tdayOfWeek

v:resolution4K

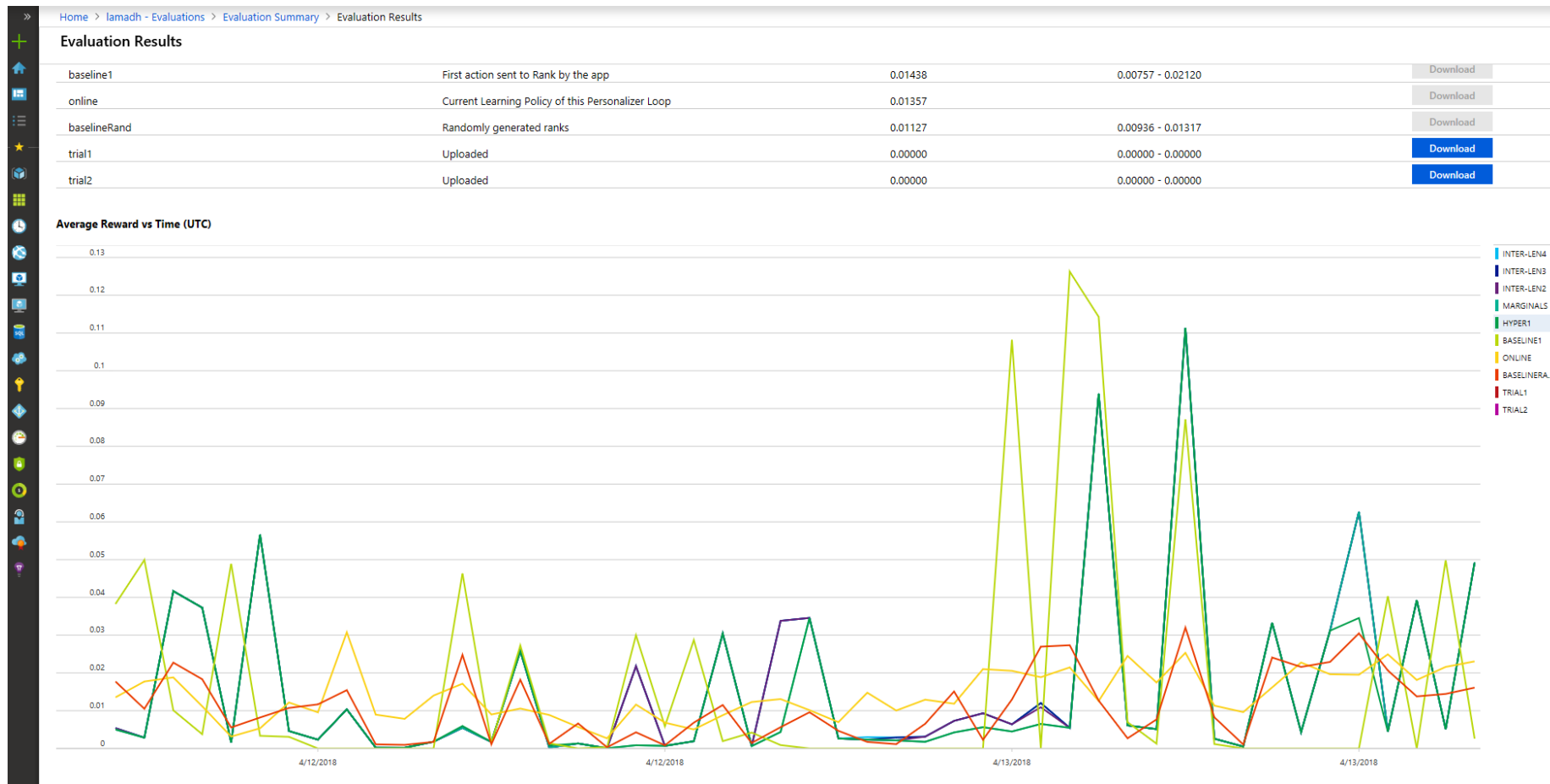
tmonth

Read our [Responsible use guidelines](#) to understand the impact of using different features when personalizing experiences.

[Learn more about how Personalizer works with features.](#)



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>