

# Demo Pre-requisites

- Create free Azure/Microsoft account
  - <https://azure.microsoft.com/en-us/free/>
- Install python and pip

# Create Personalizer Instance

Home > New

Create a resource

Home

Dashboard

All services

FAVORITES

All resources

Resource groups

App Services

SQL databases

Azure Cosmos DB

Virtual machines

Load balancers

Personalizer (Preview)

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Analytics

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Containers

Databases

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Web App Quickstart tutorial

SQL Database Quickstart tutorial

Dashboard > Cognitive Services > AI + Machine Learning > Personalizer (Preview)

Personalizer (Preview)

Microsoft

Create Save for later

Create rich, personalized experiences for every user of your app. Prioritize relevant content and user experiences, helping you improve app satisfaction, usability, and engagement, with Azure Cognitive Services Personalizer Preview. Only Azure delivers this powerful reinforcement learning based capability through an easy-to-use API. Reinforcement learning is the set of techniques that allow artificial intelligence (AI) to optimize for a goal based on your configuration.

Useful Links

- [More about Personalizer](#)
- [Documentation](#)
- [SDK](#)
- [API reference](#)
- [Pricing](#)
- [Regional availability](#)

Dashboard > Cognitive Services > AI + Machine Learning

Create Personalizer (Preview)

Name icml\_demo

Subscription

Location (US) West US 2

Pricing tier (View full pricing details) F0 (50K Transactions per month)

Resource group

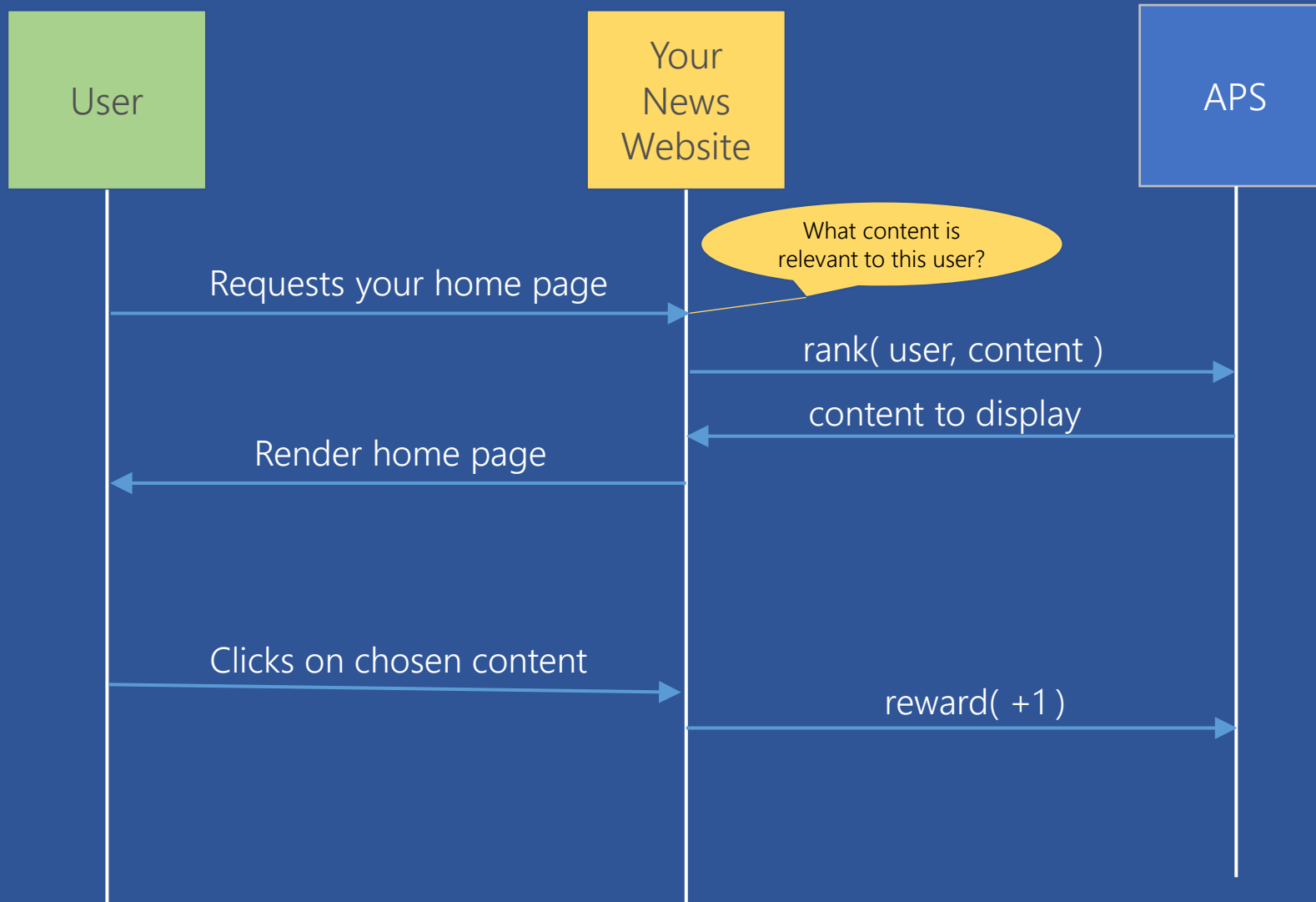
Create new

☒ I confirm I have read and understood the notice below.

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Create Automation options

# Demo App



# Demo code & Libraries

- git clone <https://github.com/VowpalWabbit/workshop>
- pip install azure.cognitiveservices.personalizer

# Code

# App Status

Dashboard > icml\_demo - Settings

icml\_demo - Settings

Cognitive Services

Search (Ctrl+J)

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

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 Hours Minutes Seconds  
0 0 10 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  
40

Model update frequency

How often should the model be updated?

Days Hours Minutes Seconds  
0 0 5 0

Data retention

No logs found

How long should log date be retained? (days)  
Enter number of days

# Docs

- <https://docs.microsoft.com/en-us/azure/cognitive-services/personalizer/>
- <https://docs.microsoft.com/en-us/azure/cognitive-services/personalizer/concepts-features>
- <https://docs.microsoft.com/en-us/azure/cognitive-services/personalizer/concept-rewards>