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- and this is the goal of this soft-skill-ish module 😇

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- be an expert!

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- but again, you need to **measure**...

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Company perspective:

- *"Over a 4 week period, we analysed mobile site data from 37 retail, travel, luxury and lead generation brands across Europe and the US. Results showed that a mere **0.1s change** in load time can influence every step of the user journey, ultimately increasing conversion rates. Conversions grew **by 8% for retail sites** and **by 10% for Travel sites** on average."* - Milliseconds Make Millions report from Deloitte

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  - Measure to understand effects of improvements - ...or regression

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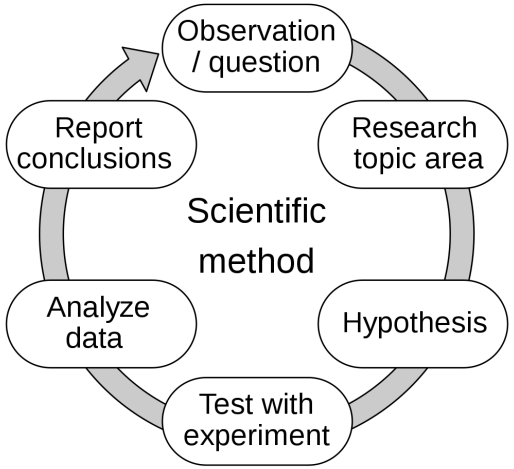

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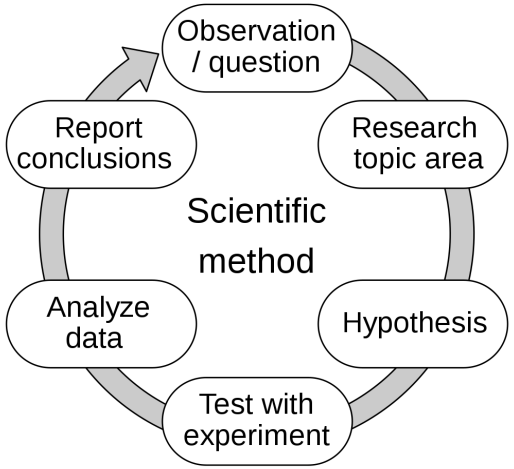

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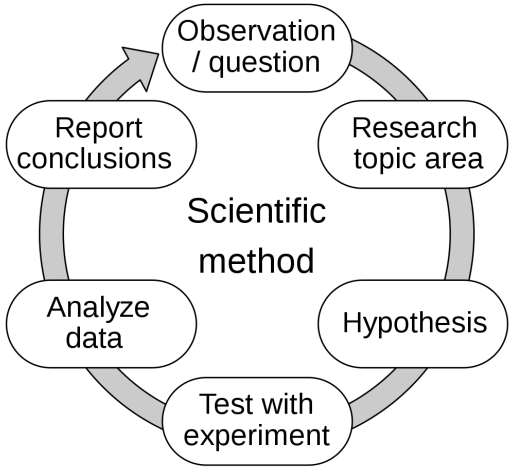

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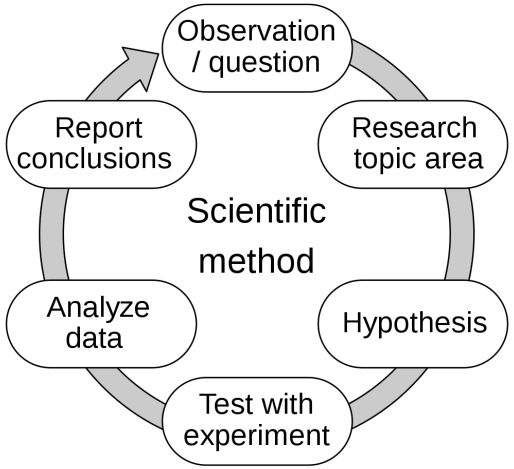

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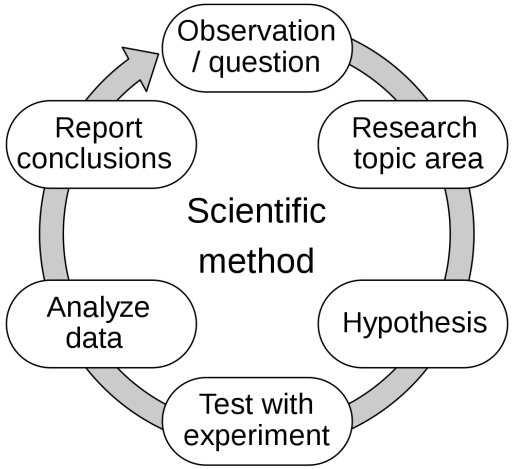

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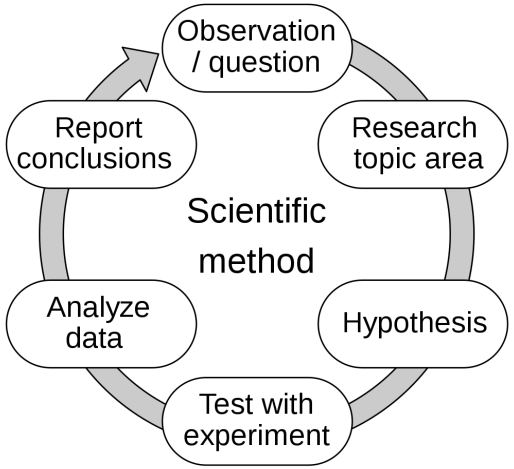

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- make conclusions, reevalute ideas, reformulate hypothesis, ...

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- **application performance** - page load times, responsivenes, ...
  - GC aspects: it depends, all GC-related 😇

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    BTW, this applies to everything we use - architecture, **`async`**/**`await`**, ORM, .NET runtime itself, ...

"premature optimization is the root of all evil"

Structured Programming with go to Statements

DONALD E. KNUTH

Stanford University, Stanford, California 94305

A consideration of several different examples sheds new light on the problem of creating reliable, well-structured programs that behave efficiently. This study focuses largely on two issues: (a) improved syntax for iterations and error exits, making it

Computing Surveys, Vol 6, No 4, December 1974

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- don't call laziness a premature optimization - it just may be an experience :)
- it's all about to avoid common pitfals, have a good "programming culture" and to know how to measure if it works.

Materials

- Milliseconds Make Millions
- ... many, many articles about "web performance business impact" 😇