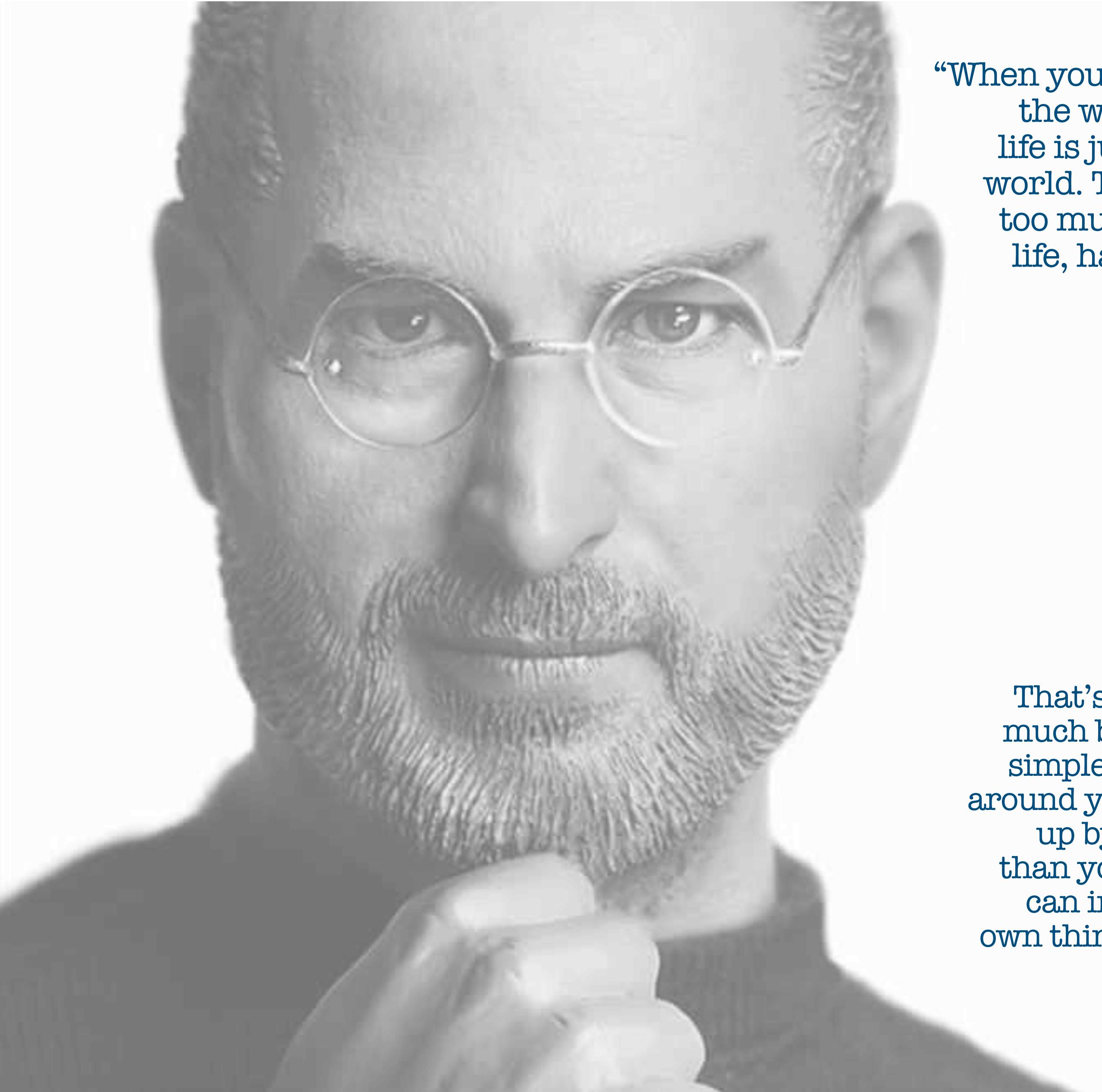


# How I beat “The Lady Luck?”

Why software developers need side project(s)?

Stoisavljević Aleksandar @ JavaCro Autumn 2022  
Rovinj/Croatia





“When you grow up you tend to get told  
the world is the way it is and your  
life is just to live your life inside the  
world. Try not to bash into the walls  
too much. Try to have a nice family  
life, have fun, save a little money...

That's a very limited life. Life can be  
much broader once you discover one  
simple fact, and that is – everything  
around you that you call life, was made  
up by people who were no smarter  
than you. And you can change it, you  
can influence it, you can build your  
own things that other people can use.”





# Aleksandar Stoisavljević

it consultant @NovaCode



Accomplished individual with a strong background in Java (15+ yrs in IT business). Goal oriented, analytical and sharp individual with a lot of energy. Strong will to spread inspiration among his co-workers. Coming from city of Novi Sad, one of the biggest IT centres in Serbia, Aleksandar has been working in various environments. Professional career started as desktop developer (Delphi IDE) and joined one international company in 2007. with its headquarters in Amsterdam, The Netherlands. Primary focus were various kinds of server-side systems and web applications. As from 2015. actively learning and helping clients to prepare and adopt for the Cloud. In 2017. Joined NovaCode d.o.o. where he works nowadays as Software Architect. In the "off-working hours" father of two. Like to play table tennis.

astoisavljevic

@staleksit



**Do not worry!**  
This IS NOT going to be another  
*“life coaching” sessions like:*  
**“In pursuit of happiness”**



The goal is to tickle your **imagination**,  
drive you away from **comfort zone** and  
**initiate idea** - of having **side project**.



"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# How does work “9-to-5” looks like? \*

Fixing Bugs

Maintain legacy  
code base

Meetings  
(dailys, refinements,  
retrospectives, ...)

Work with old  
libraries

Documentation

Code standard rules

\* - for at least most of us

What's  
the  
solution ?



"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



What is the  
solution?

---

1. Continue  
as is

## Live your life inside given boundaries.

Live life to the fullest. Make every moment counts. Take things slower. Take care of yourself. 40 years of working service is very long period of time. This is not a sprint race. It is more like marathon.



What is the  
solution?

---

1. Continue  
as is

2. Fall-back  
In love

## Re-light that spark in you

Fall back in love with your main venture. Again! Back to the roots. Try to find reasons why you started career as programmer.



What is the  
solution?

---

1. Continue  
as is

2. Fall-back  
In love

OR ...

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



**Starting a project is easier than  
you can think of!**

“How I beat The Lady Luck?” - Stoisljević Aleksandar @ 2022



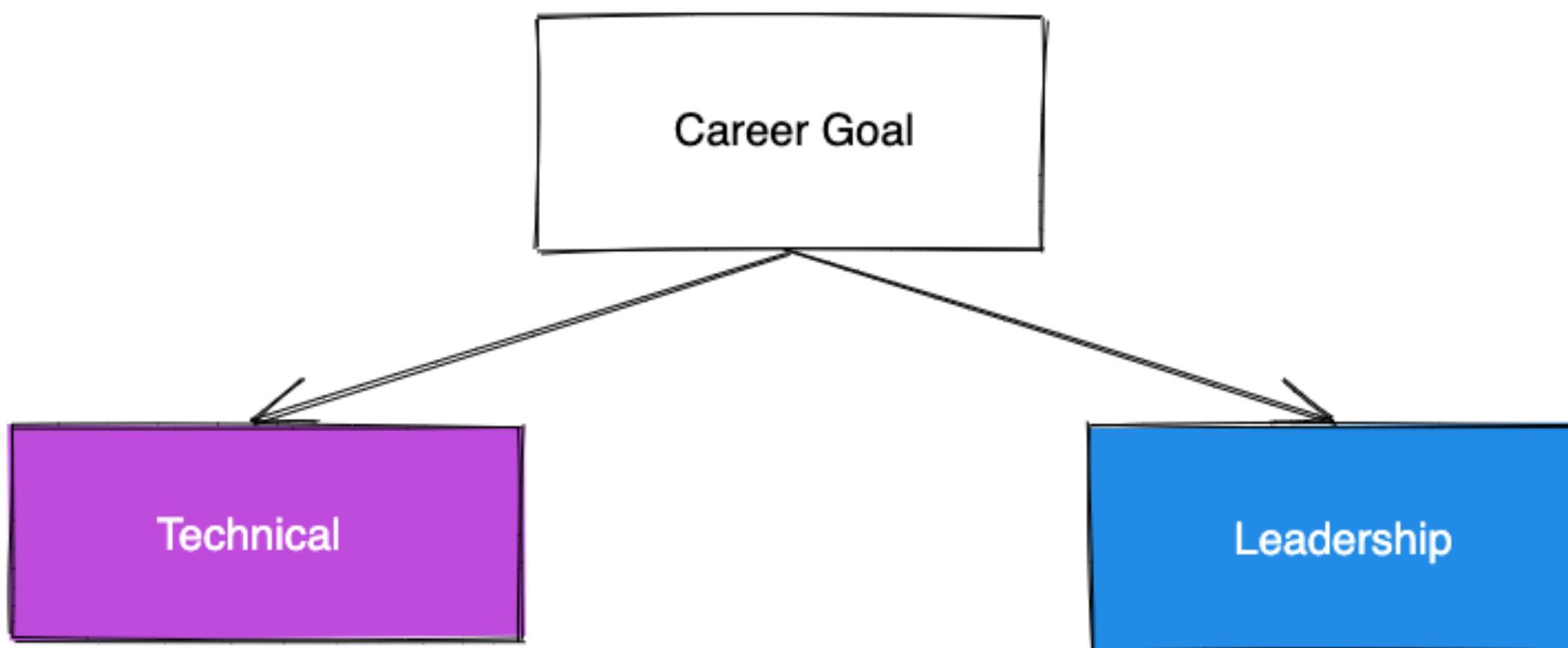
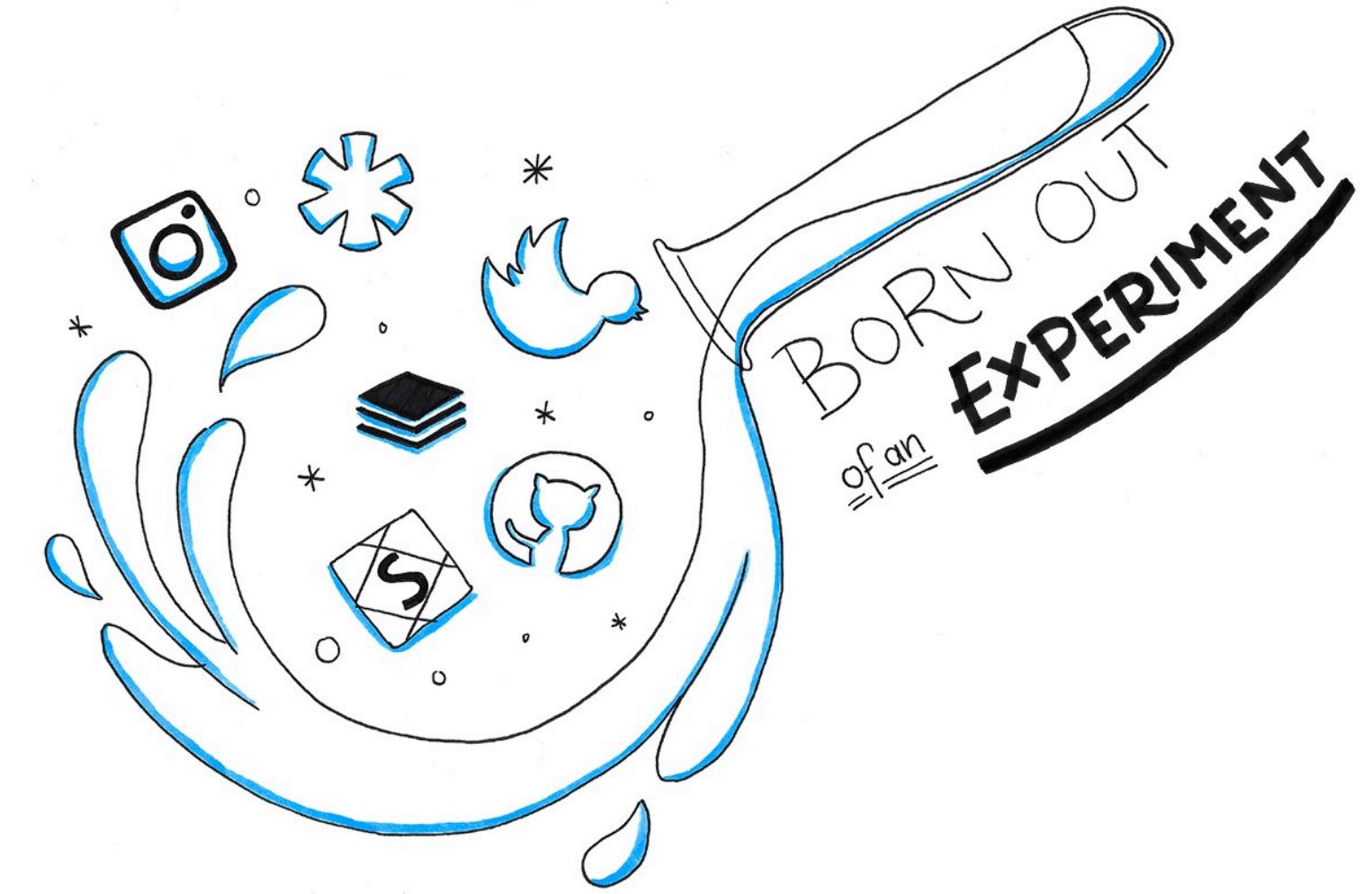
# Side project

# What is a side project?

“How I beat The Lady Luck?” - Stoisljević Aleksandar @ 2022



Side project is venture, activity of any kind that **SEPARATE** you from your **MAIN** line of work, from your **"9-to-5" job**, but same time helps you to **ACHIEVE** your **career end goal**.



# “Eurovision Buzzer”<sup>★</sup>

★ Twitter data source analytics tool ©2019

It all starts with local contest, "Pesma za Evroviziju", in the beginning of March.



Me and my friends, gathers with families and while watching show, are picking our favourites and trying to predict a winner.

"How I beat The Lady Luck?" - Stoisavljević Aleksandar @ 2022



RAISE  
THE  
BAR



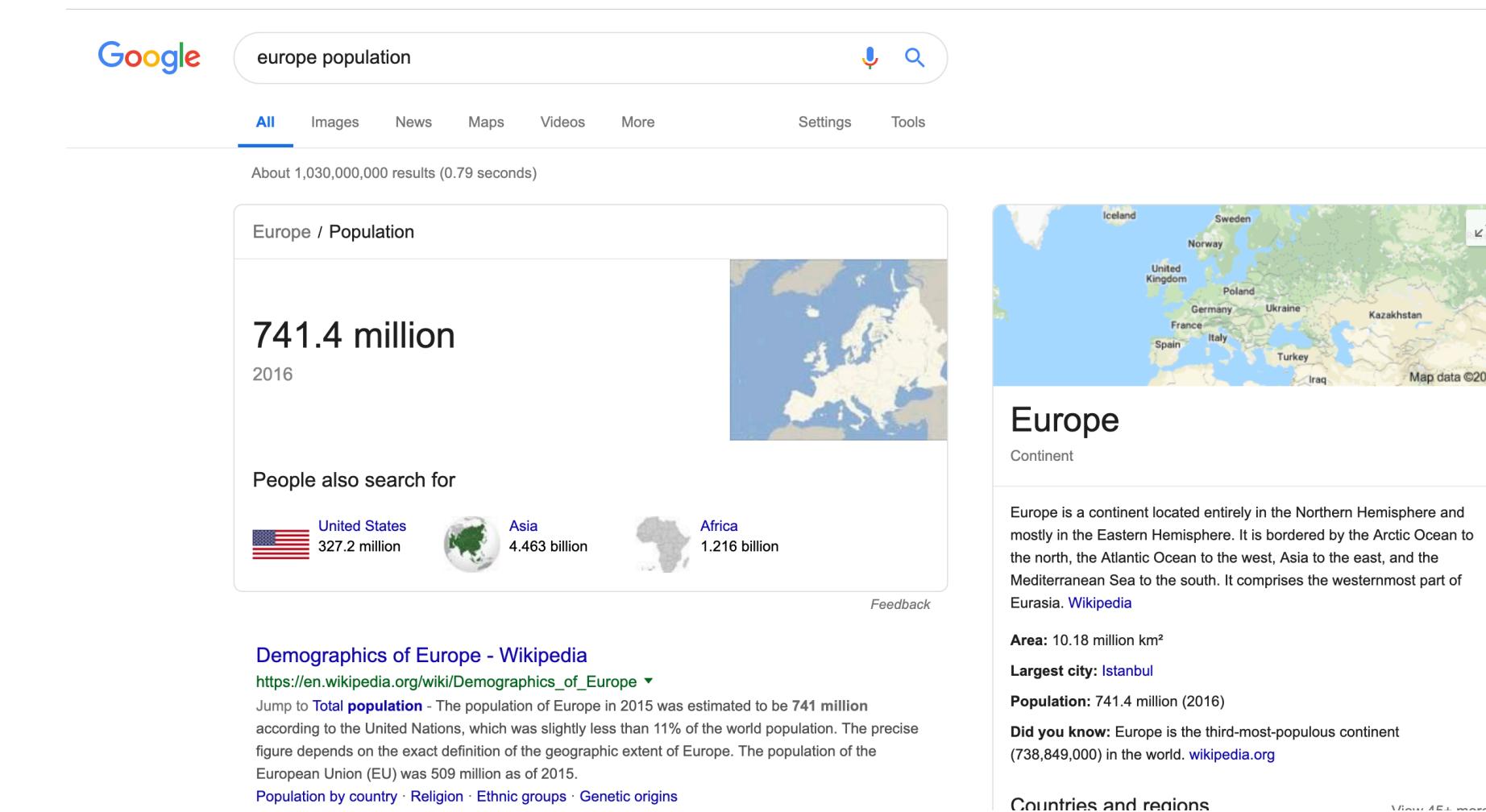
"How I beat The Lady Luck?" - Stoislavljević Aleksandar @ 2022



Is there a way to find & analyse relevant data source in order to predict the winner?

Since “Eurovision” is TV show (*more than it is pure music show!*), how many people are “engaged”? How to get that fact?

There are ~ **750 Million** people in Europe.



“How I beat The Lady Luck?” - Stoislavljević Aleksandar @ 2022



Eurovision  
SONG CONTEST  
26 April 2018 at 21:00 CEST

Latest United Kingdom 2023 History Countries About Q Shop

Atmosphere just before the second Semi-Final of the 2017 Eurovision Song Contest. Andres Putting

gle eurovision

All Images News Videos Maps More Settings Tools

About 113,000,000 results (0.57 seconds)

Eurovision Song Contest 2019 began at 9:00 PM on **Tuesday, May 14**  
and ended on **Saturday, May 18**  
All times are in Central European Time.

Feedback

Top stories

-  182 million tune in to 64th Eurovision Song Contest as young audience numbers... EBU 2 days ago → More for eurovision
-  Eurovision Song Contest Watched by More Than 180 Million Viewers Variety 2 days ago
-  Australia: SBS confirms participation for 2020 contest ESCXTRA.com 22 hours ago

Eurovision Song Contest  
<https://eurovision.tv/>

Official website of the Eurovision Song Contest. The latest news, photos, videos, participant info, voting results, the contest's rich history and so much more.

ision social post ? How It Works

A combined 200 million viewers are expected to tune in for the 2018 Eurovision Song Contest — and we can't wait to show them your best Eurovision posts on social media! Want to get your Tweet or Instagram-post featured in one of the three shows? Keep reading!

From today until the day of the Grand Final the Eurovision Song Contest social media team will be scouring Facebook, Twitter and Instagram for your best, brightest and funniest Eurovision posts. Whether you want to show the world your jaw-dropping collection of Eurovision memorabilia, the classy outfit you'll be wearing during the shows, selfies with Eurovision legends or just a heartfelt message of support for your favourite participant — just make sure you add the hashtag: #AllAboard.

But be warned: Being featured on one of the shows may lead to excessive amounts of views, likes, shares and new followers!

By using the hashtag #AllAboard you agree that your post may be used in one of the three shows of the 2018 Eurovision Song Contest, and that your post will be considered a 'Contribution' in accordance with the [Terms of Use](#) of Eurovision.tv.

**Eurovision Song Contest**

The Eurovision Song Contest, often simply called Eurovision, is an annual international song competition, with participants representing primarily European countries. [Wikipedia](#)

Genre: Song contest  
Original language(s): English and French  
Original release: [24 May 1956](#); 63 years ago — present  
Created by: Marcel Bezençon  
Venues: Moldova, Altice Arena (2018), Croatia, Russia, Copenhagen, Bergen, Kyiv, Finland

**Eurovision Song Contest on Google**

182 million viewers tuned in to the 2019 Eurovision Song Contest. [Read more..](#)

2 days ago Share

Instances View 60+ more

# 150 - 200 Million

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022







SONG CONTEST  
TEL AVIV 2019

## Eurovision 2019 Song Contest

---

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022

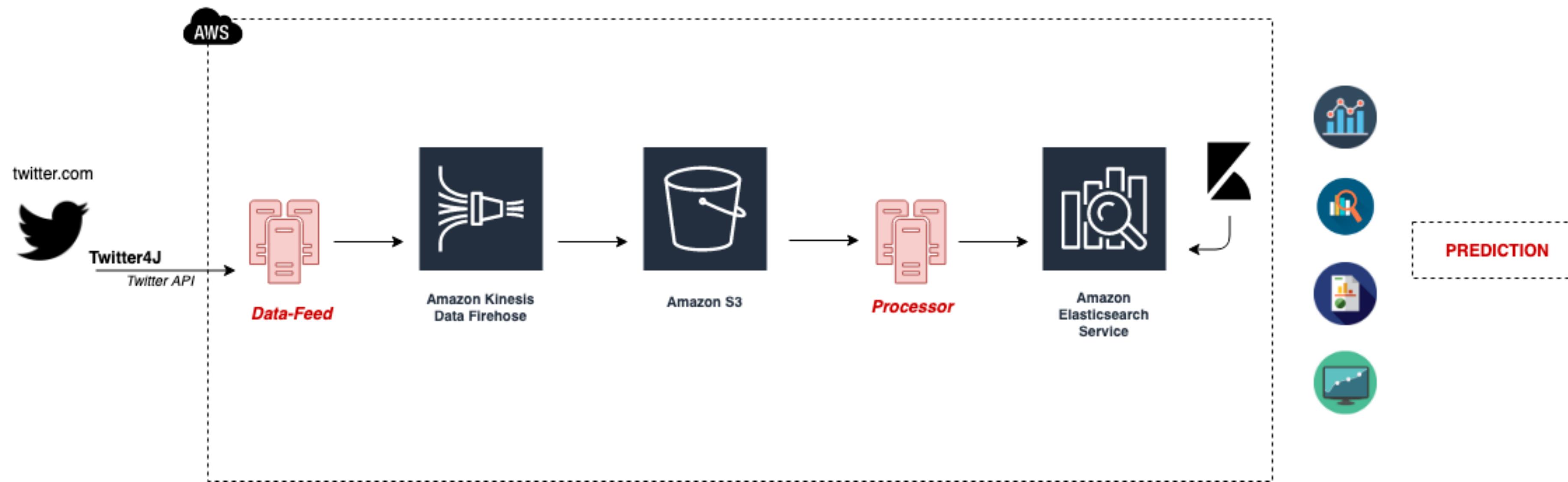
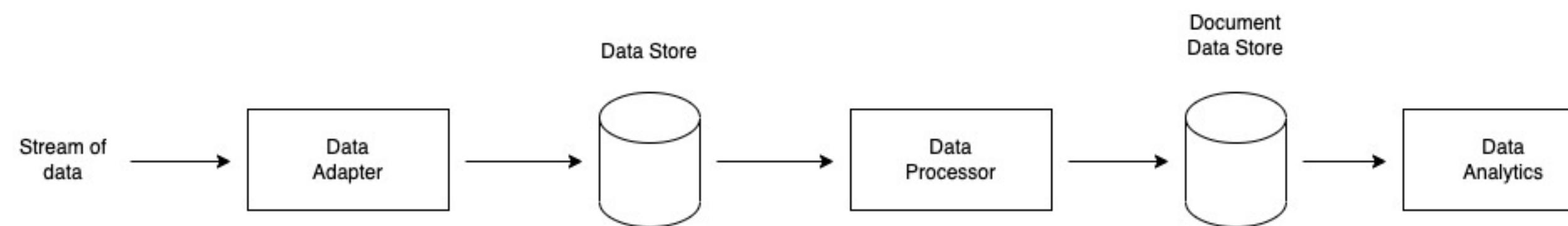




"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# “Eurovision Buzzer” - Contextual diagram



# Day #1 - Tuesday

## Data Feed

# C4 Model

by Simon Brown - [c4model.com](http://c4model.com)

I Context



II Component

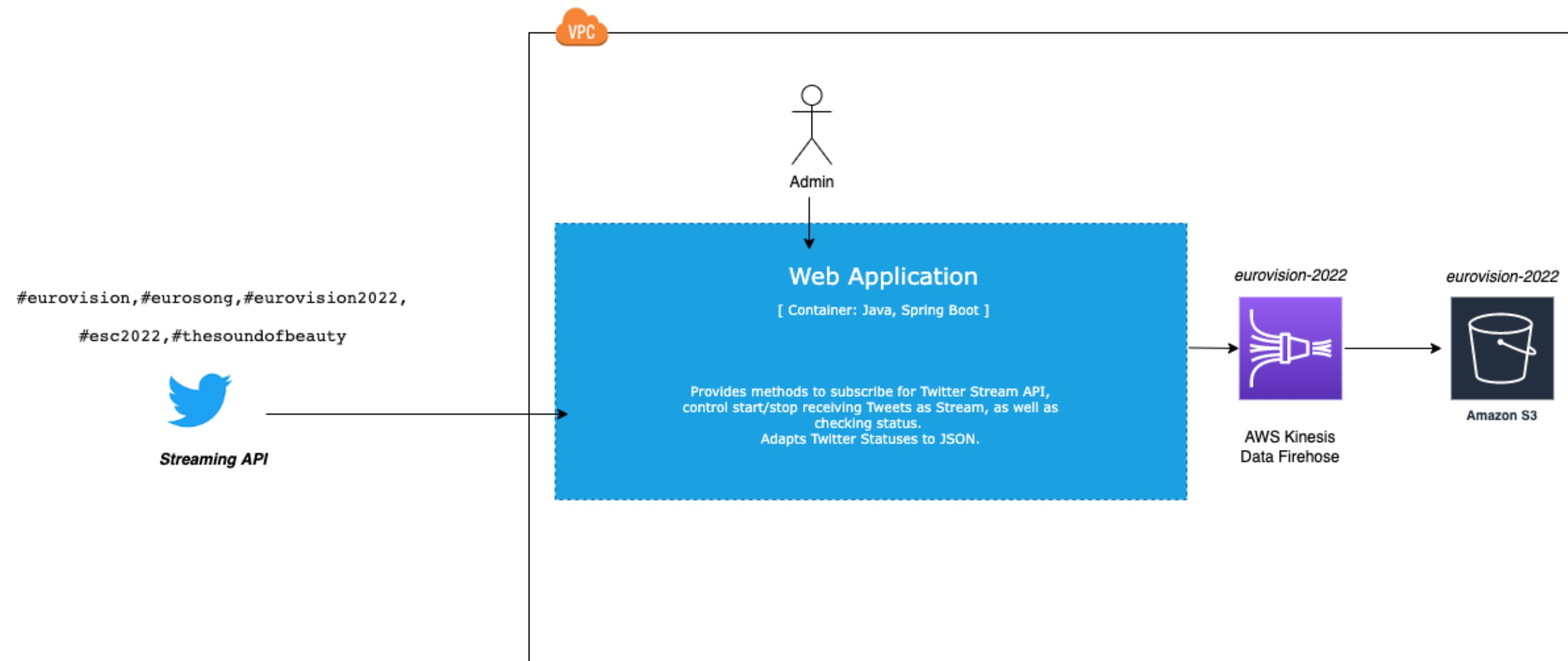


III Container

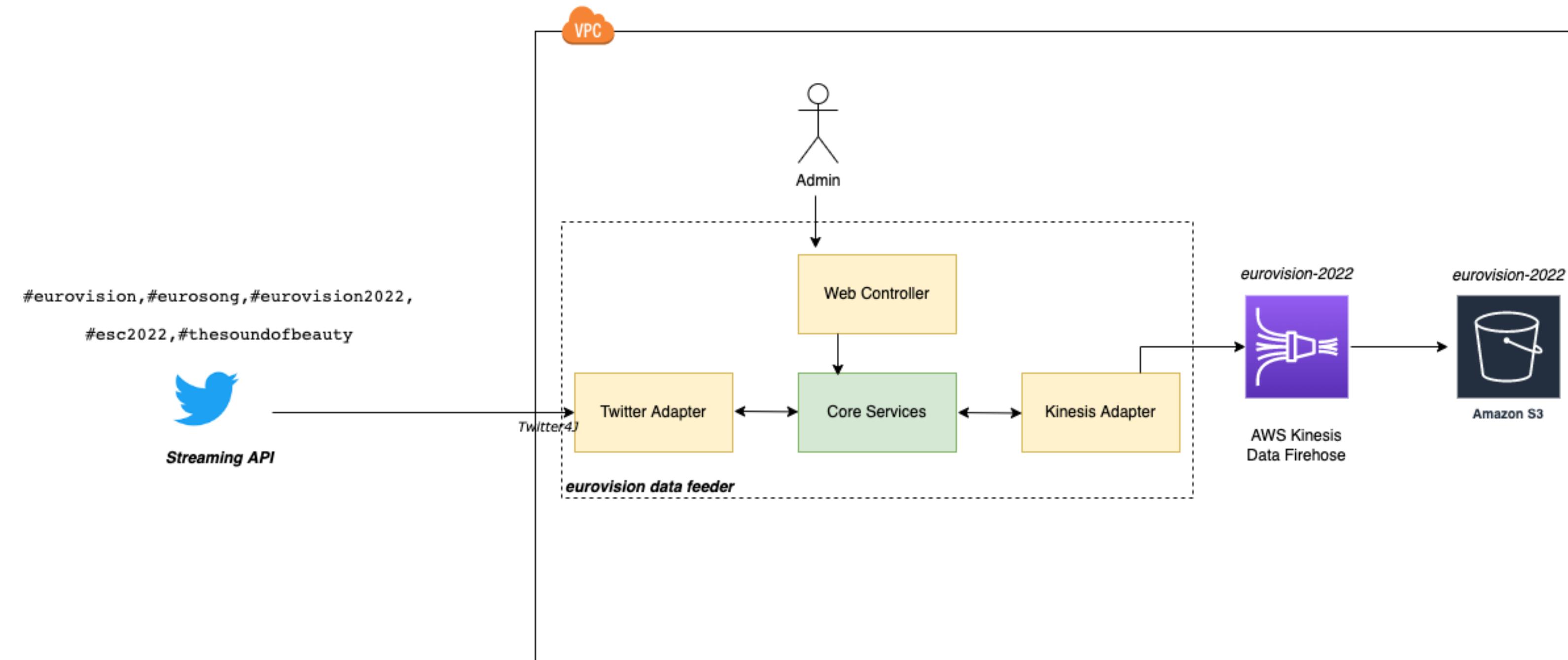


IV Class

# “Data Feeder” - Context diagram



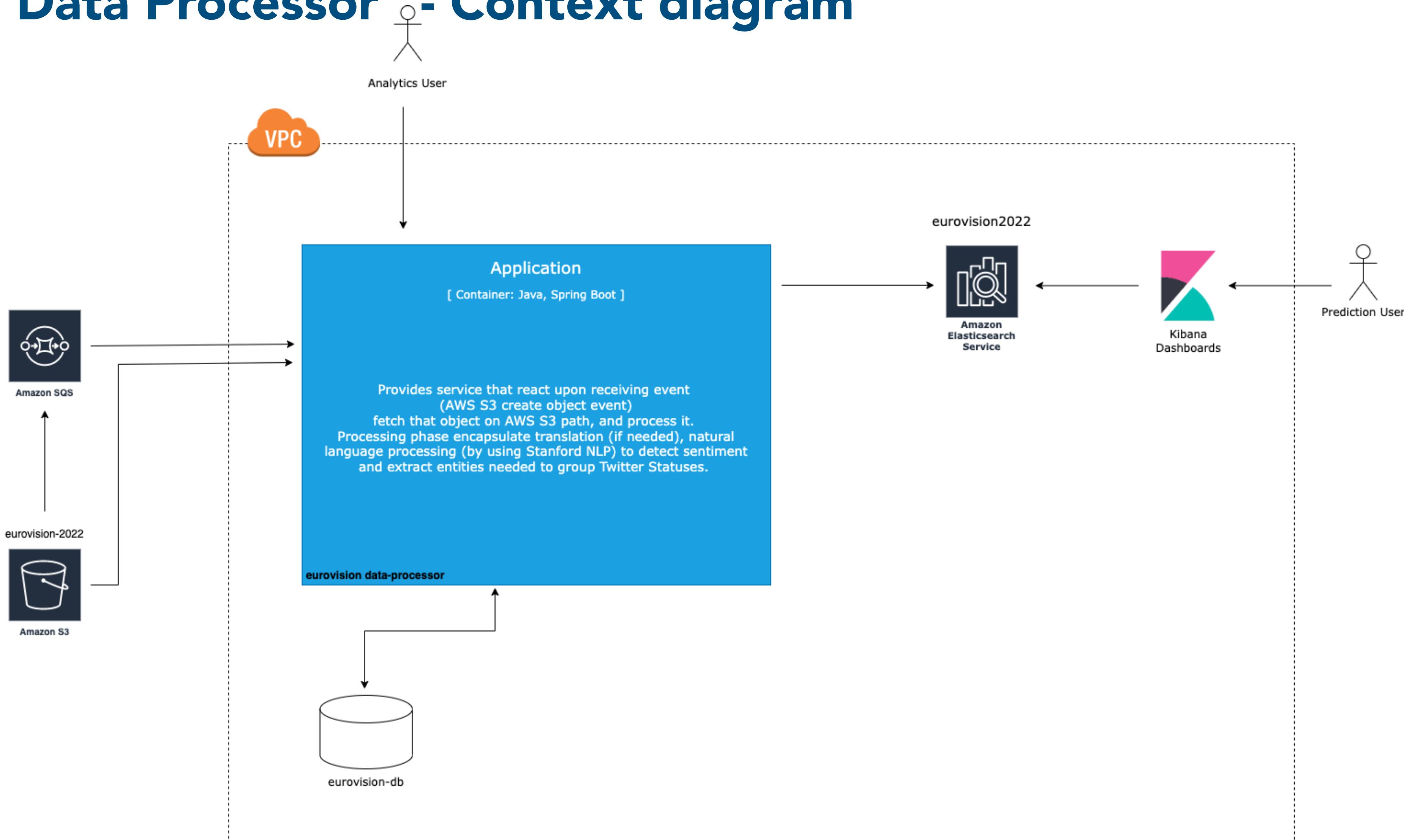
# “Data Feeder” - Component diagram



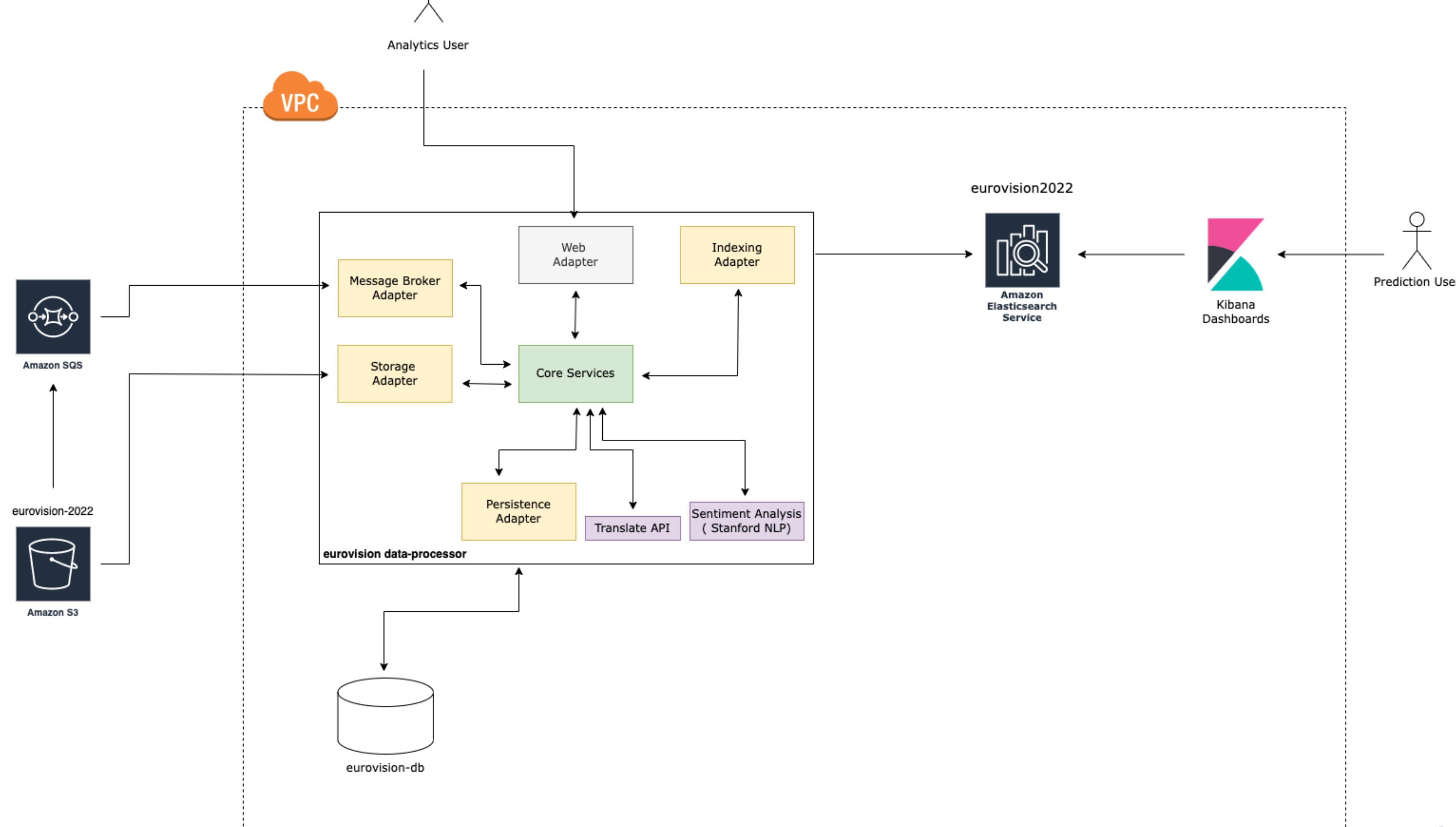
# Day #2 - Wednesday

## Data Processing

# “Data Processor”- Context diagram



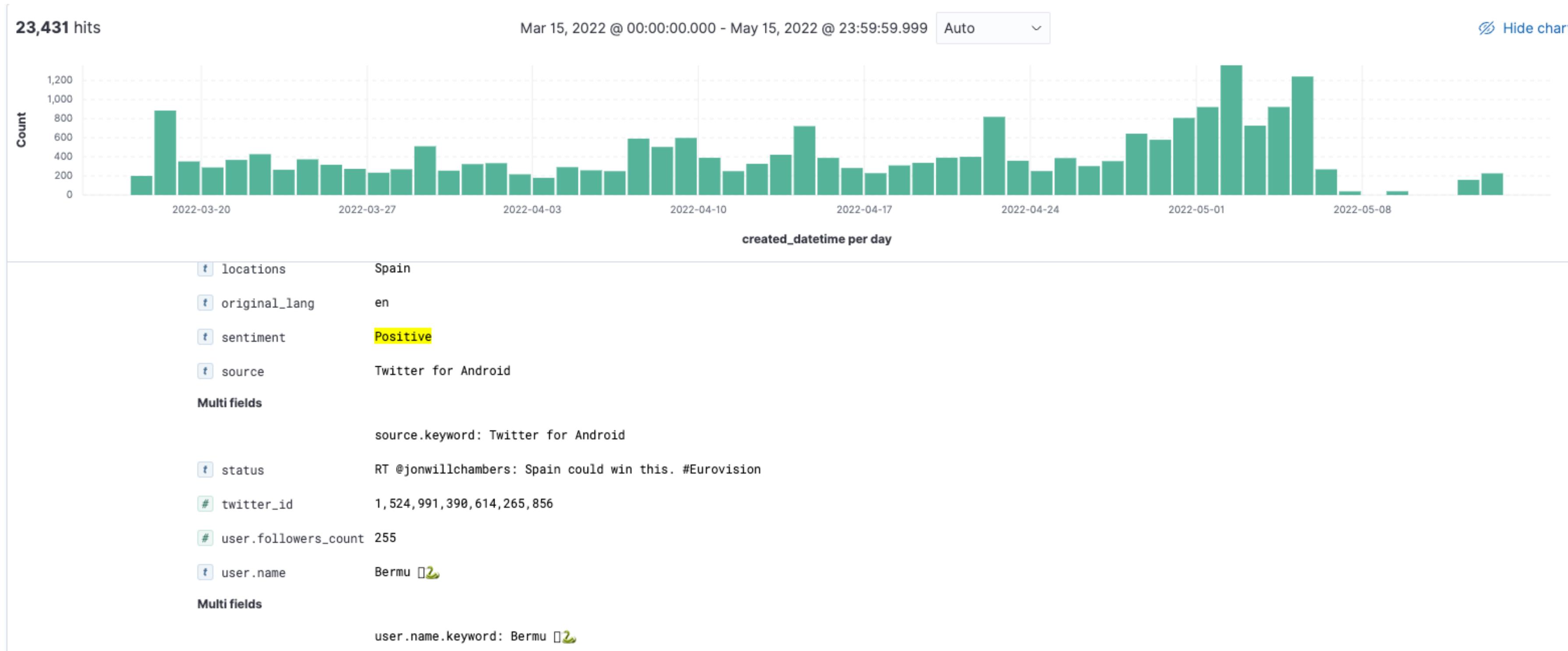
# “Data Processor” - Component diagram



# Day #3 - Thursday

## Data Analytics

# “Data Analytics” - document



# "Data Analytics" - AWS Translate

#ESC2022

Top Latest People Photos Videos

**TwelvePointsDouzePoints** @12\_TPDP\_12 · 2h  
De Brit @SamRyderMusic boekt met "Space Man" in de vijftiende week in de @UltratopBe Top 50 in #Vlaanderen zeven plaatsen verlies en gaat van 31 naar 38.  
#songfestival #eurovision #ESC2022 #esc  
Translate Tweet

[youtube.com](https://www.youtube.com/watch?v=...)  
Sam Ryder - SPACE MAN - LIVE - United Kingdom ...  
Sam Ryder performed SPACE MAN, representing United Kingdom at the Eurovision Song Contest ...

**TwelvePointsDouzePoints** @12\_TPDP\_12 · 3h  
"Supermodel" van de groep @thisismaneskin boekt deze week in de @UltratopBe Top 50 in Vlaanderen één plaats winst en gaat weer van 14 naar 13. In Wallonië stijgen ze van 26 naar 21.  
#songfestival #eurovision #ESC2022 #ESC  
Translate Tweet

[youtube.com](https://www.youtube.com/watch?v=...)  
Måneskin - SUPERMODEL (Official Video)  
Listen to SUPERMODEL here  
<https://maneskin.lnk.to/SupermodelDirectors>: ...

**TwelvePointsDouzePoints** @12\_TPDP\_12 · 3h  
#songfestival #eurovision #ESC2022 #ESC

Voor de derde week op rij staat @rosalinnmusic met "Snap" op een eerste

**Search filters**

**People**  
From anyone   
People you follow

**Location**  
Anywhere   
Near you

[Advanced search](#)

**Trends for you**

Trending **William and Kate** [...](#)  
1,134 Tweets

Entertainment - Trending **LOTR** [...](#)  
19.2K Tweets

Trending **Sussexes** [...](#)  
2,543 Tweets

House of the Dragon - Trending **#HouseoftheDragon** [...](#)  
201K Tweets

Trending **Adderall** [...](#)  
7,816 Tweets

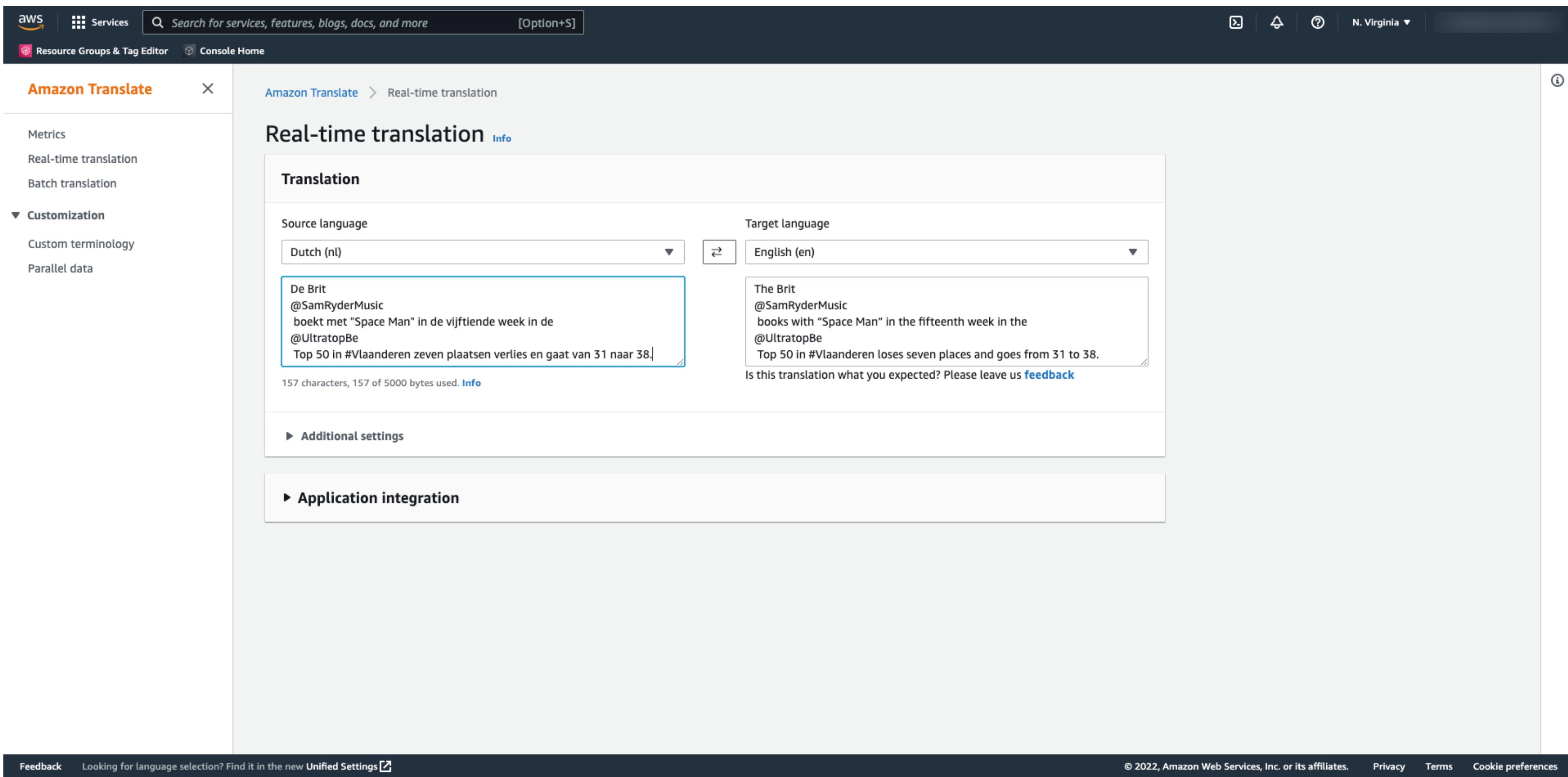
Trending **Commander in Chief** [...](#)  
6,042 Tweets

**Messages**

"How I beat The Lady Luck?" - Stoisavljević Aleksandar @ 2022



# "Data Analytics" - AWS Translate



The screenshot shows the AWS Translate Real-time translation interface. The left sidebar has "Amazon Translate" selected. The main area shows a tweet in Dutch being translated to English.

**Real-time translation**

**Translation**

**Source language:** Dutch (nl)

**Target language:** English (en)

**Text:**

De Brit  
@SamRyderMusic  
boekt met "Space Man" in de vijftiende week in de  
@UltratopBe  
Top 50 in #Vlaanderen zeven plaatsen verliest en gaat van 31 naar 38.

157 characters, 157 of 5000 bytes used. [Info](#)

The Brit  
@SamRyderMusic  
books with "Space Man" in the fifteenth week in the  
@UltratopBe  
Top 50 in #Vlaanderen loses seven places and goes from 31 to 38.

Is this translation what you expected? Please leave us [feedback](#)

**Additional settings**

**Application integration**

Feedback Looking for language selection? Find it in the new Unified Settings [\[ \]](#)

© 2022, Amazon Web Services, Inc. or its affiliates. [Privacy](#) [Terms](#) [Cookie preferences](#)

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# "Data Analytics" - AWS Comprehend (or Stanford NLP)

The screenshot shows a Twitter search interface with the following details:

- Search Bar:** #eurovision #eurosong
- Filter Buttons:** Top, Latest (selected), People, Photos, Videos
- Search Filters Panel:** Shows "People" (From anyone checked, People you follow unchecked) and "Location" (Anywhere checked, Near you unchecked). Includes an "Advanced search" link.
- Trends for You:** William and Kate (1,147 Tweets), House of the Dragon (204K Tweets), Sussexes (2,576 Tweets), Politics (Trending), Putin (189K Tweets), Commander in Chief (6,112 Tweets), and MeghanMarkle (2,599 Tweets).
- Messages Panel:** Shows a "Messages" button with a plus sign and an upward arrow.
- Search Results:** The results are divided into sections by user:
  - Anders Lundgren (@TotallyAnders):** Serbia (#SRB) is showing you how to wash your hands, just in case you forgot. I mean, corona and washing hands ...  
Not #Eurovision top 10 worthy for me.  
#songfestival #ESC22 #ESC2022 #esf #esf22 #esf2022 #eurosong #eurovision2022 #1metS10  
This tweet is highlighted with a red box.
  - Marjolijn van de Gender (@marjolijnvndg):** Beter wast de zangeres van Servië haar handen omdat ze zojuist de presentatoren definitief de mond heeft gesnoerd.  
#songfestival #eurosong #eurovision #srbo  
Translate Tweet
  - Koen Willen (@KoenWillen):** That is the same person! 😱😱  
#SRB #Eurovision #ESC2022 #Eurosong #Songfestival
- Bottom Left:** Profile picture and name of Alex Stoisavljevic (@staleksit).
- Bottom Right:** A blue button labeled "Tweet".

"How I beat The Lady Luck?" - Stoisavljević Aleksandar @ 2022



# “Data Analytics” - entities extraction

The screenshot shows the AWS Comprehend service interface. On the left, there's a sidebar with options like Real-time analysis, Analysis jobs, and Customization (which is expanded, showing Custom classification, Custom entity recognition, and Endpoints). The main area is titled "Analyzed text" and contains the following text:  
Serbia (#SRB) is showing you how to wash your hands, just in case you forgot. I mean, corona and washing hands ...  
Not #Eurovision top 10 worthy for me.  
#songfestival #ESC22 #ESC2022 #esf #esf22 #esf2022 #eurosong #eurovision2022 #1metS10

Below this, under the "Results" section, is a table:

Entity	Type	Confidence
Serbia	Organization	0.94
#SRB	Organization	0.91
#Eurovision	Event	0.95
top 10	Quantity	0.94
#songfestival	Event	0.94
#ESC22	Event	0.93
#ESC2022	Event	0.96
#esf	Event	0.89
#esf22	Event	0.93
#esf2022	Event	0.97

A red box highlights the entire results table. At the bottom of the table, there's a link to "Application integration".

At the very bottom of the page, there are links for Feedback, Unified Settings, Copyright notice (© 2022, Amazon Web Services, Inc. or its affiliates.), Privacy, Terms, and Cookie preferences.

“How I beat The Lady Luck?” - Stoislavljević Aleksandar @ 2022



# “Data Analytics” - sentiment

The screenshot shows the Amazon Comprehend service in the AWS console. The main interface displays two pieces of text for analysis:

- Not #Eurovision top 10 worthy for me.
- #songfestival #ESC22 #ESC2022 #esf #esf22 #esf2022 #eurosong #eurovision2022 #1metS10

Below the text input, it says "240 of 100000 characters used." There are "Clear text" and "Analyze" buttons. The results section, titled "Insights Info", has tabs for Entities, Key phrases, Language, PII, Sentiment (which is selected), and Syntax. The "Sentiment" tab shows the following confidence levels:

Sentiment	Confidence
Neutral	0.45 confidence
Positive	0.05 confidence
Negative	0.48 confidence
Mixed	0.00 confidence

At the bottom of the page, there are links for Feedback, Unified Settings, Copyright notice (© 2022, Amazon Web Services, Inc. or its affiliates.), Privacy, Terms, and Cookie preferences.

“How I beat The Lady Luck?” - Stoislavljević Aleksandar @ 2022



# “Data Analytics”



14	yellow	open	account_policy	n5HqQD5tSSyRJcP3Imt0xA	1	1	15	0	11.9kb	11.9kb
15	yellow	open	eurovision2022	d95DATvkRWixhWNDUbqP6A	4	1	6099849	48148	2.2gb	2.2gb
16	green	open	.tasks	V1NjyRVdRY-KqwJWxQoHTw	1	0	121	4	86.2kb	86.2kb

“How I beat The Lady Luck?” - Stoislavljević Aleksandar @ 2022



# Day #4 - Friday

## Connecting the Dots

# Connecting the Dots



AWS CLOUDFORMATION



Jenkins



AWS ECR



Amazon Kinesis Firehose



Amazon  
S3



Amazon  
SQS



"How I beat The Lady Luck?" - Stoisavljević Aleksandar @ 2022



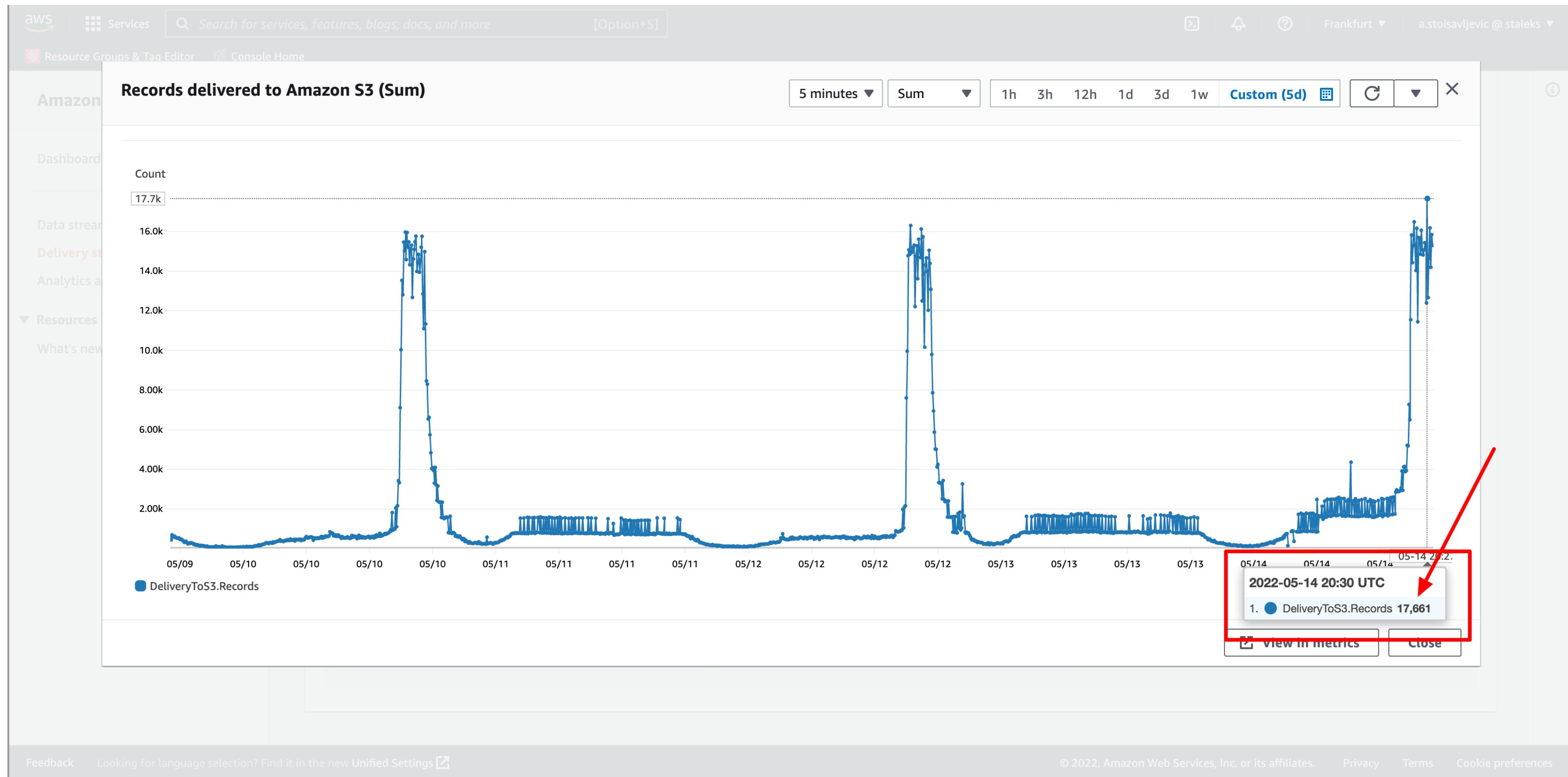
# **Day #5 - Saturday**

**“Pop corn time”**



"How I beat The Lady Luck?" - Stoislavljević Aleksandar @ 2022



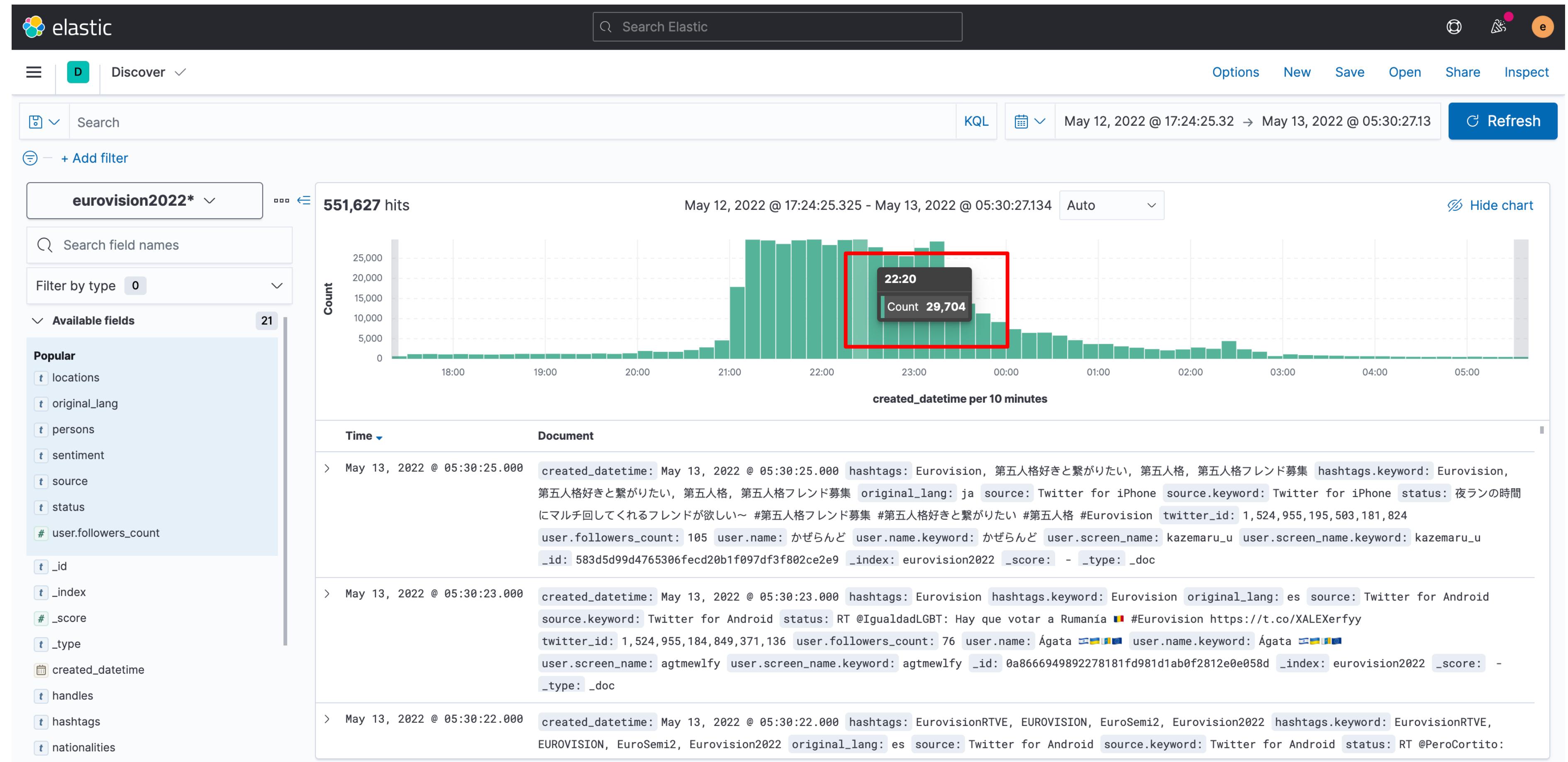


17K+ AWS Kinesis to S3 records delivered at FINAL (peak)\*

\* 5 min agg.

"How I beat The Lady Luck?" - Stoisavljević Aleksandar @ 2022



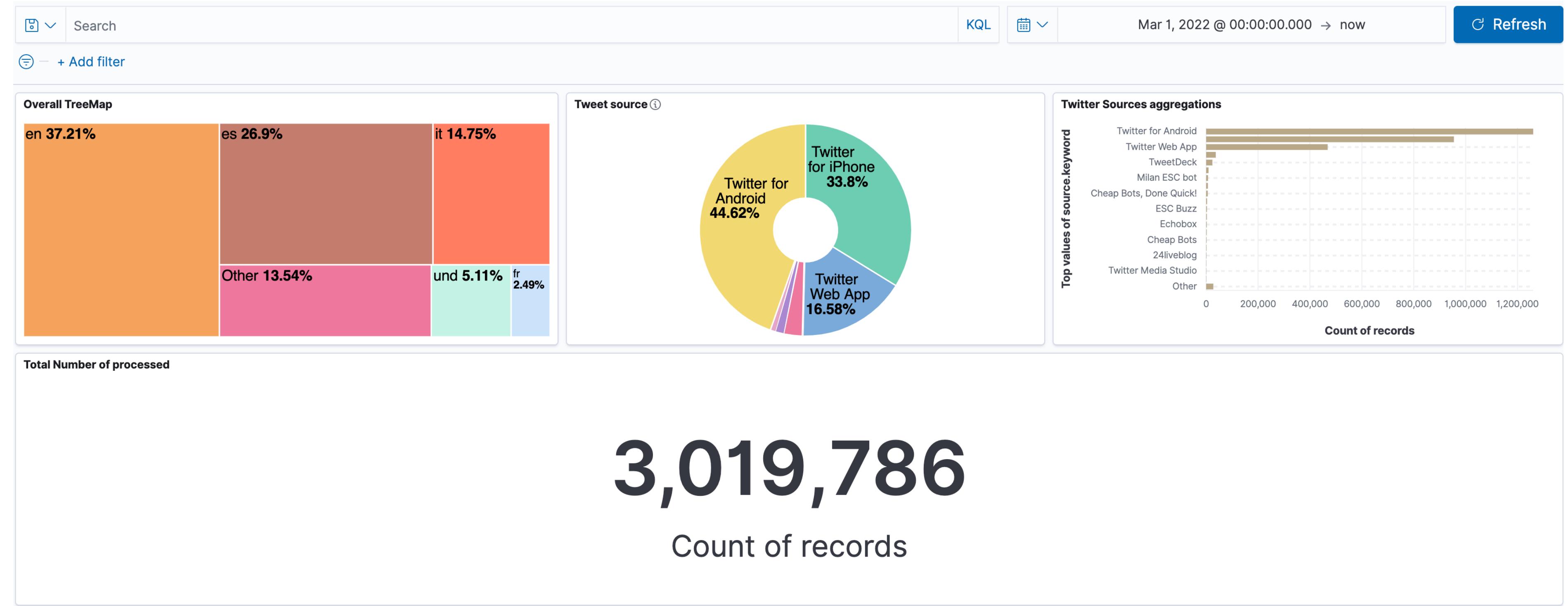


~30K “Eurovision Buzzer” documents indexed at FINAL (peak)\*

\* 10 min agg.

“How I beat The Lady Luck?” - Stoislavljević Aleksandar @ 2022





## Interesting facts:

- language: 37% English, 27% Spanish, 15% Italian and less than 3% French speaking
- source: 44,6% Android, 33,8% iOS, 16,6% Web, etc. And there are bots :)

## 1st Semi-Final night

### Prediction:

Ukraine, Portugal, Austria, Albania,  
Greece, Island, Norway, Armenia,  
Moldova and Netherlands

### Actual:

Ukraine, Portugal, Austria, Switzerland,  
Albania, Lithuania, Greece, Island,  
Norway, Armenia, Moldova and  
Netherlands

**8 out of 10 !!!**

← Thread

Alex Stoisavljevic @staleksit · May 10 ...  
After some turbulence during performances, 4 certain are: UKR, POR, AUT, ALB.  
GRE fallen low, but still can qualify.  
Rest that is not so sure (according to Twitter): ISL, NOR, ARM, MOL, NED.

Alex Stoisavljevic @staleksit · May 10 ...  
And now it is time to verify my side-gig "project"  
[#eurovision](#) [#eurosong](#) [#eurovision2022](#) [#esc2022](#) [#thesoundofbeauty](#)  
[#pze22](#)

Alex Stoisavljevic @staleksit · May 10 ...  
Totally misses ALB & AUT.  
SWI & LIT surprise.  
So 6 out of 10 ... "not too bad" :)

Alex Stoisavljevic @staleksit ...  
Actually 8 out of 10. So from this post I've missed AUT & ALB, substitute with SWI & LIT :) Math is not my best side :)

11:23 PM · May 10, 2022 · Twitter Web App

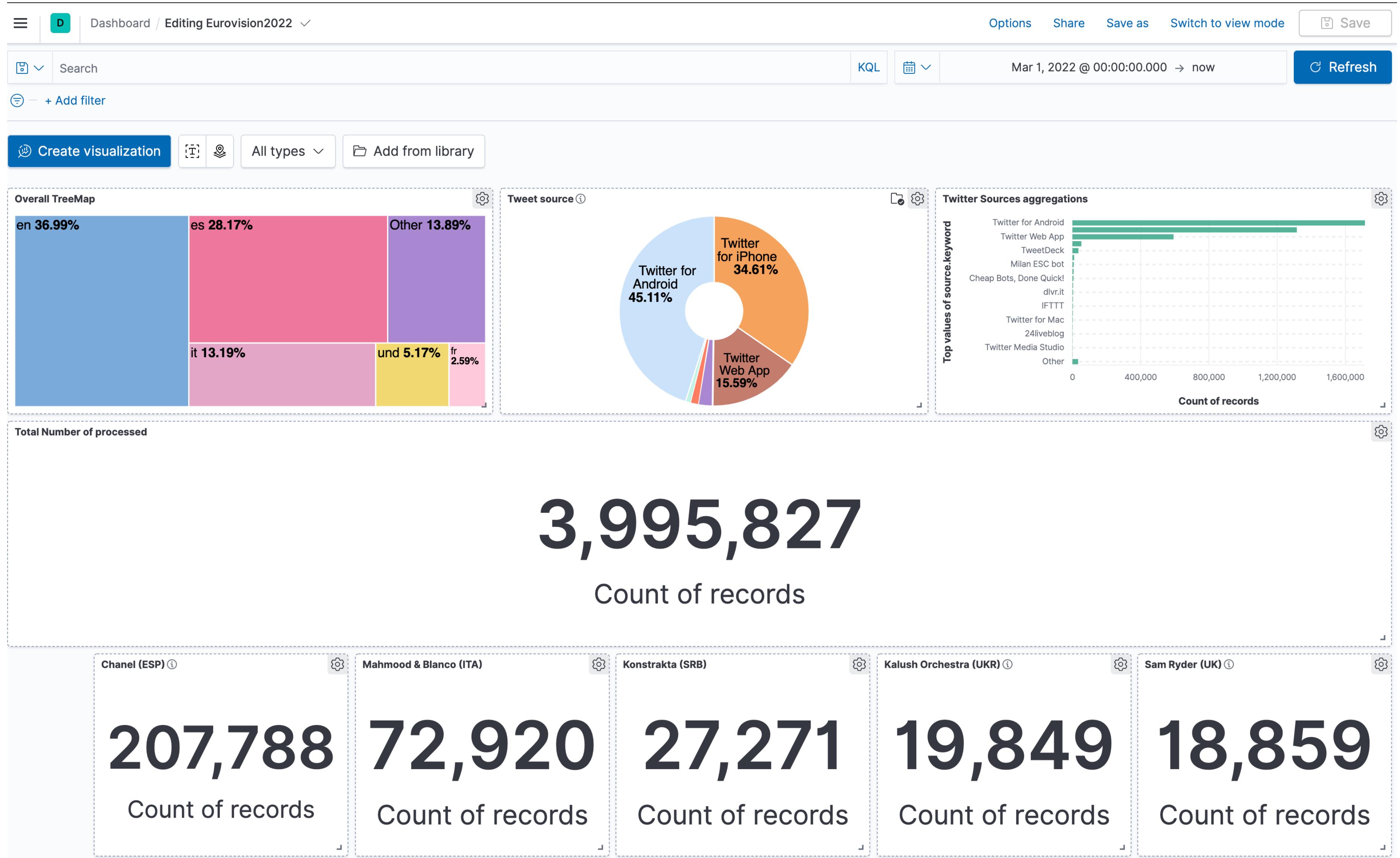
View Tweet analytics





"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022





"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



## **“Eurovision Buzzer” - Disclaimer**

1. This presentation is an informative and is designed for entertainment purposes only.
2. Primary objective is to keep attendees informed about certain aspects of the IT industry.
3. I do not have business with any gambling organisation, nor do I endorse any form of real money gambling.
4. Prior to participating in any form of gambling, I recommend you to check the laws in your jurisdiction related to such activities, and to absolutely avoid gambling if you are underage.

[1/1] Singl Tip Kvota  
6364 16-05 Netherlands - 2019 Eurovision  
21:00 Pobednik 1 2,50

Kvota: 2,50  
Uplata: 2000,00 RSD

Maks. isplata: 5000,00 RSD  
Br. kombinacija: 1  
Kod za isplatu: 132041

15-05 20:06:49 Safarikova  
milos

POGODI NAJVECU KVOTU  
I OSVOJI  
1.000.000 RSD

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# Side project WHY?

Side project  
WHY?

---

Reasons

“My main job is not amusing for me as it was at the beginning!”

“I would like to develop/improve XYZ skill but it is not my job description.”

“I get positive feedback about my idea from my peers/colleagues, but my boss, my employer doesn't provide me any support on this.”

“I'm developer but I think I can find myself in a PRODUCT DESIGN/OWNER role, but we don't have such position open.”

## Side project WHY?

---

### Reasons

### Benefits

Working on side project **YOU** will show (and practice):

**CREATIVITY** - start with empty paper. All ~~that~~ you come to it's about you.

**KNOWLEDGE** - you will spend time to come to some solutions. Sometimes more than needed. But hey!, You will get deeper knowledge.

**TESTING** - there is no dedicated QA (get acquainted with testing pyramid)

**TASK OWNERSHIP** - you are all alone on YOUR side project (task break down, design, coding, testing, infrastructure)

Side project  
WHY?

Reasons

Benefits

Self-improvement

**public static final String CERTAINTY = "change";**

**THAT'S WHY!**

# Side project **WHAT & HOW?**

Attention!

Side project IS NOT about GLOBAL SUCESS.

Side project IS NOT a hobby.

Side project IS NOT internship.

Side project IS NOT coding for equity.

Side project IS *most useful, constructive learning, self-development tool.*

Side project IS about YOUR  
**CAREER SUCCESS.**



Attention!

Guidelines

**SMALL** - It can't "eat" a lot of your time

**YOU** - It reflects your **PASSION**.

**YOUR CONDITIONS** - it has to be under **YOUR** conditions.  
Otherwise you are working for someone else.

**WORKING** - what ever you make, make it working. Or else this  
is just code graveyard.

**SHOWABLE** - do brag yourself, to your partner/family/  
colleagues/peers

That is a **drive** for the future!

Attention!

Guidelines

## Use familiar technology

Something close that you are familiar with (looks slicker, moves quicker and gives you the credibility). Do not under estimate domain knowledge.

## Write down what project is about

From time to time perform SELF & SIDE PROJECT relationship check.

## Make a plan

Try to stick to it. Use some tooling like e.g. Trello, GitHub Projects, ...



## Side project WHAT & HOW?

---

Attention!

Guidelines

Make it  
happen

*Side project is not “entrepreneurship”  
**fail fast** model.*

*You should make side project as a  
**SLOW SUCCESS!***

Side project  
**WHEN?**

Side project  
WHEN?

---

Discipline

Side project is all about YOU and it should reflect YOUR PASSION.

You have to identify and make yourself disciplined to squeeze these little moments and make things happen

In order to succeed, do a proper SELF-TIME management. Feel free to experiment.

Do not overlap your side project time with main job. Be aware and **DO NOT CHEAT! NEVER!**

Have 20% company time (steering, PDP, ...)? You are lucky one!

Side project  
WHEN?

---

Discipline

When to  
stop?

**Check! No PASSION?  
Stop doing it!**

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# Conclusion & key takeaways

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# Thank You



"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# Questions & Answers

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# Thank You



astoisavljevic



@staleksit

"How I beat The Lady Luck?" - Stoisljević Aleksandar @ 2022



# How I beat “The Lady Luck”?

Why software developers need side project(s)?



Stoisavljević Aleksandar

IT Consultant, AWS Solution Architect

@NovaCode



9. - 11. Oktobar 2022, Rovinj, Hrvatska