



COM5940: NEW MEDIA BUSINESS MODEL & INNOVATION CLOUD INFRASTRUCTURE FOR DATA PREPARATION, ANALYTICS AND MODELLING

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Chinese University of Hong Kong



Center for
Entrepreneurship

Today's Agenda

1. **CRISP-DM revisited: From data acquisition to data service (API) deployment**
2. **Scraping, cleaning and aggregating data for content production, community formation and conversion tracking**
3. **Visualising data to explore patterns and trends**
4. **Support growth through a scalable cloud infrastructure: From virtual machines to server-less computing**
5. **Enrich service offerings with new technologies: AR/VR, IoT, Blockchain and Artificial Intelligence**

**CRISP-DM
Revisited**

**Scraping,
Cleaning, and
Aggregation**

**Growth through
Scalable Tech
Infrastructure**

Quick Recap of Go To Market Strategy

(进入市场策略)

CONTENT STRATEGY TO DRIVE CUSTOMER DEVELOPMENT (2A3R)

1. Acquisition
2. Activation
3. Retention
4. Revenue
5. Referral



Source: "Why Lean Start-up Changes Everything" by Steve Blank,
Harvard Business Review May 2013

Source: Dave McClure 《Startup Metrics for Pirates》

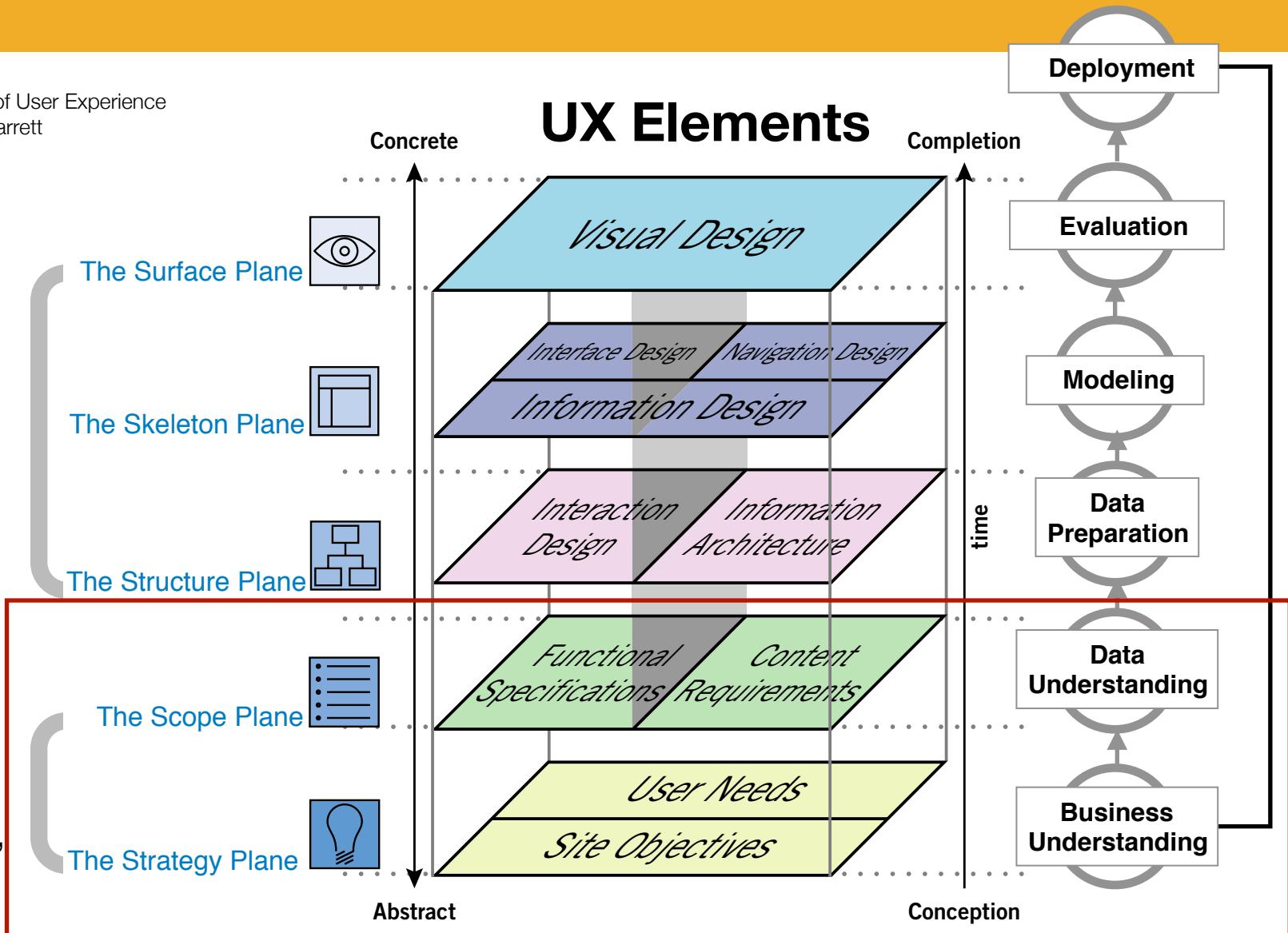
Source: Elements of User Experience
by Jesse James Garrett

Solution Space

how and
how much

Problem Space

who, what,
and why



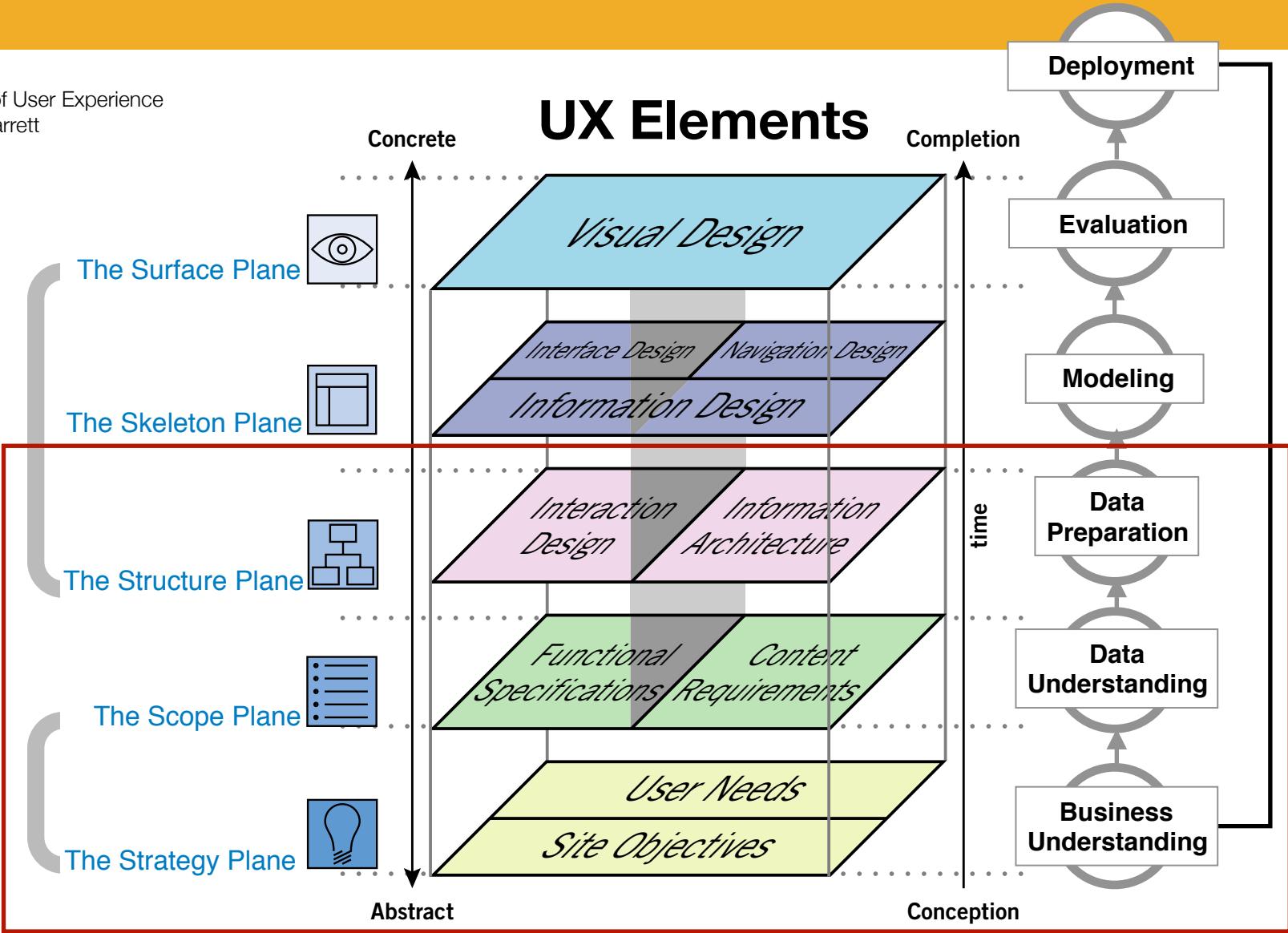
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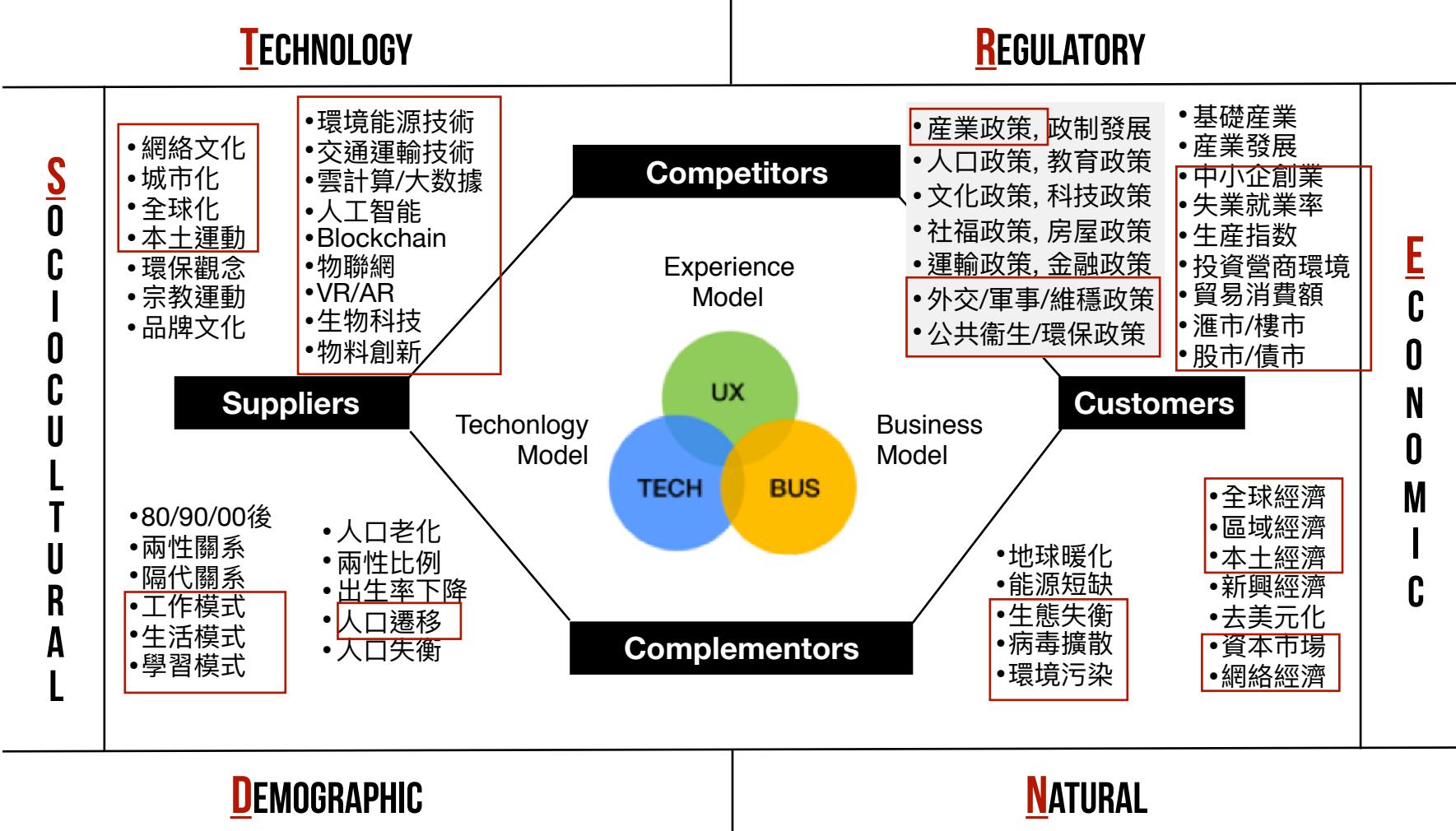
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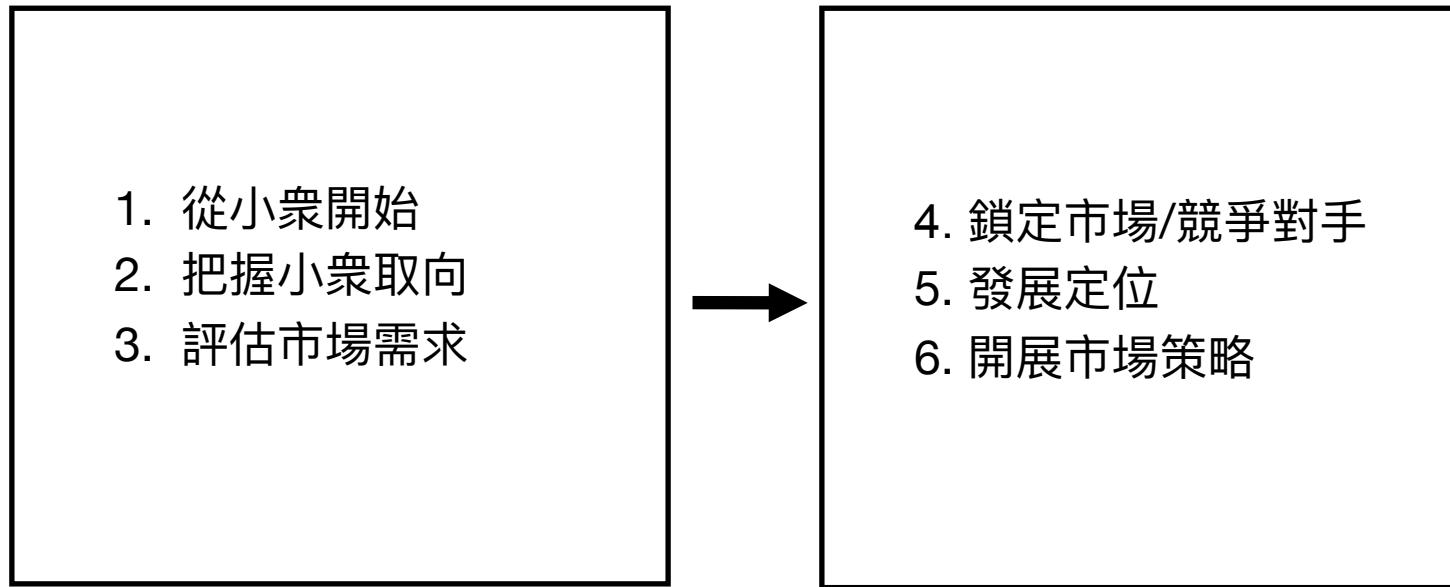


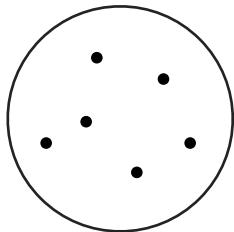


Adapted From Co-opetition, Adam Brandenburger & Barry Nalebuff

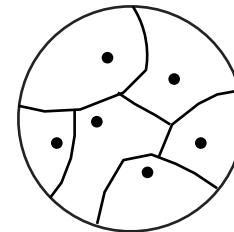
Direct impact of COVID-19

客路決定定位



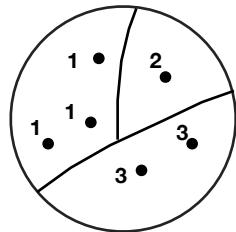


No Market Segmentation

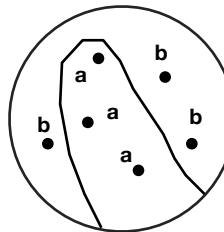


Complete Market Segmentation

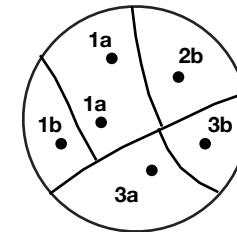
How to segment the customers ?



Market Segmentation By
Location 1, 2 and 3
E.g. Country



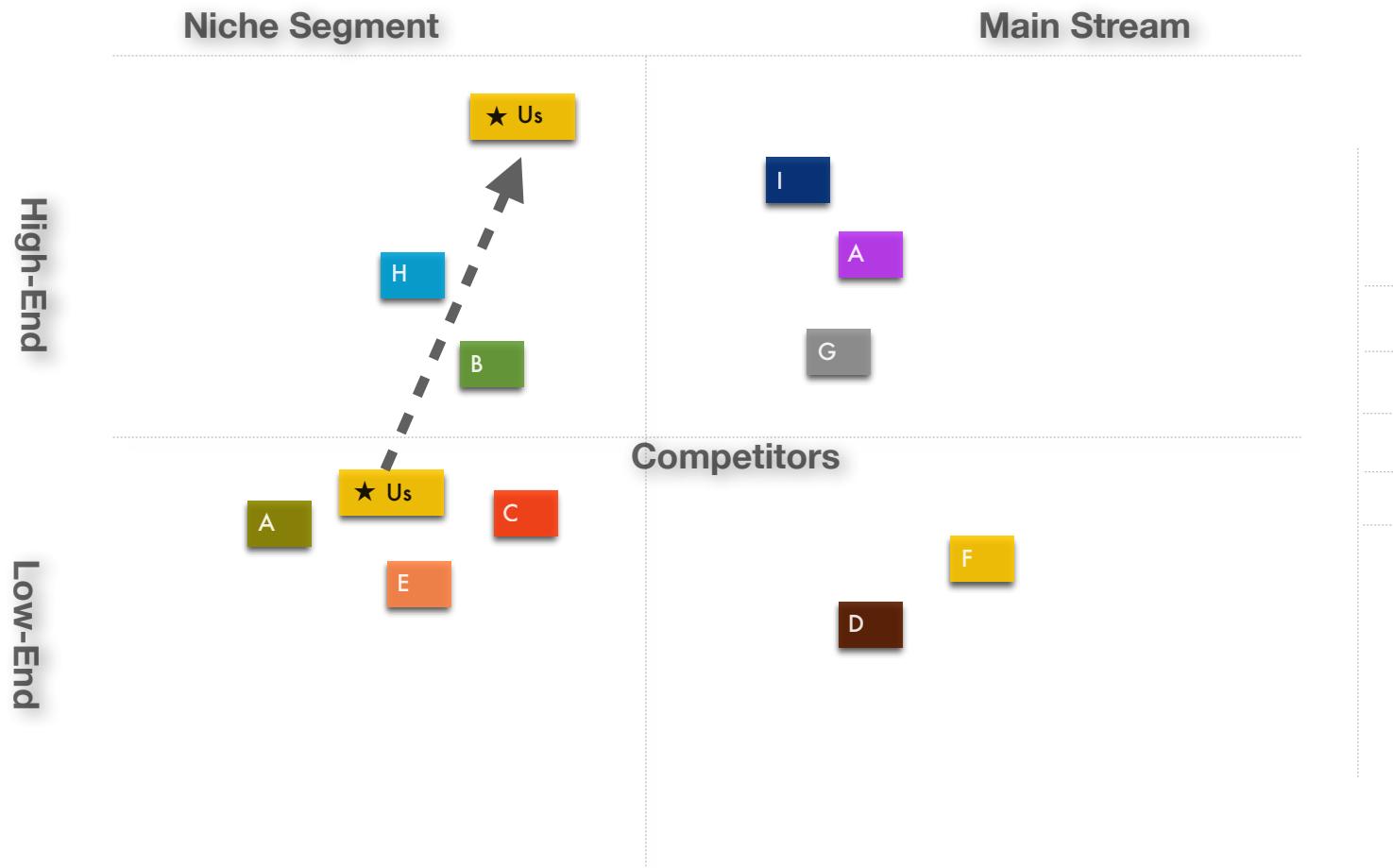
Market Segmentation By
sizes a and b
E.g. Samsung Tablets -10.1, 8.9, 7



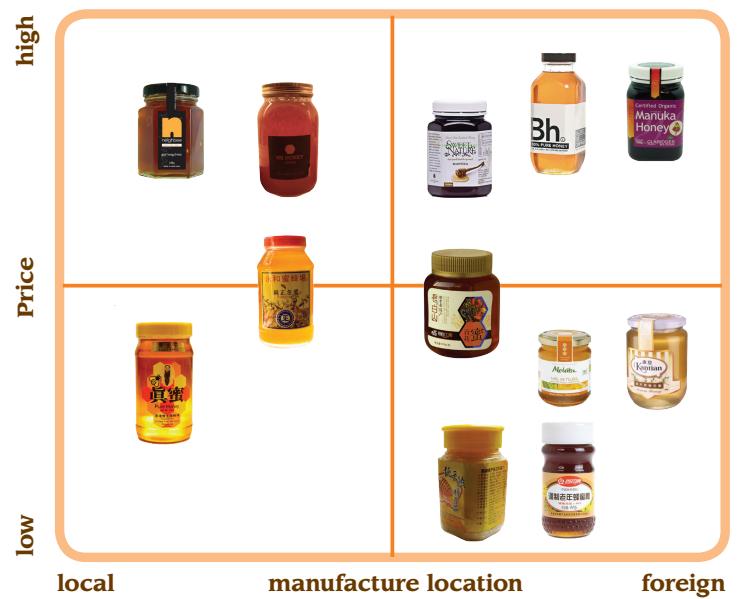
Market Segmentation By
location-size

Source: Marketing Professional Services, Philip Kotler

Positioning Map



2 x 2 MATRIX



Source: Neighbee Business Plan Report, School of Design , Swinburne University of Technology

2 x 2 MATRIX



Source: Neighbee Business Plan Report, School of Design , Swinburne University of Technology



Janet

"I don't have time to sort through a lot of information. I need quick answers."

Janet is frustrated with working in a corporate environment and wants to start her own accounting practice.

Age: 42

Occupation: Accounting firm vice president

Family: Married, two children

Household income: \$180,000/year

Technical profile: Fairly comfortable with technology; Dell

laptop (about one year old) running Windows; 5 Mbit

Internet connection; 15-20 hours/week online

Internet use: 75% at home; news and information,

shopping

Favorite sites:



WSJ.com



Salon.com



Travelocity.com

Frank

"This stuff is all new to me. I want a site that will explain everything."

Frank is interested in learning how he can turn his hobby of making furniture into a business.



Age: 37

Occupation: School bus driver

Family: Married, one child

Household income: \$60,000/year

Technical profile: Somewhat uncomfortable with technology;

Apple iMac (about two years old); DSL Internet connection;

8-10 hours/week online

Internet use: 100% at home; entertainment, shopping

Favorite sites:



ESPN.com



moviefone.com



eBay.com

Construction of Persona Based on Market Segmentation

Source: Jesse James Garrett, "The Elements of User Experience"

Persona Segmentation Table (人物分類表)

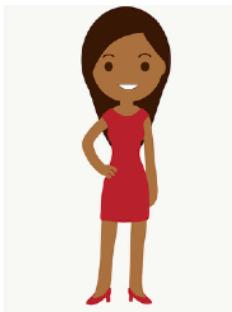
	年齡	性別	聘有家傭	家庭人數	居住狀況	教育程度	職業	網購習慣	每週買菜次數
1	18-24	男	有(同住)	1	父母親、兄弟姊妹及其配偶丈夫/妻子兒女	小學	漁農業	只會在線下實體店用現金購物	一週一次
2	25-35	女	有(不同住)	2	父母親、兄弟姊妹及其配偶	中學	製造業	只會在線下實體店用現金或信用卡購物	一週兩次
3	36-45		沒有	3-4	父母親及丈夫或妻子	高專	批發/分銷	在線下實體店用現金、信用卡或支付系統購物	一週三次
4	46-55			5-6	丈夫或妻子/男友或女友	大學	零售業	只會在線上用支付系統購物	一週四次
5	56-65			>7	丈夫或妻子及兒女	研究院	服務業	在線上或線下用支付系統購物	一週五次
6	66-				丈夫或妻子/男友或女友		政府/非政府	在線上或線下用信用卡或支付系統購物	一週六次
					獨住		全職照顧家庭	在線上或線下用現金、信用卡或支付系統購物	一週七次

Persona Segmentation Table (人物分類表)

	年齡	性別	聘有家傭	家庭人數	居住狀況	教育程度	職業	網購習慣	每週買菜次數
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Persona (人物輪廓)

參考資料來源: Interaction Design Foundation



名字: 李敏

年齡: 36歲

性別: 女

教育程度: 高中

家庭關係: 與丈夫共育一子(6歲)

職業: 全職家庭主婦

生活方式偏好: 喜歡煮菜，佈置家居，為小朋友編排活動。

購物習慣: 只會在線下實體店用現金或信用卡購物。

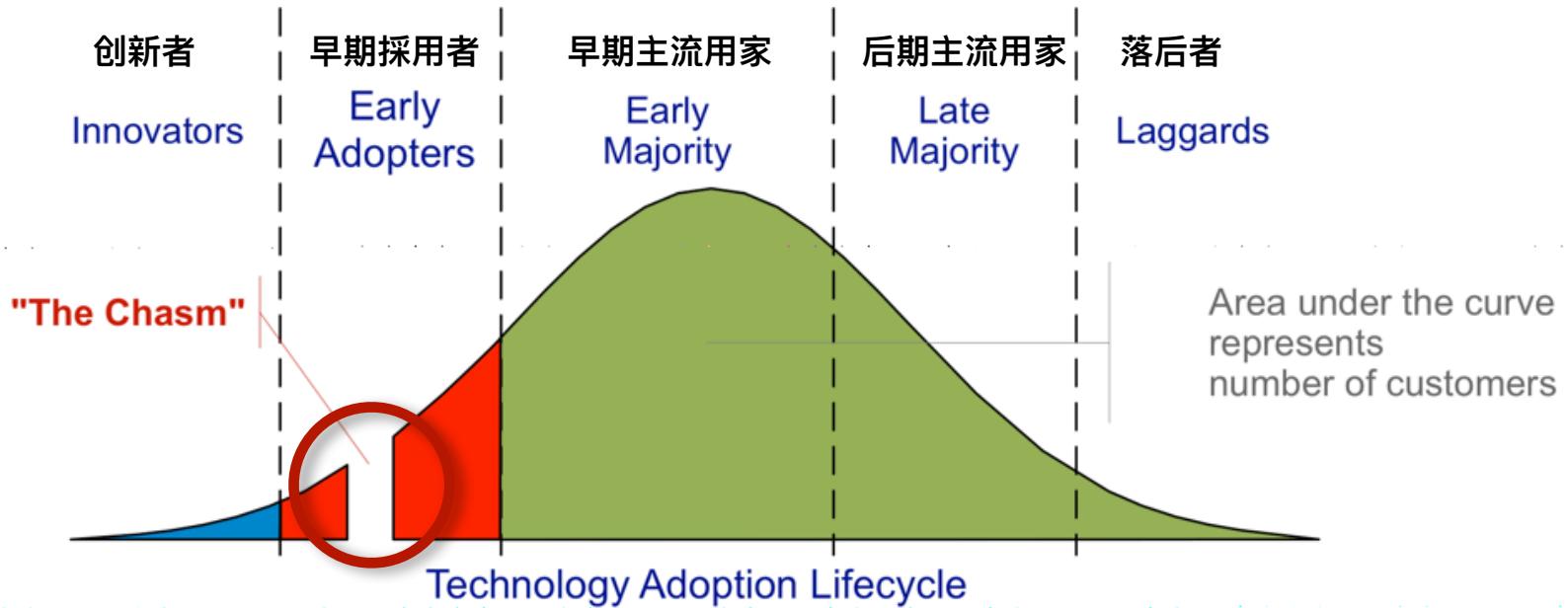
媒體使用習慣: 喜歡追劇，不論看電視或上網。也會看新聞。

生活目標: 希望孩子能進好學校，學業成績優異。

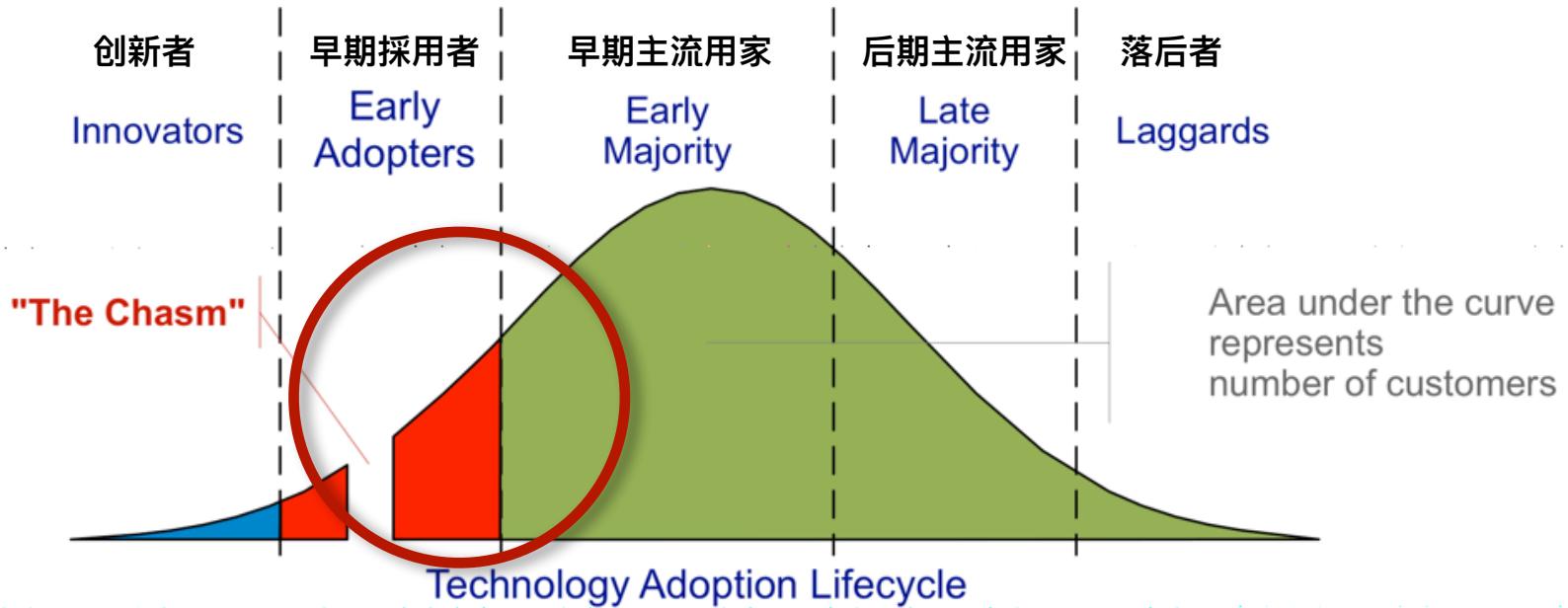
對接受新事物的取態: 比較保守，以安穩致上。

生活日程: 照顧小兒上學放學和打理家庭的起居飲食。

方法:訪談及觀察



Source: From Wikimedia Commons, the free media repository
“Crossing the Chasm” is the book title by the author **Geoffrey Moore**



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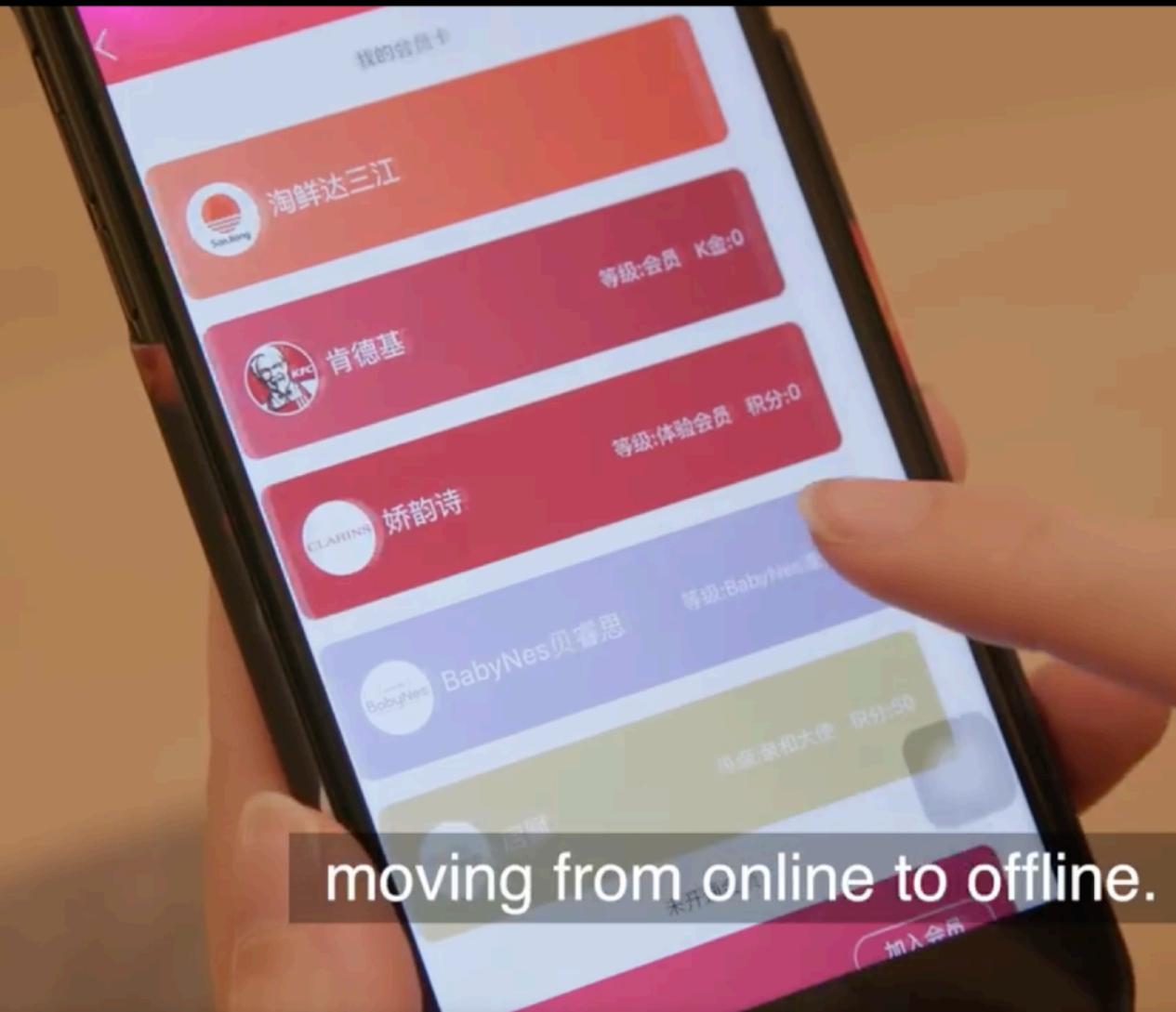
Challenges in User/Customer Acquisition



CASE STUDY: REDESIGNING THE SHOPPING CART



Source: Flickr ([mliu92](#))



Challenges

挑戰

- ✓ 下载购物App的诱因
- ✓ 使用购物App的诱因
- ✓ 接受送货到户的诱因
- ✓ 执货出货的準确性
- ✓ 準时送货交收的阻碍

CASE STUDY: REDESIGNING THE PHARMACY

Source: IDEO



Source: IDEO

OUTCOMES

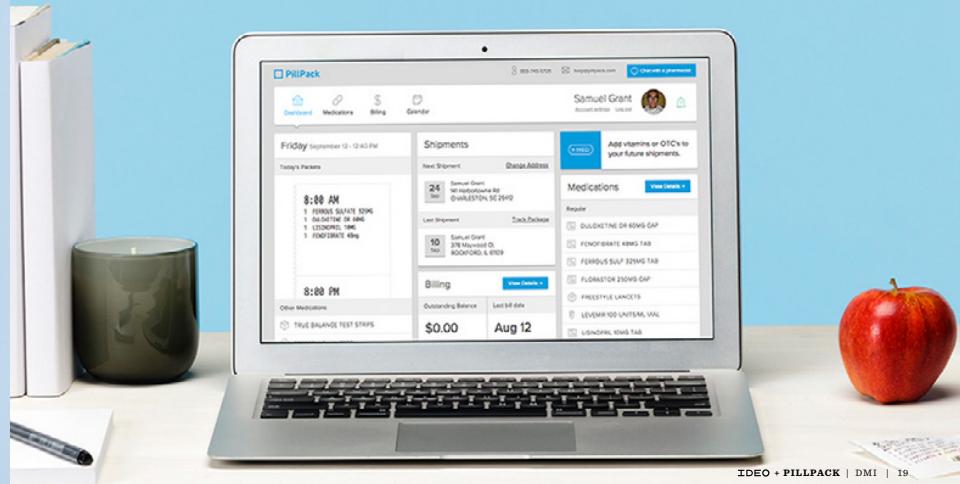
Physical Experience



IDEO + PILLPACK | DMI | 18

OUTCOMES

Digital Experience



IDEO + PILLPACK | DMI | 19

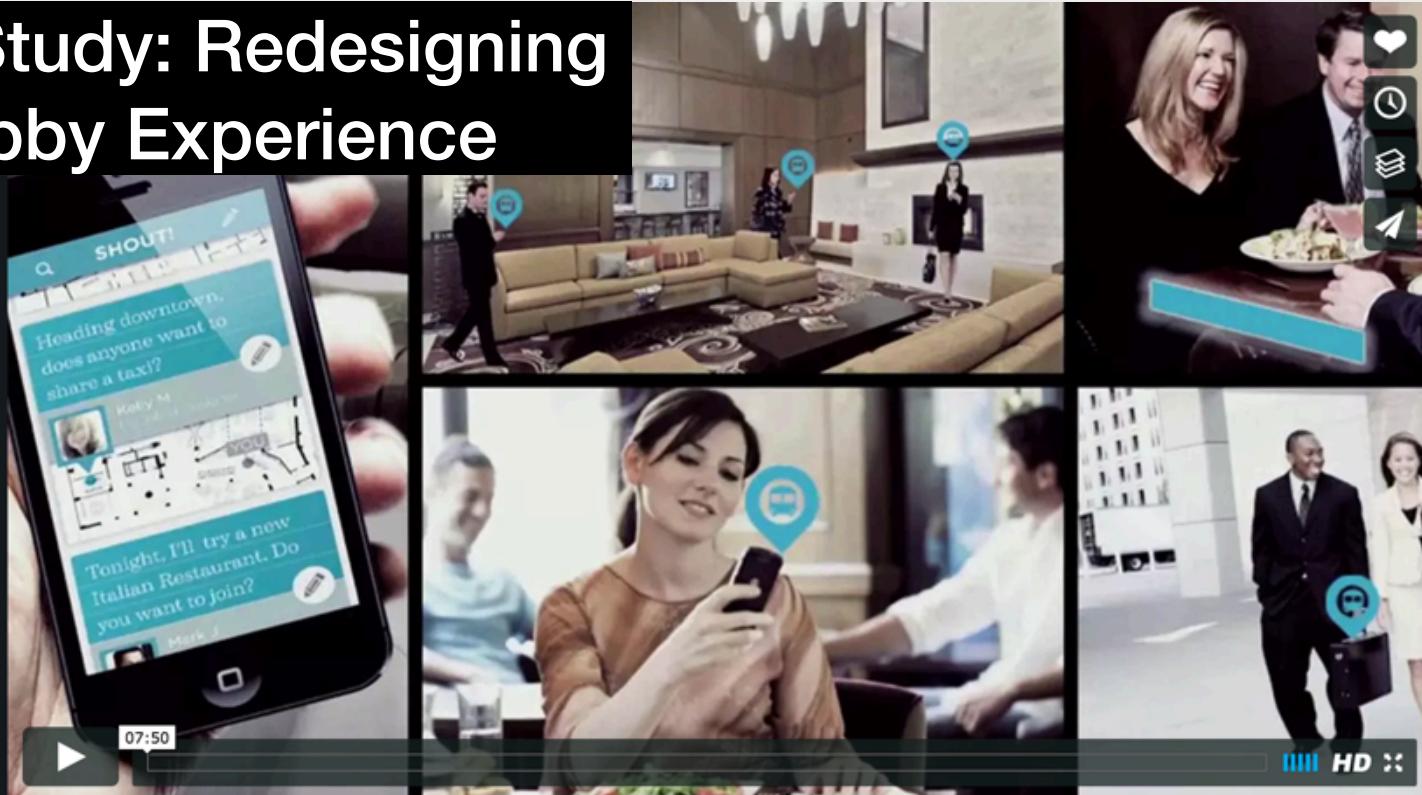
Source: IDEO

Challenges

挑战

- ✓ 下载Pillpack App的诱因
- ✓ 提供个人资料的诱因
- ✓ 保险和医疗机构的支持和协作
- ✓ 讯息交换的準确性和时效
- ✓ 执货出货的準确性
- ✓ 準时送货交收的阻碍

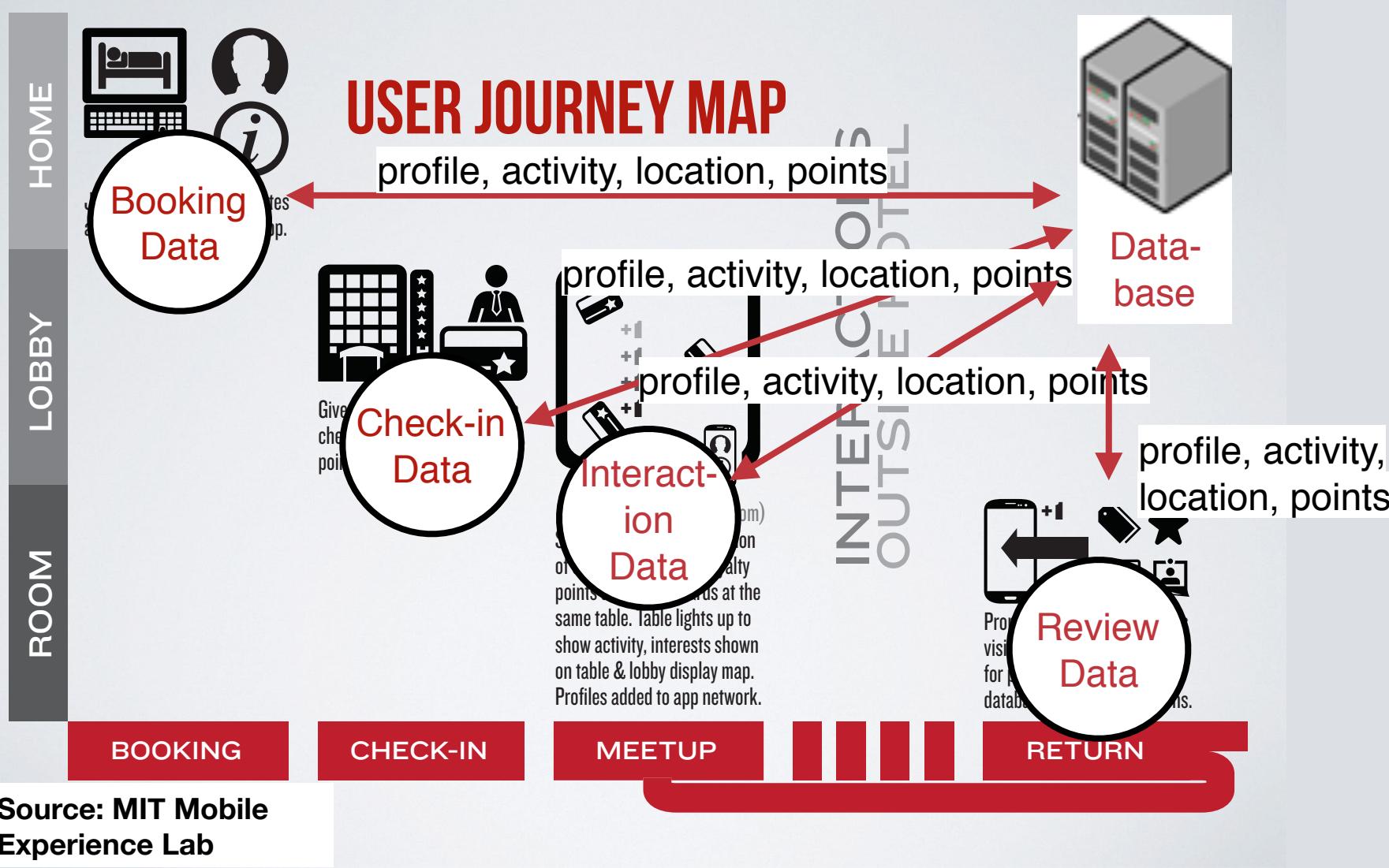
Case Study: Redesigning the Lobby Experience



Exploring the Hotel Experience of the Future with Marriott Hotels

Source: MIT Mobile Experience Lab

<https://design.mit.edu/projects/the-future-hotel-experience>



Challenges

挑戰

- ✓ 下载Mariott Social App的诱因
- ✓ 提供个人资料的诱因
- ✓ 资料可信性和保密的风险
- ✓ 接受配对和邀请的诱因
- ✓ 成功配对的条件和风险
- ✓ 分享经验和点评的风险

Acquisition of Users => Acquisition of Data

Source: Elements of User Experience
by Jesse James Garrett

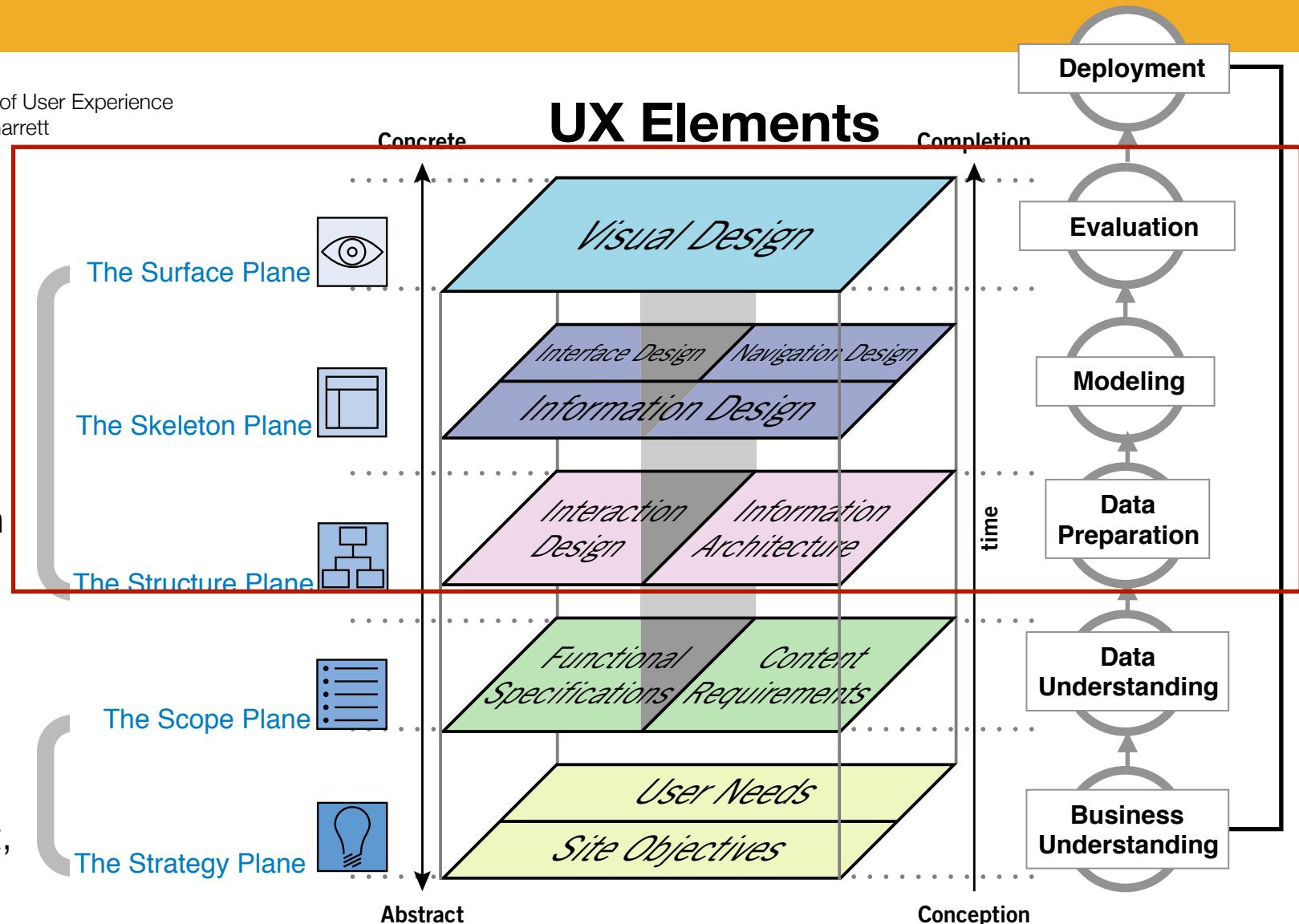
UX Elements

Solution Space

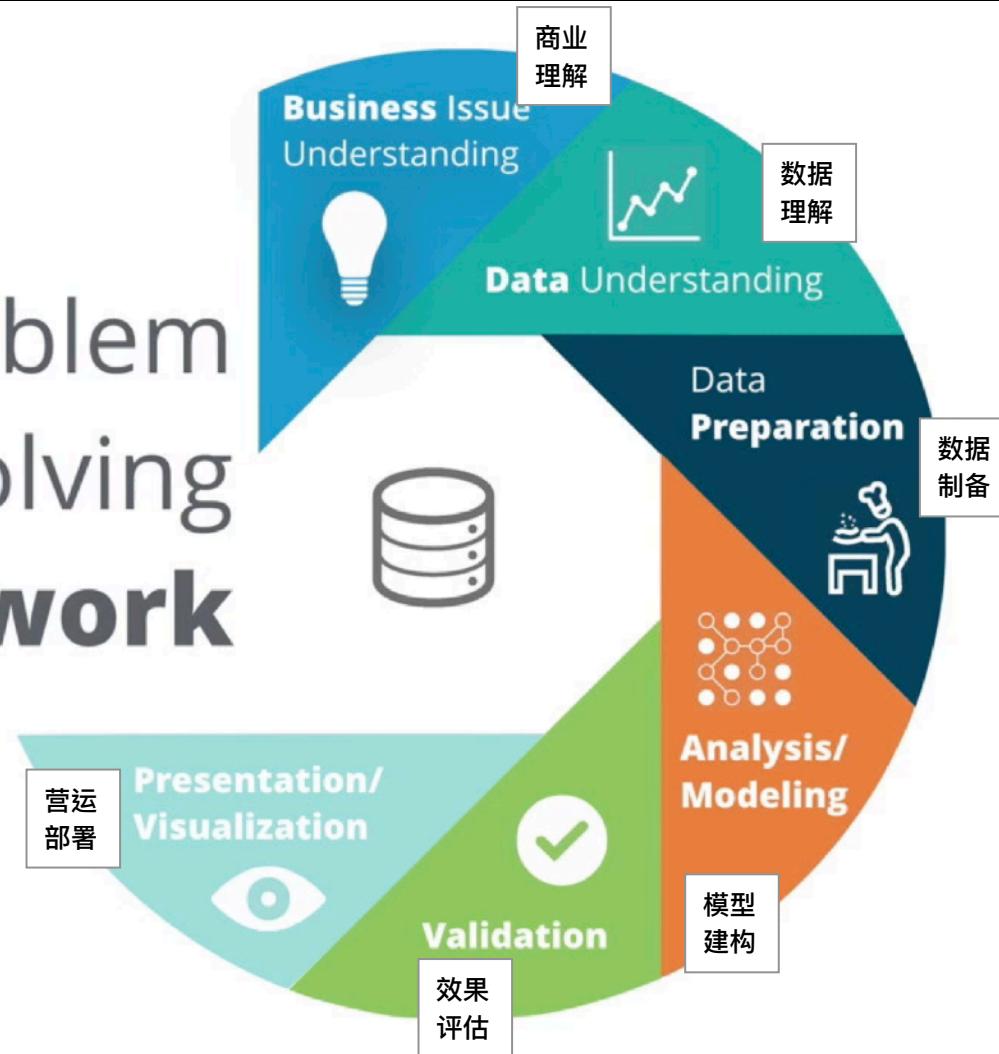
how and
how much

Problem Space

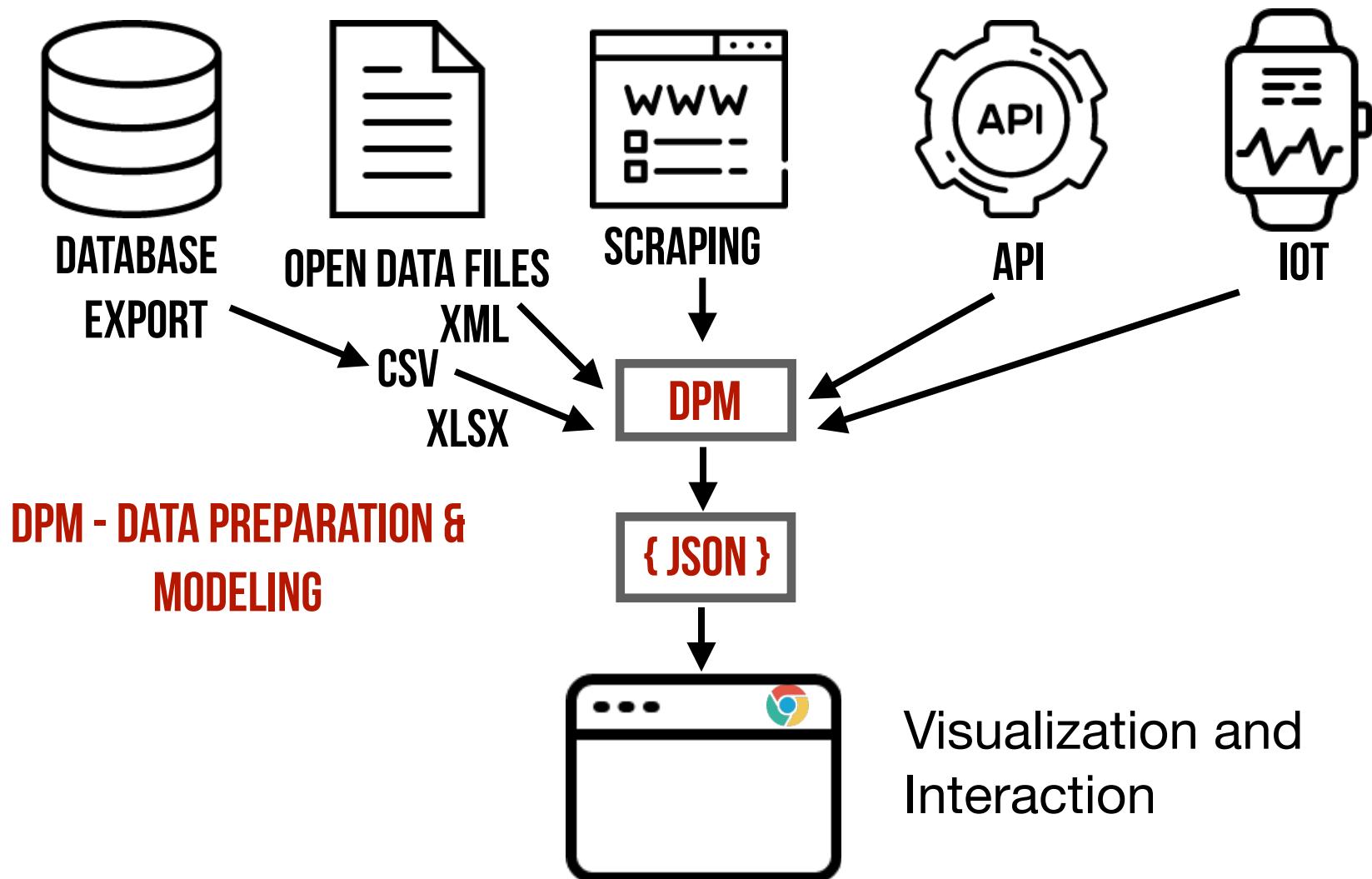
who, what,
and why



Problem Solving Framework



Data Preparation



**CRISP-DM
Revisited**

**Scraping,
Cleaning, and
Aggregation**

**Growth through
Scalable Tech
Infrastructure**

Scraping

ParseHub vs. Scrapy/BeautifulSoup

basketb... **BROWSE**

Select NBA

Extract name

Relative College

Extract College

Relative Yrs

Relative G

Relative MP

Relative PTS

Relative AST

Relative FG

Relative THREE_P

Relative FT

Relative MP_PG

Relative PTS_PG

Relative TRB_PG

Relative AST_PG

Relative WS

Relative WS_forty_eight

Relative BPM

Relative VORP (53)

2014 NBA Draft | Basketball-Reference.com +

https://www.basketball-reference.com/draft/NBA_2014.html

Draft History Draft Years Select Mode

60 Selections

Stats shown are for the player's NBA career Share & more Glossary Scroll Right For More Stats · Switch to Widescreen View

Rk	Pk	Tm	Round 1			Totals					Shooting			Per Game				Advanced	
			Player	College	Yrs	G	MP	PTS	TRB	AST	FG%	3P%	FT%	MP	PTS	TRB	AST	WS	WS/48
1	1	CLE	Andrew Wiggins	Kansas	6	451	16136	8891	1961	1056	.441	.332	.733	.35.8	19.7	4.3	2.3	15.0	.045
2	2	MIL	Jabari Parker	Duke	6	280	8193	4208	1614	585	.492	.324	.739	.29.3	15.0	5.8	2.1	12.8	.075
3	3	PHI	Joel Embiid	Kansas	4	201	6154	4834	2310	633	.479	.321	.794	.30.6	24.0	11.5	3.1	22.2	.173
4	4	ORL	Aaron Gordon	Arizona	6	395	11274	5029	2520	925	.448	.320	.701	.28.5	12.7	6.4	2.3	21.1	.090
5	5	UTA	Dante Exum		5	239	4429	1366	424	502	.407	.308	.766	.18.5	5.7	1.8	2.1	3.1	.034

CSV/Excel JSON CSV/Excel Wide (beta)

NBA_name	NBA_College	NBA_Yrs	NBA_G	NBA_MP	NBA PTS	NBA_AST	NBA_FG	NBA_THRE
Andrew Wiggins	Kansas	6	451	16136	8891	1056	.441	.332
Jabari Parker	Duke	6	280	8193	4208	585	.492	.324
Joel Embiid	Kansas	4	201	6154	4834	633	.479	.321
Aaron Gordon	Arizona	6	395	11274	5029	925	.448	.320
Dante Exum		5	239	4429	1366	502	.407	.308

This is a live preview. When you are ready to run your project, click Get Data.



In [5]:

```

1 from urllib.request import urlopen
2 from bs4 import BeautifulSoup
3 import pandas as pd
4 import csv
5
6 url = "http://www.basketball-reference.com/draft/NBA_2014.html"
7 html = urlopen(url)
8 soup = BeautifulSoup(html, 'html.parser')
9 column_headers = []
10 for th in soup.findAll('tr', limit=2)[1].findAll('th'):
11     column_headers.append(th.getText())
12 data_rows = soup.findAll('tr')[2:] # skip the first 2 header rows
13 player_data = []
14 for i in range(len(data_rows)): # for each table row
15     player_row = []
16     # for each table data element from each table row
17     for th in data_rows[i].findAll('th', limit=1):
18         player_row.append(th.getText())
19     for td in data_rows[i].findAll('td'):
20         # get the text content and append to the player_row
21         player_row.append(td.getText())
22     # then append each pick/player to the player_data matrix
23     player_data.append(player_row)
24 df = pd.DataFrame(player_data, columns=column_headers)
25 df.to_csv('projects/nba.csv', sep='\t', encoding='utf-8')
26 df.head(60)

```

Out[5]:

Rk	Pk	Tm	Player	College	Yrs	G	MP	PTS	TRB	...	3P%	FT%	MP	PTS	TRB	AST	WS	WS/48	BPM	VORP	
0	1	1	CLE	Andrew Wiggins	Kansas	6	451	16136	8891	1961332	.733	35.8	19.7	4.3	2.3	15.0	.045	-1.9	0.3
1	2	2	MIL	Jabari Parker	Duke	6	280	8193	4208	1614324	.739	29.3	15.0	5.8	2.1	12.8	.075	-0.9	2.3
2	3	3	PHI	Joel Embiid	Kansas	4	201	6154	4834	2310321	.794	30.6	24.0	11.5	3.1	22.2	.173	4.4	10.0
3	4	4	ORL	Aaron Gordon	Arizona	6	396	11310	5040	2526319	.701	28.6	12.7	6.4	2.4	21.2	.090	-0.1	5.5
4	5	5	UTA	Dante Exum		5	239	4429	1366	424308	.766	18.5	5.7	1.8	2.1	3.1	.034	-3.3	-1.5

- 1. URL request**
- 2. Parse headings and contents**
- 3. Extract into columnar (field) format**
- 4. Extract grouping categories**
- 5. Crawling - page navigation logic**
- 6. Export to CSV or JSON**

Comparison Between ParseHub and BeautifulSoup

	ParseHub	Scrapy/BeautifulSoup
Ease of Use	X	
Crawling		X
Parsing	X	X
Speed		X
Control		X

Demonstration

**CRISP-DM
Revisited**

**Scraping,
Cleaning, and
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**Growth through
Scalable Tech
Infrastructure**

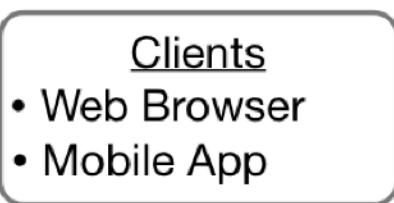
Tools for Collecting & Aggregating Data

收集和累积数据的工具

最小化可行架构 MVA(Minimum Viable Architecture)



云计算的三层架构



Software (软件)



Platform (平台)



Infrastructure(基建)

(Full Stack Developer
由全栈工程到全栈创业)

Public(公共)/Private(私人)/Hybrid Clouds(混合)

身份认
证和安
检

外部资
讯来源

商业系
统整合

IoT云 的三层架构 (Stack)

Smart Product Application

Rules / Analytics Engine

Application Platform

Product Data Database

连接

Network Communications

智能产品

Product Software

Product Hardware

Connected Product Transform Business by Michael E. Porter & James E. Heppelmann.
Harvard Business Review

PLATFORM (平台)

DEVELOPMENT

开发平台

DEPLOYMENT

发放营运平台

兼容和整合考虑



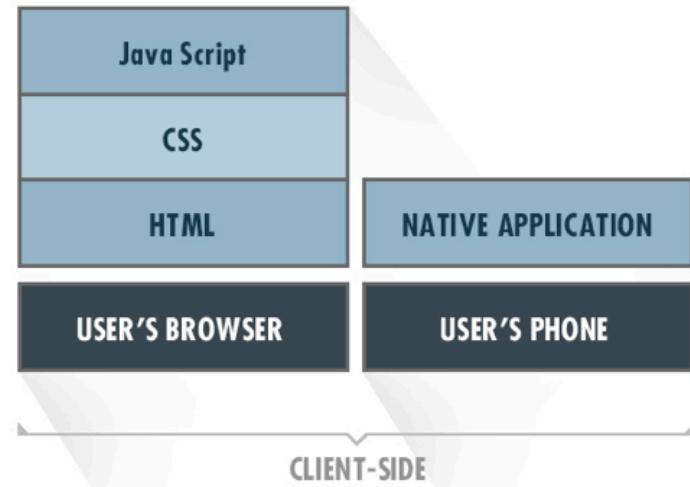
BACK-END TECHNOLOGY
后台

WHAT IS YOUR “CLOUD” AND “STACK” STRATEGY? 云架构及前端和后端的全栈策略

REST API
{ JSON }

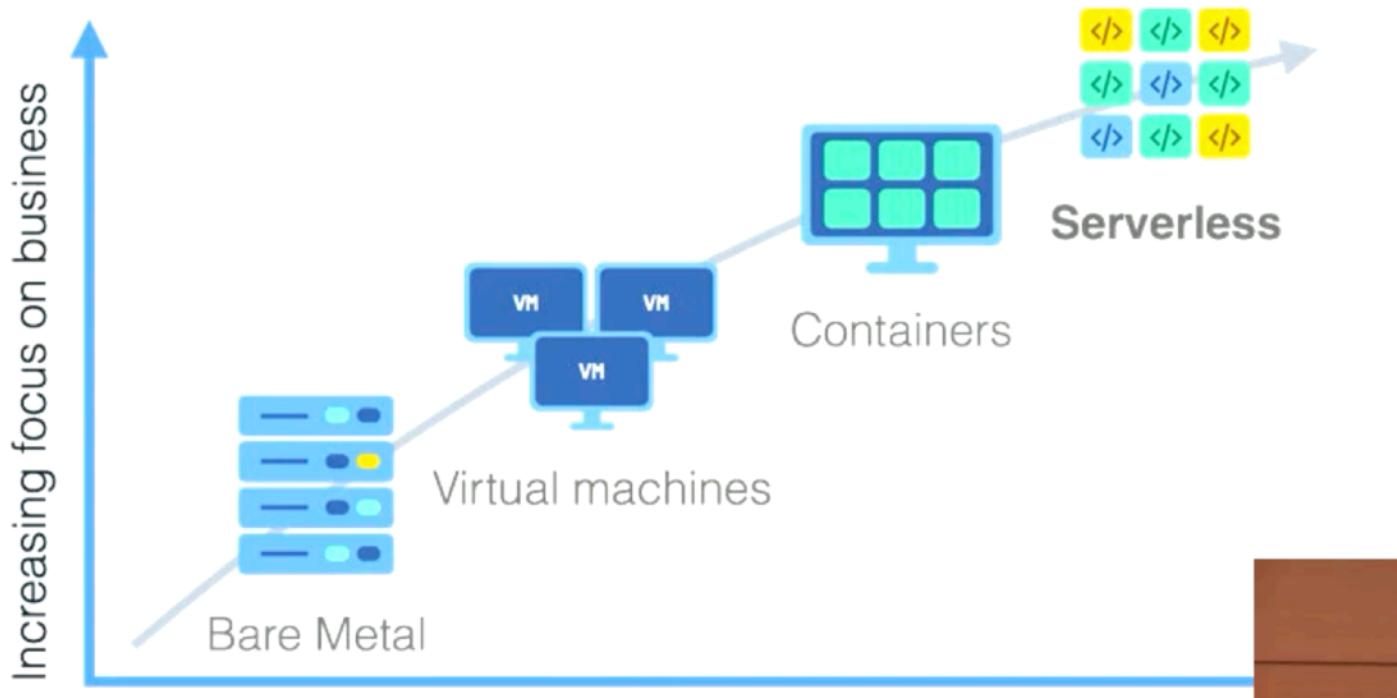


THE INTERNET



FRONT-END TECHNOLOGY
前台

Major Trends in Deployment Infrastructure



Source: IBM

Serverless is building software
without worrying about servers.

Thinking about the setup of MAMP, Jupyter-Notebook, PhpMyAdmin, and PythonAnywhere. They all involve server setups. Actually, they're already the simplified versions. You don't need to know Linux and the OS stuff to do that.

**Virtualisation of Hardware Services Started
the Whole Story**



VirtualBox

Download VirtualBox

search...

Login Preferences

Here you will find links to VirtualBox binaries and its source code.

VirtualBox binaries

By downloading, you agree to the terms and conditions of the respective license.

If you're looking for the latest VirtualBox 6.0 packages, see [VirtualBox 6.0 builds](#). Please also use version 6.0 if you need to run VMs with software virtualization, as this has been discontinued in 6.1. Version 6.0 will remain supported until July 2020.

If you're looking for the latest VirtualBox 5.2 packages, see [VirtualBox 5.2 builds](#). Please also use version 5.2 if you still need support for 32-bit hosts, as this has been discontinued in 6.0. Version 5.2 will remain supported until July 2020.

VirtualBox 6.1.4 platform packages

- [Windows hosts](#)
- [OS X hosts](#)
- [Linux distributions](#)
- [Solaris hosts](#)

The binaries are released under the terms of the GPL version 2.

See the [changelog](#) for what has changed.

You might want to compare the checksums to verify the integrity of downloaded packages. *The SHA256 checksums should be favored as the MD5 algorithm must be treated as insecure!*

- [SHA256 checksums](#), [MD5 checksums](#)

Note: After upgrading VirtualBox it is recommended to upgrade the guest additions as well.

VirtualBox 6.1.4 Oracle VM VirtualBox Extension Pack



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Windows

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FAQ

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Download Windows 10 Disc Image (ISO File)

You've been routed to this page because the operating system you're using won't support the Windows 10 media creation tool and we want to make sure that you can download Windows 10. To use the media creation tool, visit the [Microsoft Software Download Windows 10 page](#) from a Windows 7, Windows 8.1 or Windows 10 device.

You can use this page to download a disc image (ISO file) that can be used to install or reinstall Windows 10. The image can also be used to create installation media using a USB flash drive or DVD.



Before you begin

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[Enterprise](#) ▾ [Developer](#) ▾ [Community](#) ▾ [Download](#) ▾[Downloads](#)[Server](#) › [ARM](#) [POWER](#) [s390x](#) [Provisioning](#)

Download Ubuntu Server

Ubuntu Server 18.04.4 LTS

The long-term support version of Ubuntu Server, including the Train release of OpenStack and support guaranteed until April 2023 — 64-bit only.

[Download](#)

Let's See a Demonstration

What is Cloud Computing?

Service Models

Difference between IaaS, PaaS and SaaS

On-Premises	IaaS	PaaS	SaaS
Applications	Applications	Applications	Applications
Data	Data	Data	Data
Runtime	Runtime	Runtime	Runtime
Middleware	Middleware	Middleware	Middleware
O/S	O/S	O/S	O/S
Virtualization	Virtualization	Virtualization	Virtualization
Servers	Servers	Servers	Servers
Storage	Storage	Storage	Storage
Networking	Networking	Networking	Networking

Source: SimplyLearn

Managed by you

Managed by Vendor

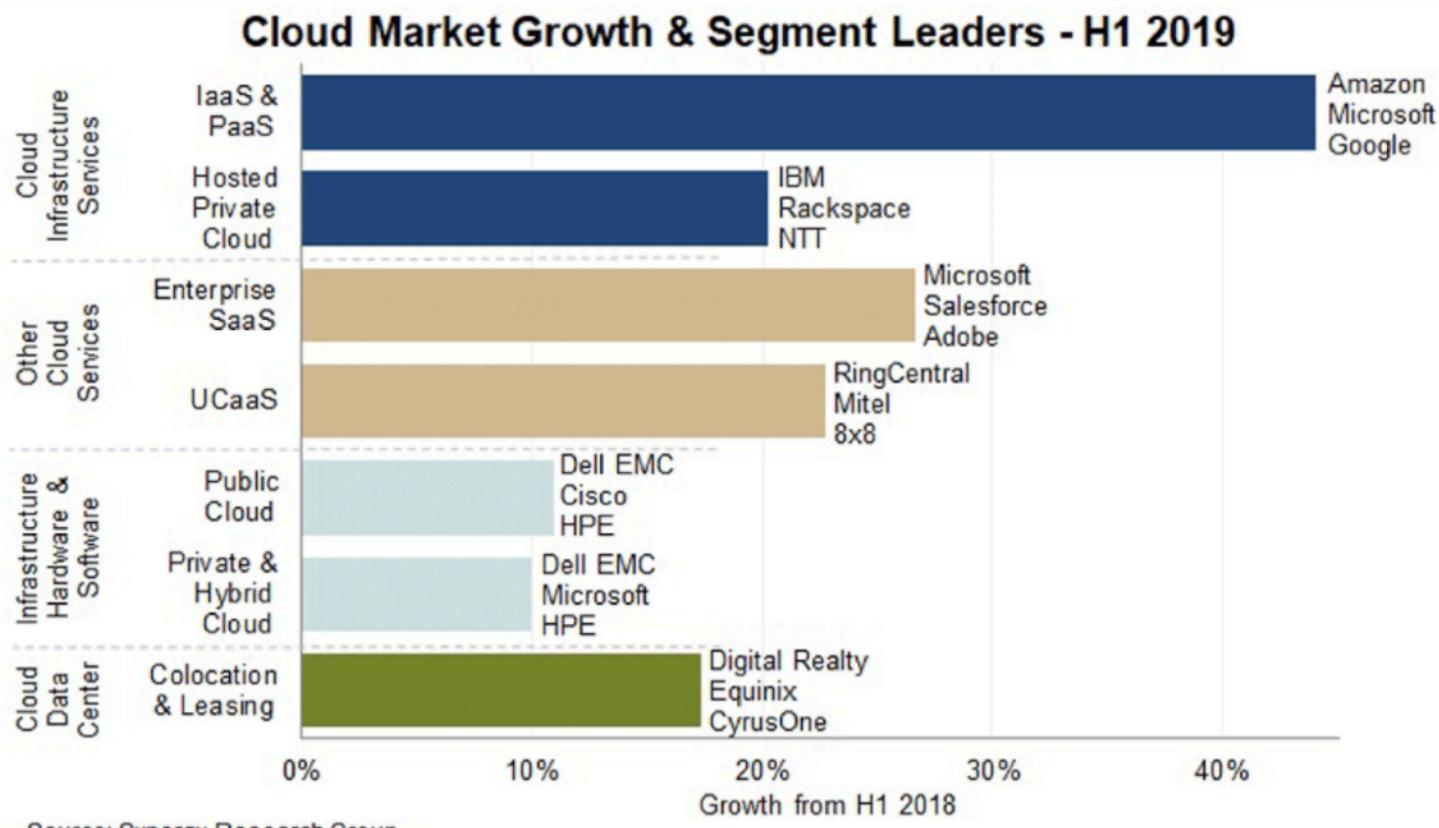
The Major Players

Worldwide cloud infrastructure spending and annual growth
Canalys estimates, Q4 2019

Cloud service provider	Q4 2019 (US\$ billion)	Q4 2019 market share	Q4 2018 (US\$ billion)	Q4 2018 market share	Annual growth
AWS	9.8	32.4%	7.3	33.4%	33.2%
Microsoft Azure	5.3	17.6%	3.3	14.9%	62.3%
Google Cloud	1.8	6.0%	1.1	4.9%	67.6%
Alibaba Cloud	1.6	5.4%	1.0	4.4%	71.1%
Others	11.6	38.5%	9.3	42.4%	24.4%
Total	30.2	100.0%	22.0	100.0%	37.2%



Note: percentages may not add up to 100% due to rounding
Source: Canalys Cloud Channels Analysis, January 2019



— Cloud market growth and segment leaders (Image source: Synergy.com)





Let's look at compute instances:

2 vCPUs + 8 GB RAM

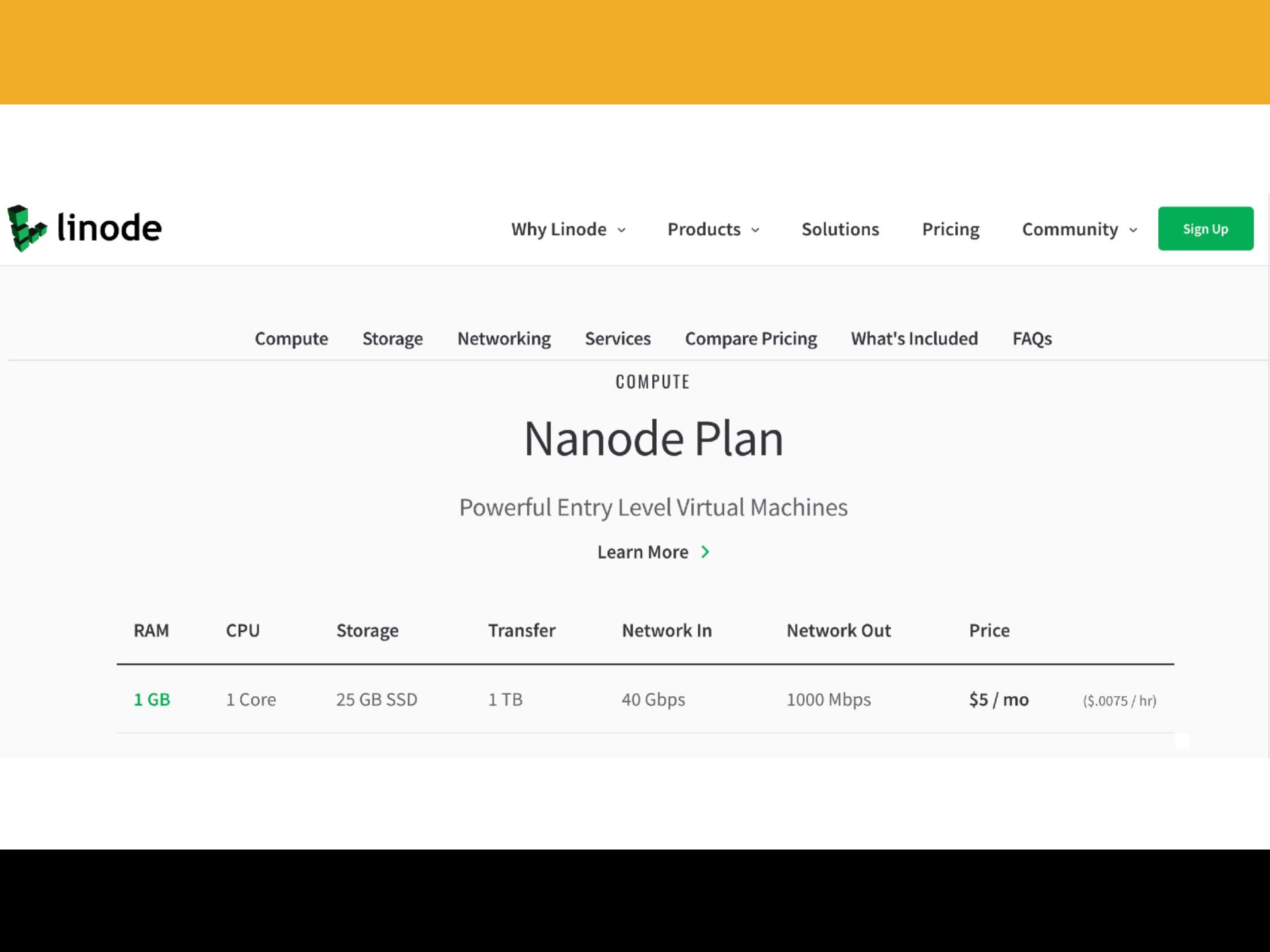
~ 0.0928 USD/ hour



2 vCPUs + 8 GB RAM

~ 0.096 USD/ hour

Source: SimplyLearn

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COMPUTE

Nanode Plan

Powerful Entry Level Virtual Machines

[Learn More >](#)

RAM	CPU	Storage	Transfer	Network In	Network Out	Price	
1 GB	1 Core	25 GB SSD	1 TB	40 Gbps	1000 Mbps	\$5 / mo	(\$0.0075 / hr)

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Configuration

CPU
1Memory
2GBStorage
50GBTransfer
2TB

Additional Storage



Additional Transfer



\$10.00

\$198.63

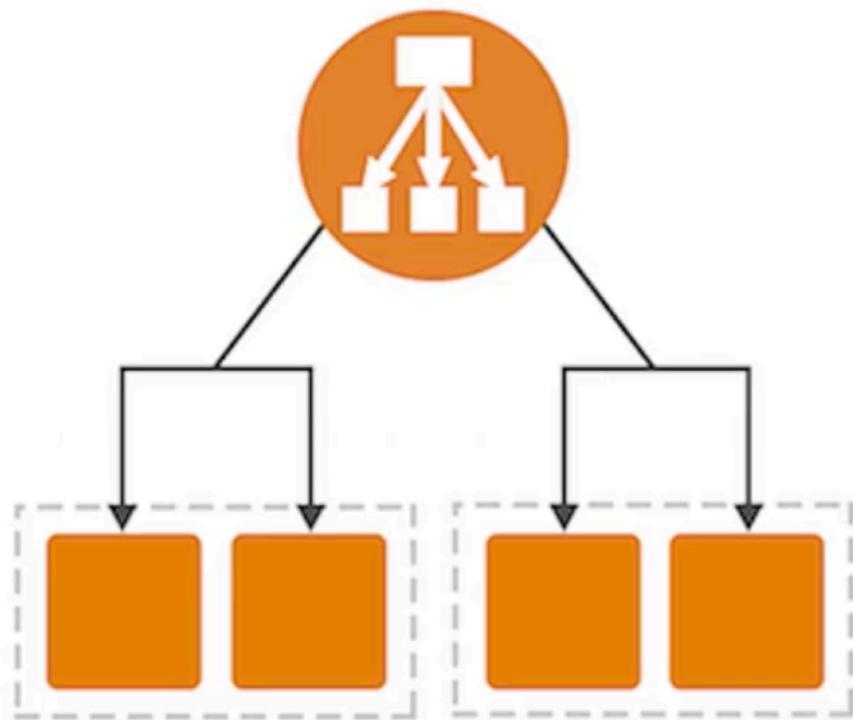
\$234.12

\$199.66



Key Services from Amazon

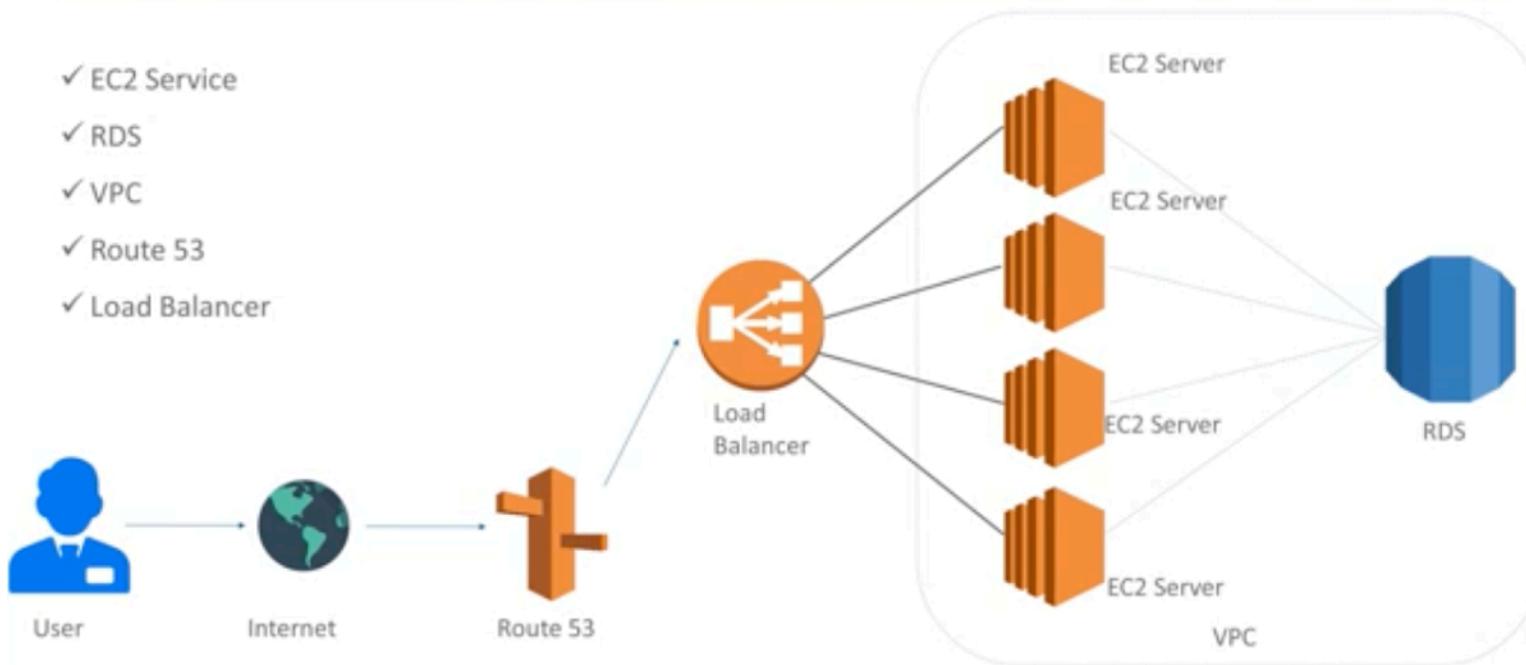
- EC2 (Elastic Compute Cloud)
- VPC (Virtual Private Cloud)
- S3 (Simple Storage Service)
- Relational Database Service
- Route 53
- ELB (Elastic Load Balancing)



Source: SimplyLearn

AWS Services Overview

- ✓ EC2 Service
- ✓ RDS
- ✓ VPC
- ✓ Route 53
- ✓ Load Balancer



Source: Edureka



Services ▾

Resource Groups ▾



Winifred Wong ▾

Singapore ▾

History

Console Home

EC2

IAM

Lambda

VPC

Billing

Compute

- EC2
- Lightsail ↗
- Lambda
- Batch
- Elastic Beanstalk
- Serverless Application Repository
- AWS Outposts
- EC2 Image Builder

Storage

- S3
- EFS
- FSx
- S3 Glacier
- Storage Gateway
- AWS Backup

Database

- RDS
- DynamoDB
- ElastiCache
- Neptune
- Amazon Redshift

Blockchain

- Amazon Managed Blockchain

Satellite

- Ground Station

Quantum Technologies

- Amazon Braket ↗

Management & Governance

- AWS Organizations
- CloudWatch
- AWS Auto Scaling
- CloudFormation
- CloudTrail
- Config
- OpsWorks

- Service Catalog
- Systems Manager
- AWS AppConfig
- Trusted Advisor
- Control Tower
- AWS License Manager

Analytics

- Athena
- EMR
- CloudSearch
- Elasticsearch Service
- Kinesis
- QuickSight ↗
- Data Pipeline

- AWS Data Exchange
- AWS Glue
- AWS Lake Formation
- MSK

Security, Identity, & Compliance

- IAM
- Resource Access Manager
- Cognito
- Secrets Manager
- GuardDuty
- Inspector
- Amazon Macie ↗
- AWS Single Sign-On
- Certificate Manager
- Key Management Service
- CloudHSM

End User Computing

- WorkSpaces
- AppStream 2.0
- WorkDocs
- WorkLink

Internet Of Things

- IoT Core
- FreeRTOS
- IoT 1-Click
- IoT Analytics
- IoT Device Defender
- IoT Device Management
- IoT Events
- IoT Greengrass
- IoT SiteWise
- IoT Things Graph

Game Development

- Amazon GameLift

Containers

- Elastic Container Registry

Find a service by name or feature (for example, EC2, S3 or VM, storage).

Group

A-Z

AWS Services Resource Groups Winfred Wong Singapore Support

New EC2 Experience Tell us what you think

EC2 Dashboard New

Events New Tags Reports Limits

INSTANCES Instances Instance Types Launch Templates New Spot Requests Savings Plans Reserved Instances Dedicated Hosts New Capacity Reservations

IMAGES AMIs Bundle Tasks

ELASTIC BLOCK STORE Volumes Snapshots Lifecycle Manager

EC2

Resources

You are using the following Amazon EC2 resources in the Asia Pacific (Singapore) Region:

Running instances	0	Elastic IPs	0
Dedicated Hosts	0	Snapshots	0
Volumes	1	Load balancers	0
Key pairs	1	Security groups	2
Placement groups	0		

Account attributes

Supported platforms VPC Default VPC vpc-4c965b2b Console experiments Settings

Explore AWS

Optimize your EC2 cost and performance with Spot Instances Combine EC2 On-Demand, Spot, Savings Plans, and RIs in a single EC2 Auto Scaling Group to optimize EC2

Launch instance

To get started, launch an Amazon EC2 instance, which is a virtual server in the cloud.

Launch instance ▾

Service health

Service Health Dashboard

Region Status

Asia Pacific (Singapore) This service is

The screenshot shows the AWS EC2 Dashboard for the Asia Pacific (Singapore) Region. The left sidebar includes links for EC2 Dashboard, Events, Tags, Reports, Limits, Instances, Instance Types, Launch Templates, Spot Requests, Savings Plans, Reserved Instances, Dedicated Hosts, Capacity Reservations, Images, AMIs, and Elastic Block Store. The main content area displays a summary of resources: 0 Running instances, 0 Dedicated Hosts, 1 Volume, 1 Key pair, 0 Placement groups, 0 Elastic IPs, 0 Snapshots, 0 Load balancers, and 2 Security groups. Below this, there are sections for launching a new instance and viewing service health. A sidebar on the right provides account attributes like supported platforms (VPC), default VPC (vpc-4c965b2b), and links for console experiments and settings. An 'Explore AWS' section at the bottom right offers tips for optimizing costs and performance.

Source: AWS

Companies Using AWS



NETFLIX



amazon

airbnb

Source: Edureka



Source: Amazon



Source: Amazon



Source: Amazon



Source: Amazon

Demonstration of Amazon

Azure

Microsoft Azure

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 Core Cloud Services - Azure architecture and service guarantees

9 units • 45 min

Azure provides a global network of secure datacenters you can deploy your services into. Learn about the physical architecture of Azure, how redundancy is provided, and what sort of service guarantees

 Core Cloud Services - Manage services with the Azure portal

9 units • 1 hr 13 min

Tour the Azure portal features and services, and customize the portal.

 Cloud Concepts - Principles of cloud computing

10 units • 1 hr 2 min

Explore the core concepts of cloud computing and how it can help your business.

Microsoft Azure Search resources, services, and docs (G+/)

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Home > App Services > Web App

Web App

Publish *

Runtime stack *

Select a runtime stack

Operating System

Region *

Not finding your App

App Service Plan

App Service plan pricing tier determines the location, features, cost a

Learn more ↗

Linux Plan (Southeast Asia) * ⓘ

(New) ASP-cloudshellstc

Create new

Sku and size *

Free F1

1 GB memory

Change size

Review + create

< Previous

Next : Monitoring

Spec Picker

Dev / Test

For less demanding workloads

The first Basic (B1) core for Linux is free for the first 30 days!

Recommended pricing tiers

Tier	Memory	Compute	Cost
F1	1 GB memory	60 minutes/day compute	Free
B1	100 total ACU	1.75 GB memory	A-Series compute equivalent 101.97 HKD/Month (Estimated)

See additional options

Included hardware

Every instance of your App Service plan will include the following hardware configuration:

Memory
Memory available to run applications deployed and running in the App Service plan.

Storage
1 GB disk storage shared by all apps deployed in the App Service plan.

Home > App Services > Web App

Web App

Basics Monitoring Tags Review + create

App Service Web Apps lets you quickly build, deploy, and scale enterprise-grade web, mobile, and API apps running on any platform. Meet rigorous performance, scalability, security and compliance requirements while using a fully managed platform to perform infrastructure maintenance. [Learn more](#)

Project Details

Select a subscription to manage deployed resources and costs. Use resource groups like folders to organize and manage all your resources.

Subscription * ⓘ

Pay-As-You-Go

Resource Group * ⓘ

cloud-shell-storage-southeastasia

[Create new](#)

Instance Details

Name *

com5940



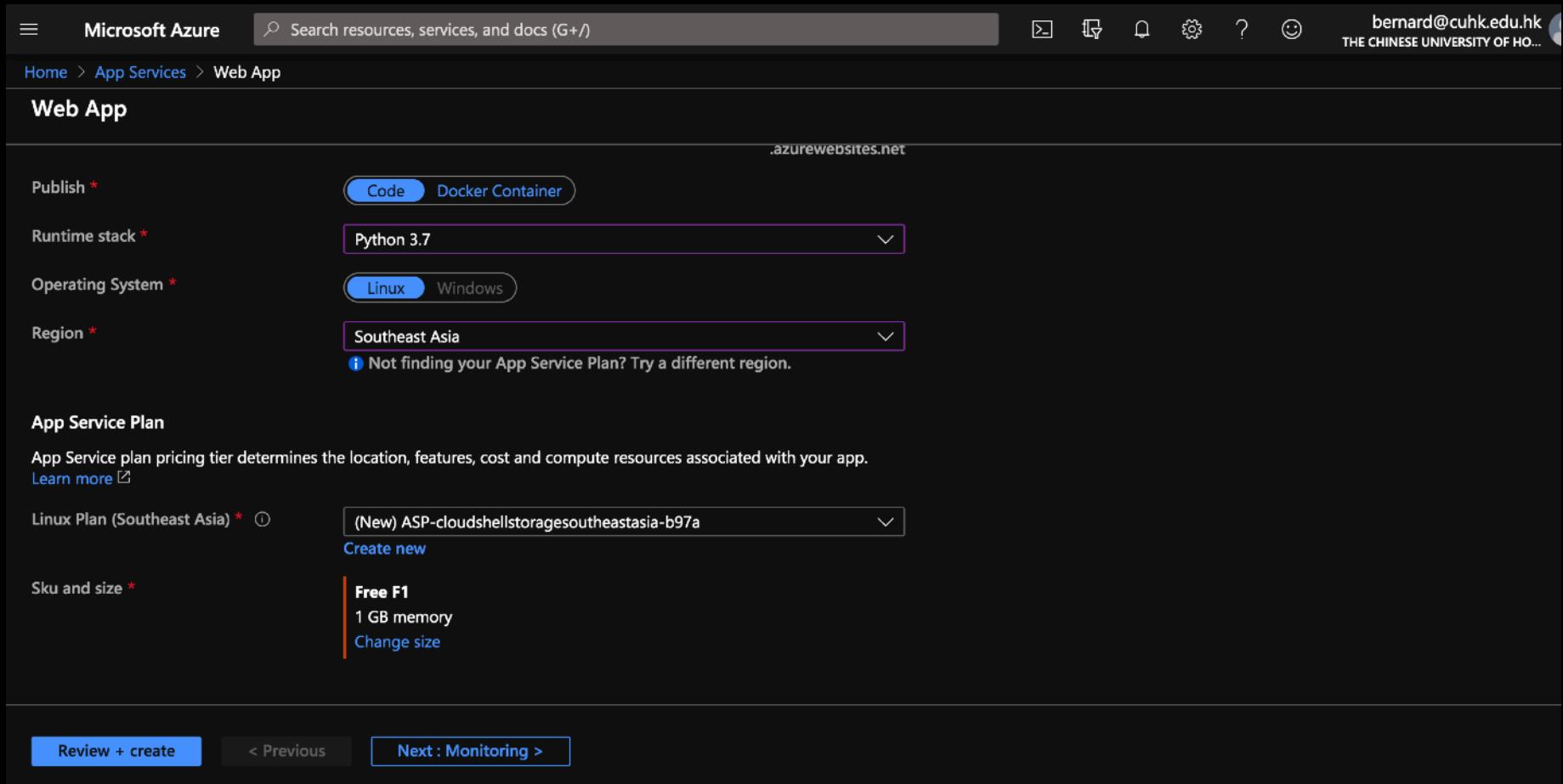
.azurewebsites.net

Publish *

[Code](#) [Docker Container](#)[Review + create](#)

< Previous

Next : Monitoring >



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Home > App Services > Web App

Web App

Validating

Basics Monitoring Tags **Review + create**

Summary

 **Web App**
by Microsoft

Details

Subscription	2792f987-d3e0-4bb6-ad8a-0e487cb7b633
Resource Group	cloud-shell-storage-southeastasia
Name	com5940
Publish	Code
Runtime stack	Python 3.7
Tags	ms-resource-usage: azure-cloud-shell

App Service Plan (New)

Name	ASP-cloudshellstoragesoutheastasia-b97a
------	---

Create < Previous Next > Download a template for automation

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Home > com5940 | Deployment Center

com5940 | Deployment Center

App Service

Search (Cmd+/) <>

Overview Activity log Access control (IAM) Tags Diagnose and solve problems Security

Deployment

Quickstart Deployment slots Deployment Center

Settings

Configuration Authentication / Authorization Application Insights Identity

Code

SOURCE CONTROL BUILD PROVIDER CONFIGURE SUMMARY

If you can't find an organization or repository, you might need to enable additional permissions on GitHub.

Organization: ybsuen

Repository: python-docs-hello-world

Branch: dependabot/pip/werkzeug-0.15.3

Build

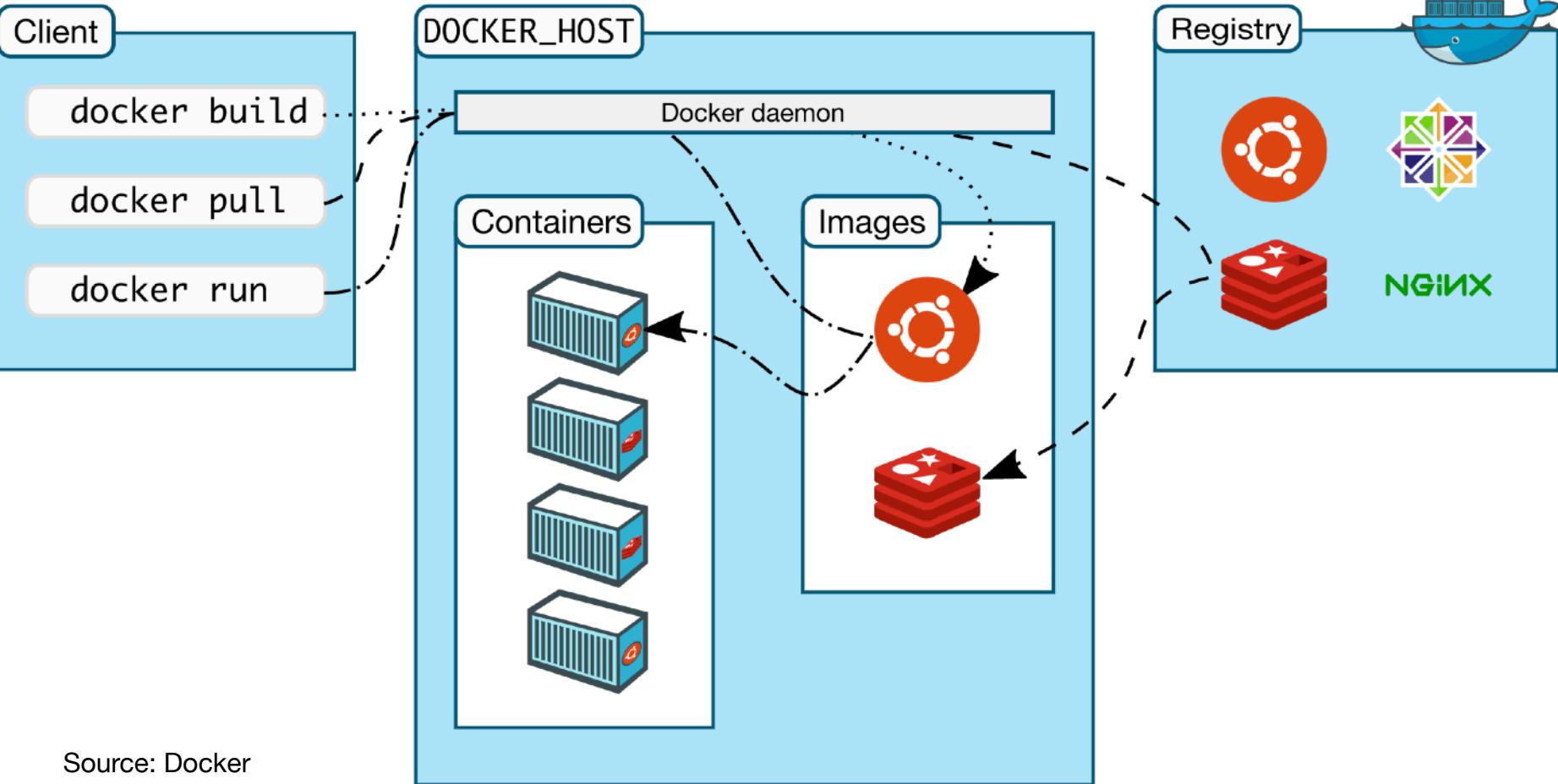
Runtime stack: Python

Version: Python 3.7

Back Continue

Demonstration of Azure

Docker - Container Technology



 docker hub

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Application Frameworks

Application Infrastructure

Application Services

 Oracle Database Enterprise Edition  DOCKER CERTIFIED
By Oracle • Updated 3 years ago

Oracle Database 12c Enterprise Edition

Container Docker Certified Linux x86-64 Databases

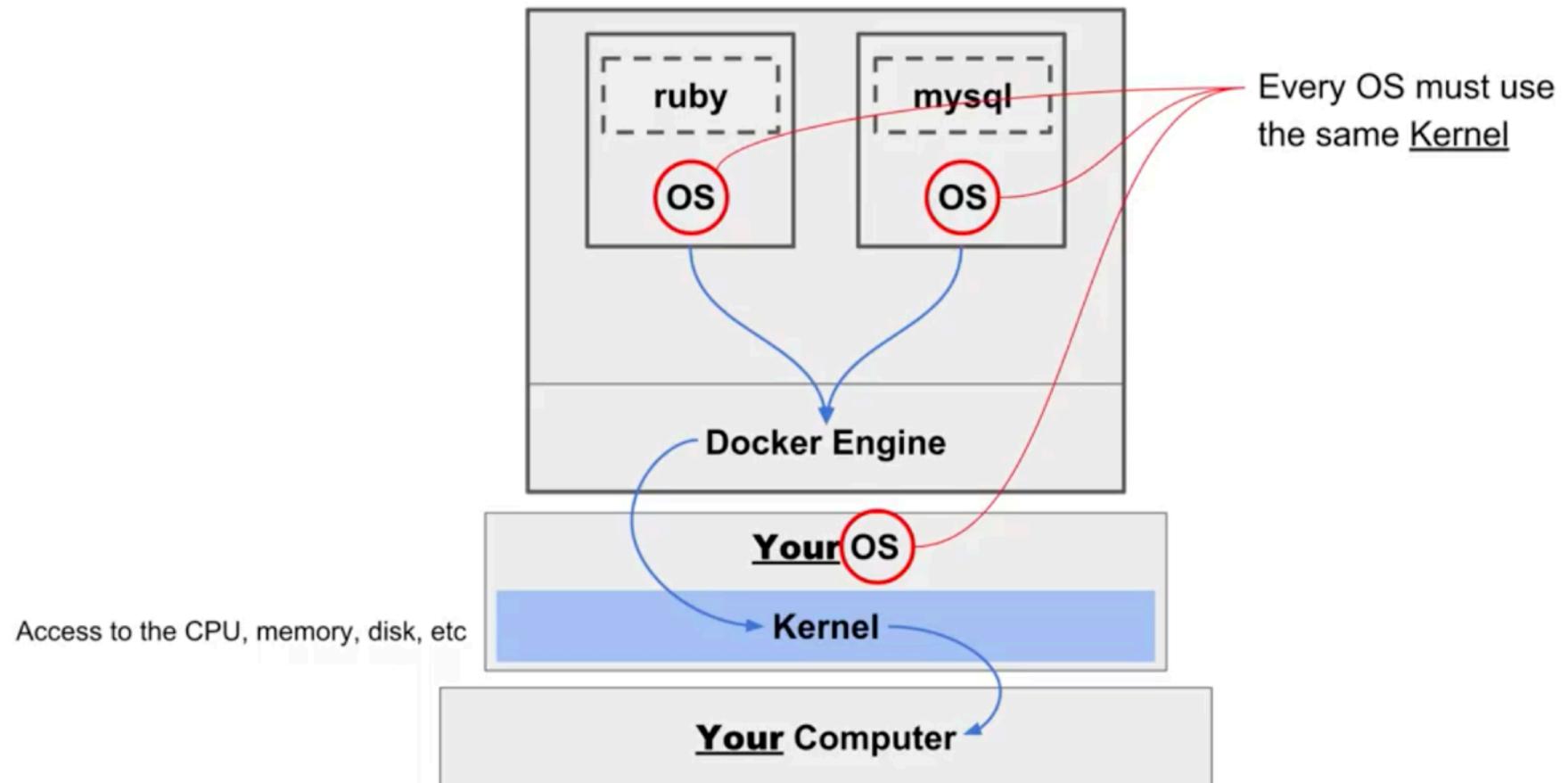
 Oracle Java 8 SE (Server JRE)  DOCKER CERTIFIED
By Oracle • Updated 2 months ago

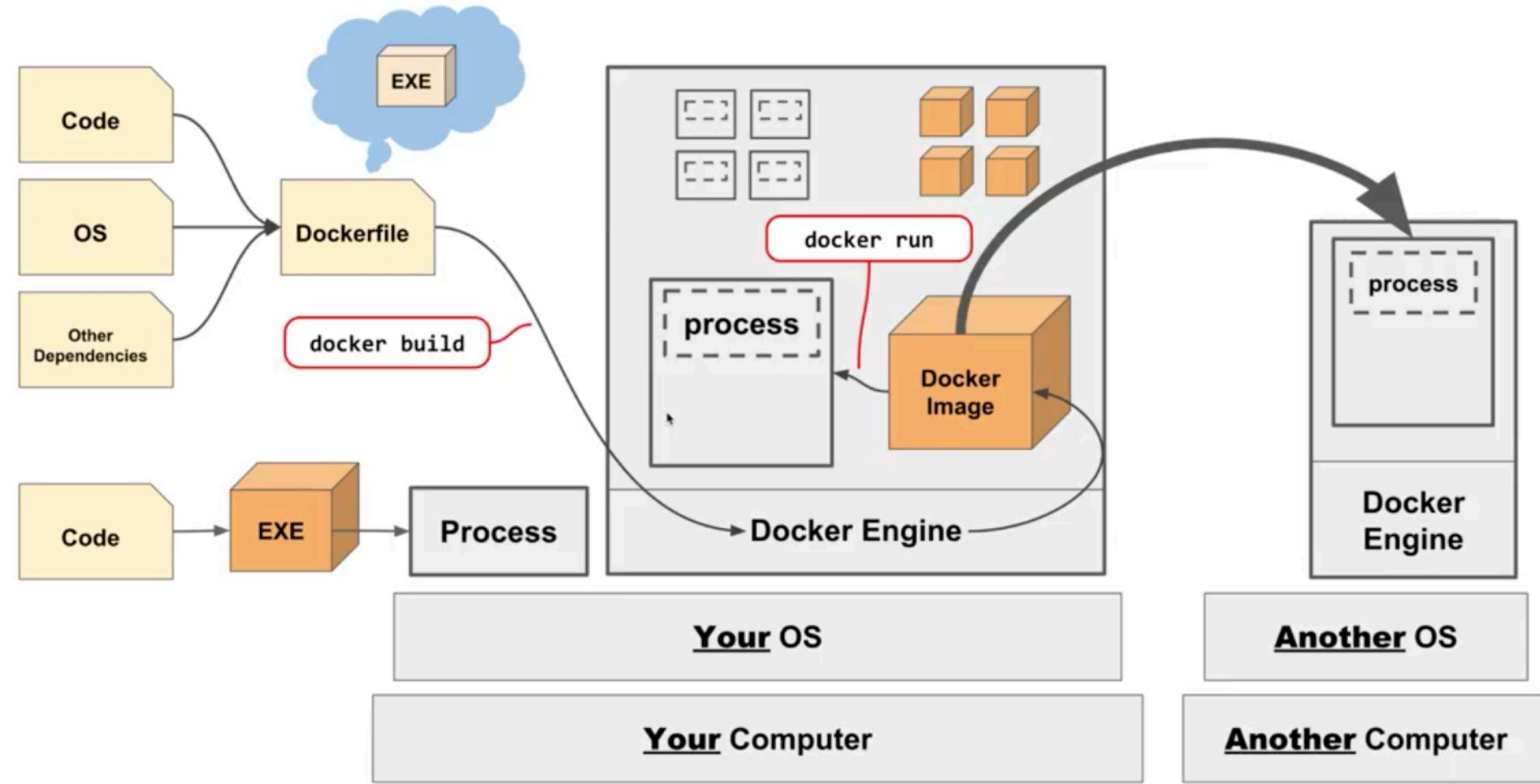
Oracle Java 8 SE (Server JRE)

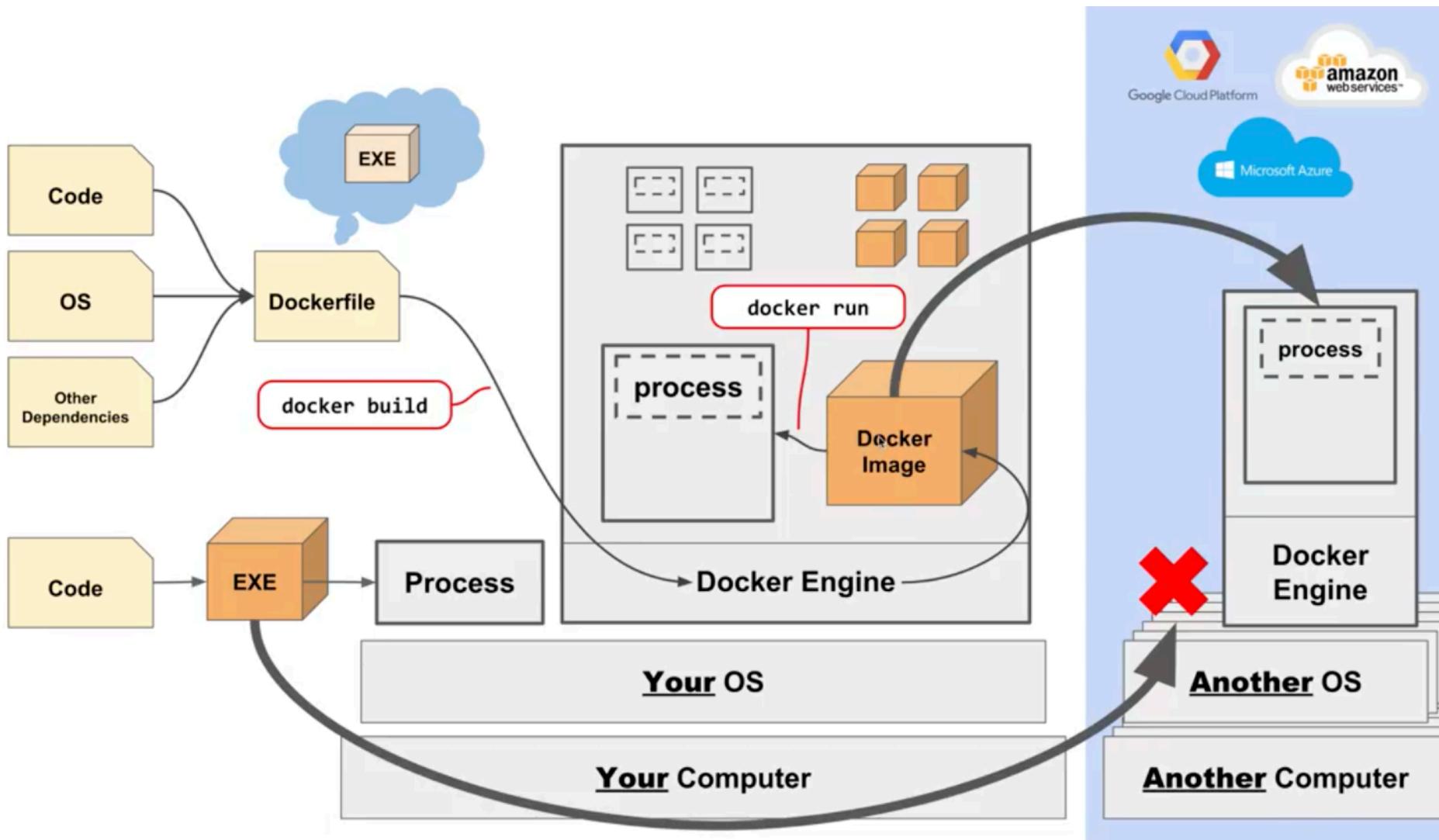
Container Docker Certified Linux x86-64 Programming Languages

Source: Docker

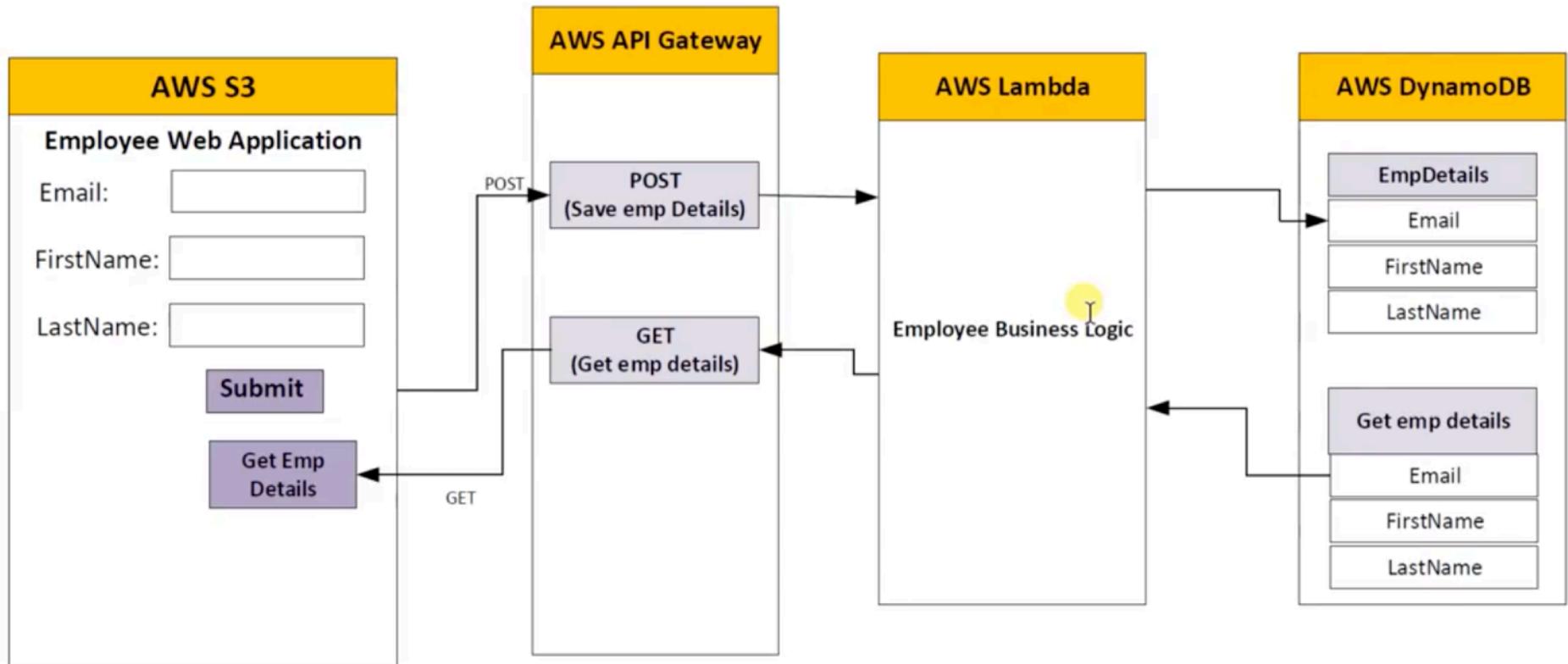
Processes as “Containers”

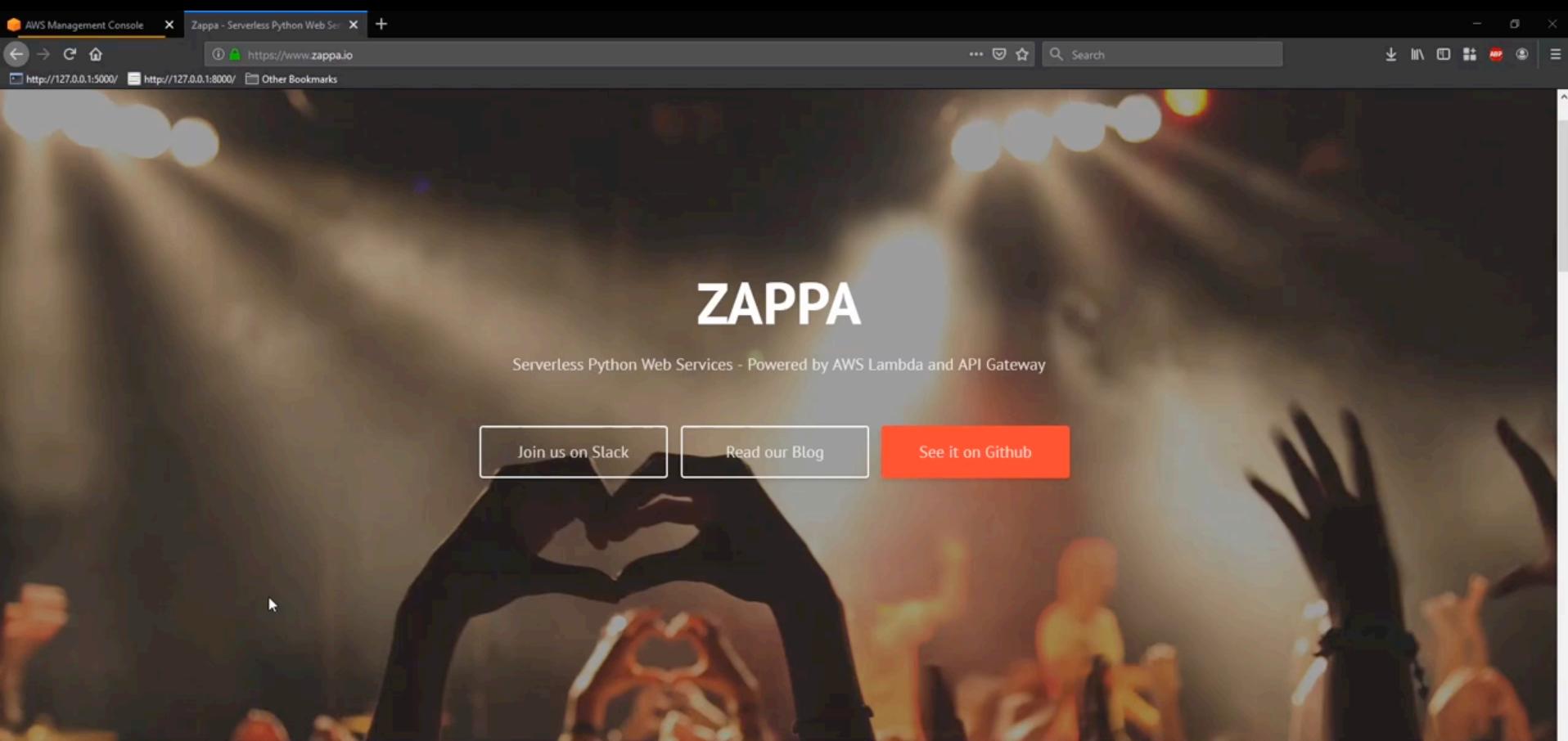




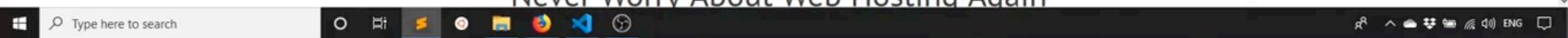


Serverless Technology





Never Worry About Web Hosting Again



Summary

VIRTUAL MACHINE

CONTAINER

SERVERLESS

THANK YOU FOR YOUR TIME!