AWS re:Invent

ADM402

Testing techniques for measuring personalization

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AWS re:Invent

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Agenda

Role of experimentation

Experimentation methodology

Experimentation techniques you will build in this session

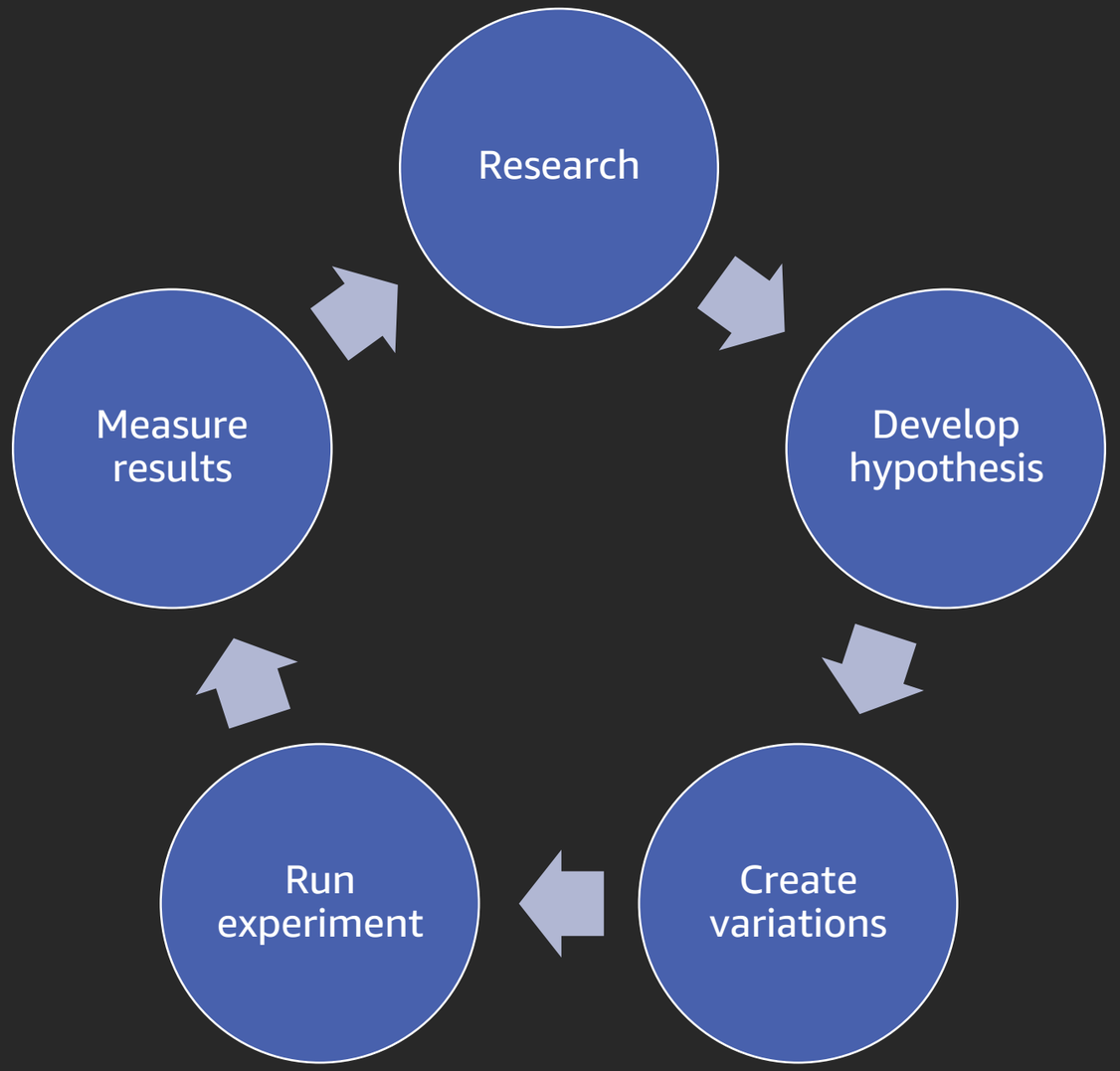
Instructions for exercises

Hands on keyboard

Role of experimentation

- Intuition and offline metrics can only tell us so much
- Make data-informed decisions rather than guesswork
- Continually improve an experience over time with confidence
- Gain a deeper understanding of user behavior
- Feeds product innovation flywheel

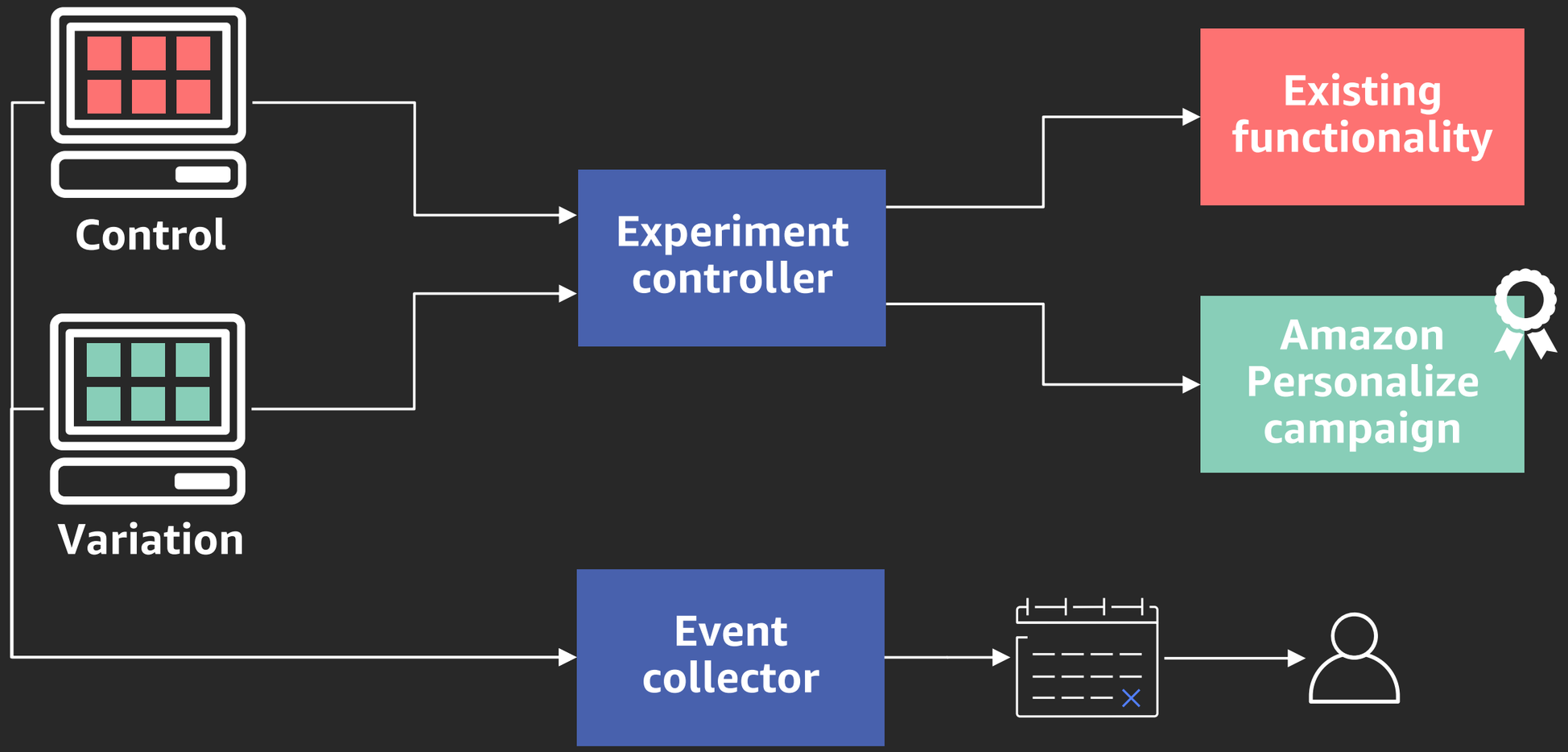
Experimentation methodology



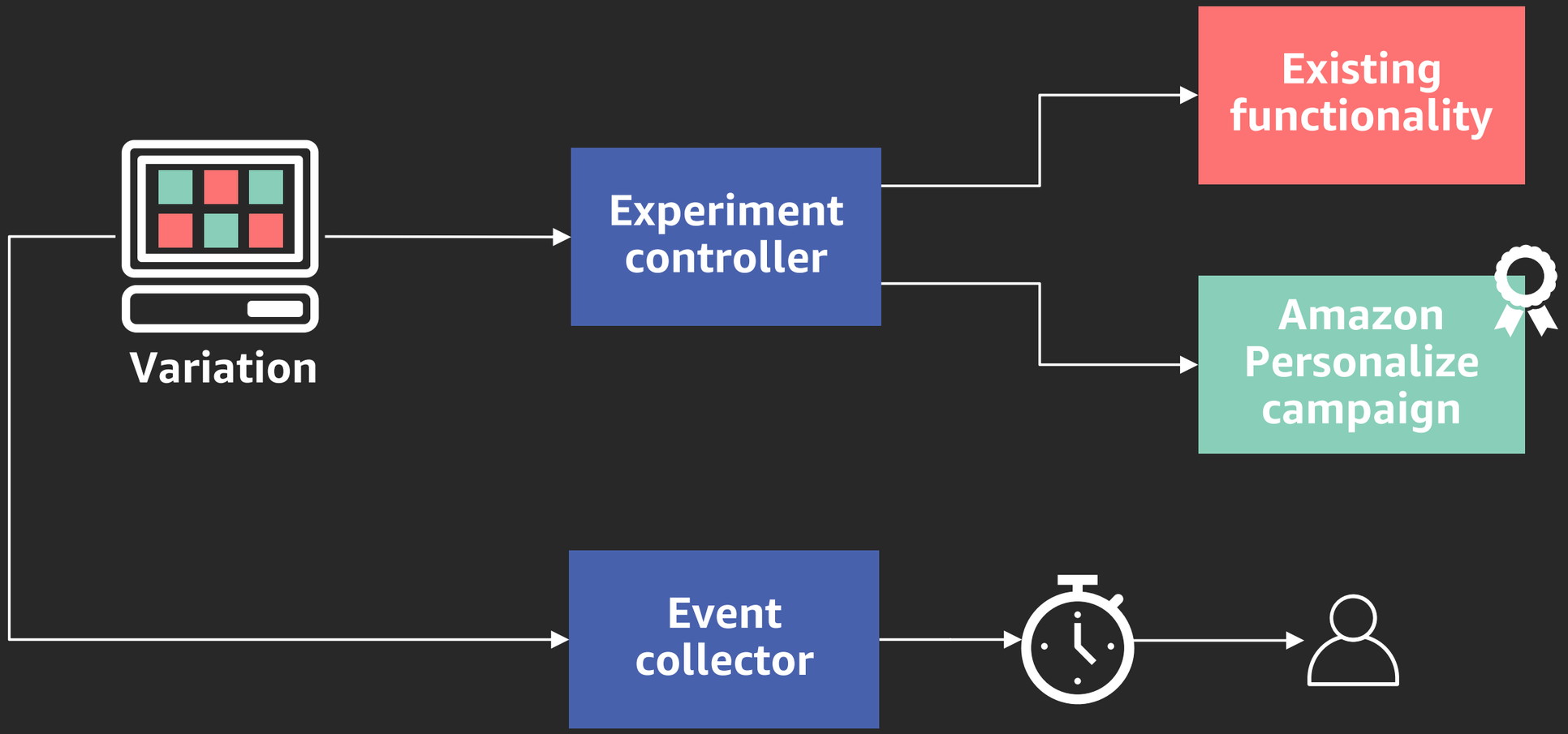
Experimentation techniques

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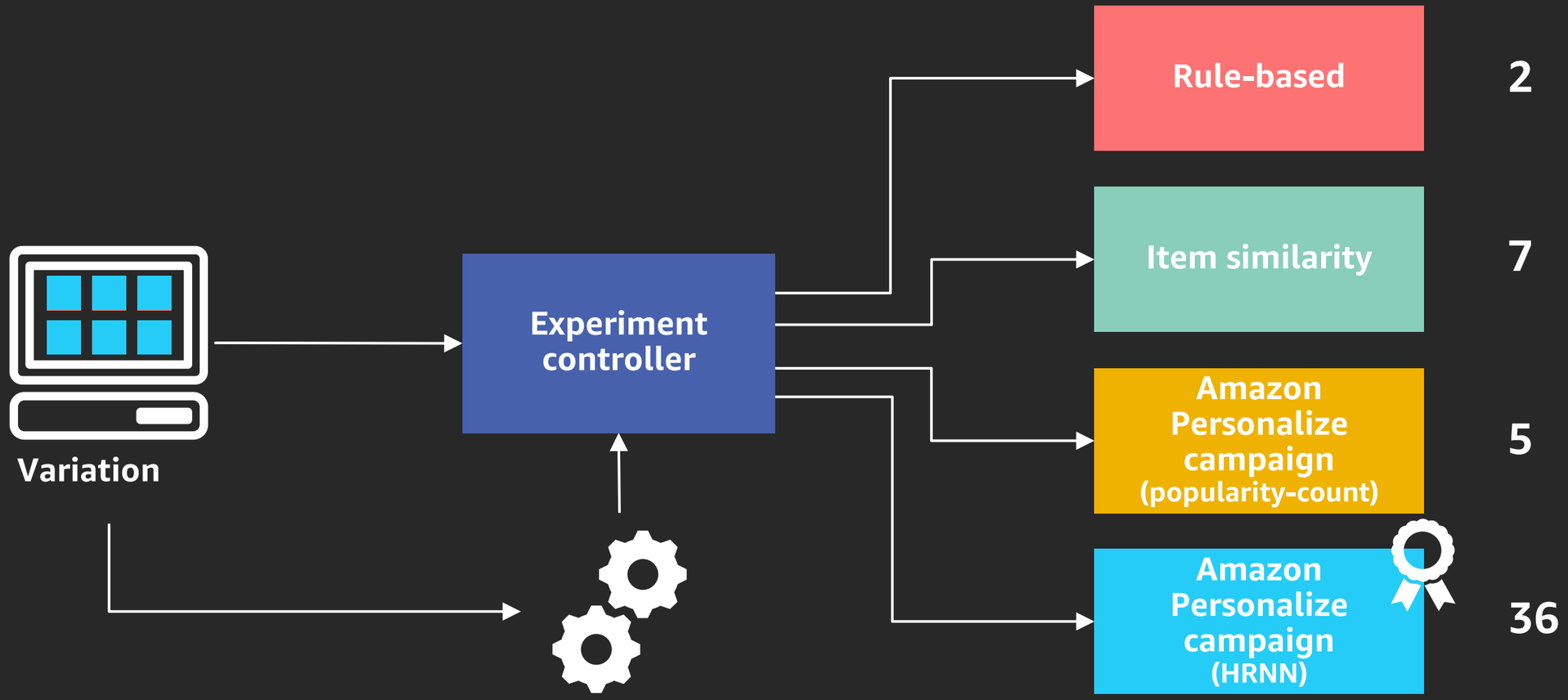
Exercise 1: A/B testing



Exercise 2: Interleaved recommendation testing



Exercise 3: Multi-armed bandit testing

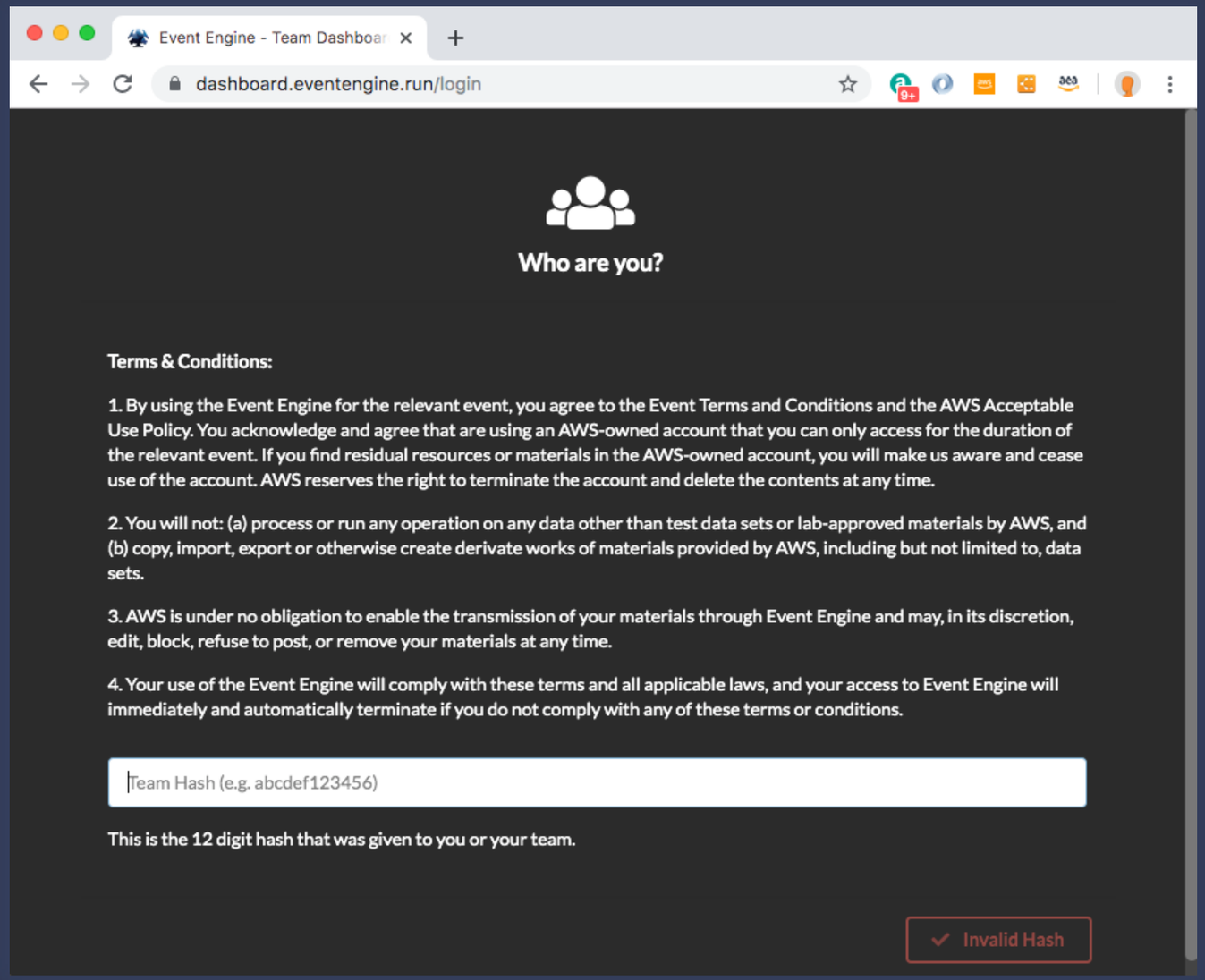


Builder session work environment

https://dashboard.eventengine.run

- Browse to Event Engine
- Enter the hash code provided
- Click “Proceed” to access dashboard
- Once on dashboard, click “AWS Console” to access your account
- Browse to Amazon SageMaker & open JupyterLab notebook instance
- Open “workshop/README”
- Follow instructions – pick two experiment techniques
- Download project archive:

http://bit.ly/AWS-ADM402

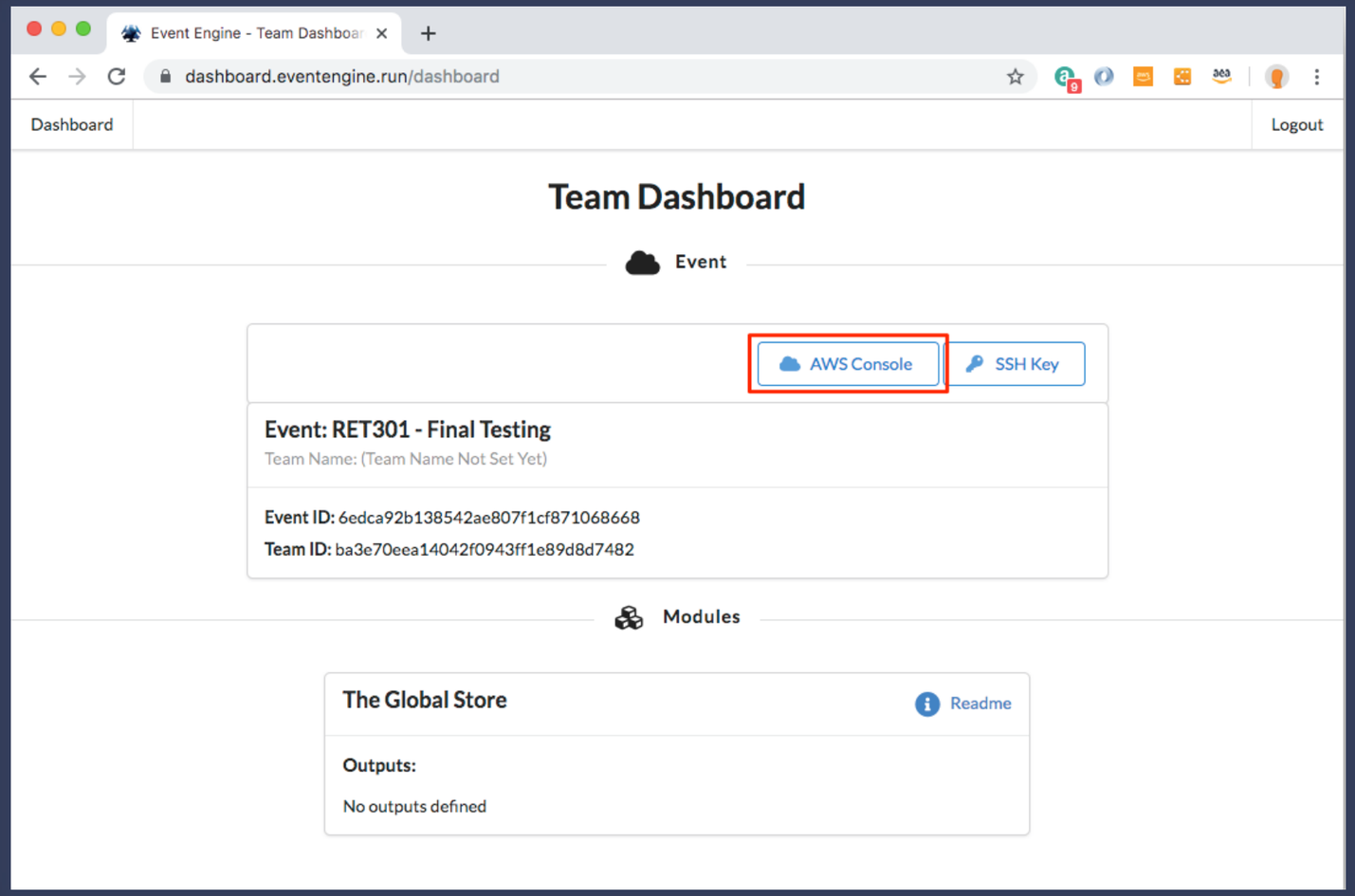


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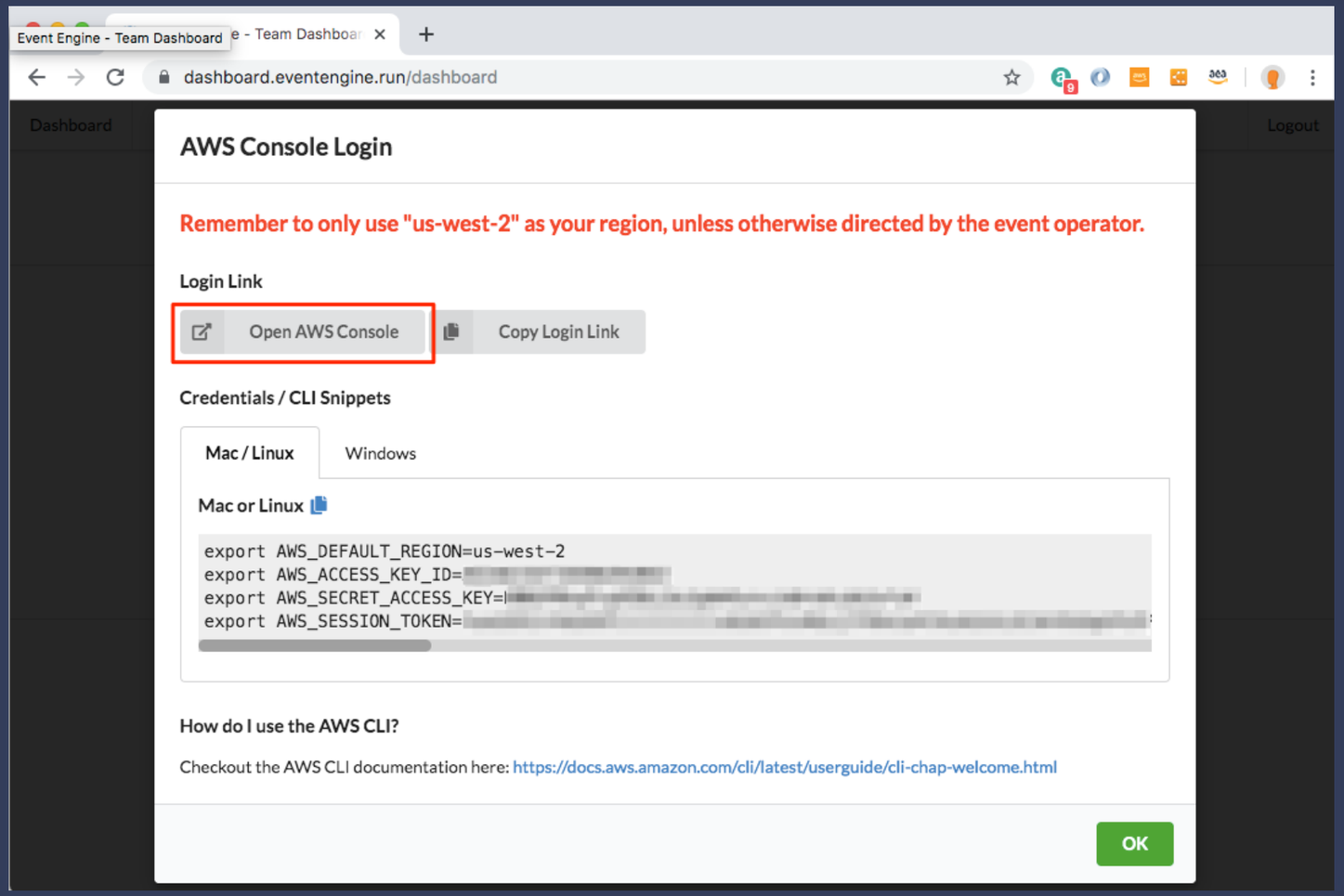


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Thank you!

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