| Item purchases from an online retailer, stored in a database. | Data |
| The CEO sets a target of having 5% more sales for this quarter from its online marketplace. | Product |

SUBMIT

QUESTION 2 OF 2

What scenarios would be likely candidates for applying the ML Lifecycle? Select all that apply.

Prevent fraud by analyzing and predicting suspicious activity.

☐ Seeing how a color change on a website button changes click through.

Increasing user watch time by ranking movies in their recommended feed.

Estimating housing prices in neighborhoods for the next three months.

SUBMIT

NEXT