answer

$e^{(-\lambda)}\lambda^y y! = e^{-\lambda}e^{(y)log\lambda}y!1y!e^{(y)log\lambda-\lambda}Substitutingtermswith Exponential family function : p(y;\eta) = b(y)exp[\eta^T T(y) - a(\eta)]We can fit the terms in the function as : b(y) = 1y!\eta = log\lambda T(y) = ya(\eta) = e^{\eta}$