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Exam Professional Machine Learning Engineer All Questions

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📄 **EXAM PROFESSIONAL MACHINE LEARNING ENGINEER TOPIC 1 QUESTION 11 DISCUSSIO...**

Actual exam question from Google's Professional Machine Learning Engineer

Question #: 11

Topic #: 1

[All Professional Machine Learning Engineer Questions]

You are designing an ML recommendation model for shoppers on your company's ecommerce website. You will use Recommendations AI to build, test, and deploy your system. How should you develop recommendations that increase revenue while following best practices?

A. Use the ג€Other Products You May Likeג€ recommendation type to increase the click-through rate.

B. Use the ג€Frequently Bought Togetherג€ recommendation type to increase the shopping cart size for each order.

C. Import your user events and then your product catalog to make sure you have the highest quality event stream.

D. Because it will take time to collect and record product data, use placeholder values for the product catalog to test the viability of the model.

Show Suggested Answer

by 👤 **gcp2021go** at *June 7, 2021, 6:19 p.m.*

Comments

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👤 **chohan** `Highly Voted 👍` **3 years, 4 months ago**

Answer should be B
https://cloud.google.com/recommendations-ai/docs/placements#rps

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👤 **Celia20210714** `Highly Voted 👍` **3 years, 3 months ago**

ANS:B
https://cloud.google.com/recommendations-ai/docs/placements#fbt
Frequently bought together (shopping cart expansion)
The "Frequently bought together" recommendation predicts items frequently bought together for a specific product within the same shopping session. If a list of products is being viewed, then it predicts items frequently bought with that product list.

This recommendation is useful when the user has indicated an intent to purchase a particular product (or list of products) already, and you are looking to recommend complements (as opposed to substitutes). This recommendation is commonly displayed on the "add to cart" page, or on the "shopping cart" or "registry" pages (for shopping cart expansion).

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👤 **desertlotus1211** `Most Recent ⊙` **2 days, 2 hours ago**

FYI - now known as Vertex AI Search

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👤 **eico** **1 month, 4 weeks ago**

`Selected Answer: B`

Answer is B

Frequently Bought Together (shopping cart expansion) model is recommended to increase revenue
The option C is wrong because we should import the catalog first, then bring the user events
otherwise the events will be unjoined
https://cloud.google.com/retail/docs/user-events#retail-reqs

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👤 **chirag2506** **4 months ago**

`Selected Answer: B`

ans is B

👍 ↩ 🚩 upvoted 1 times

👤 **PhilipKoku** **4 months, 2 weeks ago**

`Selected Answer: B`

B) To increase revenue, expand shopping cart with other items frequently bought together.

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👤 **PhilipKoku** **4 months, 2 weeks ago**

`Selected Answer: B`

B) To increase revenue, expand shopping cart with other items frequently bought together.

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👤 **harithacML** **1 year, 3 months ago**

`Selected Answer: B`

Req: ML Recommendations + increase revenue + best practices
A. Use the ꓱ€Other Products You May Likeꓱ€ recommendation type to increase the click-through rate. : You may like ? No
B. Use the ꓱ€Frequently Bought Togetherꓱ€ recommendation type to increase the shopping cart size for each order. : Viable with companies purchase information. Also this is the basic recommendation to get started with : cross sell and upsell
C. Import your user events and then your product catalog to make sure you have the highest quality event stream. : Ensuring quality? This makes sure the data quality. Not bringing more sales much
D. Because it will take time to collect and record product data, use placeholder values for the product catalog to test the viability of the model. : dummy values to replace for now? No value added to sales.

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👤 **M25** **1 year, 5 months ago**

`Selected Answer: B`

Went with B

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👤 **Yajnas_arpohc** **1 year, 7 months ago**

`Selected Answer: C`

https://cloud.google.com/recommendations-ai/docs/overview

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👤 **EFIGO** **1 year, 11 months ago**

👤 **GCP72** 2 years, 2 months ago

Selected Answer: B

Correct answer is "B"

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👤 **caohieu04** 2 years, 7 months ago

Selected Answer: B

Community vote

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👤 **NamitSehgal** 2 years, 9 months ago

Event Data is important along with product data but I am not sure if there is a catch here, what goes first https://github.com/GoogleCloudPlatform/analytics-componentized-patterns/blob/master/retail/recommendation-system/bqml/bqml_retail_recommendation_system.ipynb

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👤 **ramen_lover** 2 years, 11 months ago

I don't know the correct answer, but it seems C and D are not correct:
- "Do not record user events for product items that have not been imported yet."; i.e., import your product catalog first and then your user events.
- "Make sure that all required catalog information is included and correct. Do not use dummy or placeholder values." https://cloud.google.com/retail/recommendations-ai/docs/upload-catalog#catalog_import_best_practices

I think the correct answer is B, because the "default optimization objective" for FBT is "revenue per order", whereas the "default optimization objective" for OYML is "click-through rate". https://cloud.google.com/retail/recommendations-ai/docs/placements#fbt

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👤 **mousseUwU** 3 years ago

Sense is B

👍 ↩ 🚩 upvoted 1 times

👤 **gcp2021go** 3 years, 4 months ago

the correct answer should be C
there is a diagram on the webpage, discuss how it works https://cloud.google.com/recommendations

👍 ↩ 🚩 upvoted 5 times

👤 **sensev** 3 years, 2 months ago

I think B is the correct answer instead of C, since B directly contributes to increasing revenue.

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