

RECOMMENDATION METHOD AND APPARATUS BASED ON AUTOMATIC FEATURE GROUPING

ABSTRACT

This application relates to the field of artificial intelligence. A recommendation method based
5 on automatic feature grouping includes: obtaining a plurality of candidate recommended objects
and a plurality of association features of each of the plurality of candidate recommended objects;
performing multi-order automatic feature grouping on the plurality of association features of each
candidate recommended object, to obtain a multi-order feature interaction set of each candidate
recommended object; obtaining an interaction feature contribution value of each candidate
10 recommended object through calculation based on the plurality of association features in the multi-
order feature interaction set of each candidate recommended object; obtaining a prediction score
of each candidate recommended object through calculation based on the interaction feature
contribution value of each candidate recommended object; and determining one or more
corresponding candidate recommended objects with a high prediction score as a target
15 recommended object. The recommendation method is applicable to various recommendation-
related application scenarios, and helps improve recommendation efficiency and accuracy.

Fig. 2