Classification Model with Big Query ML

What are some of the reasons a typical ecommerce customer will browse but not buy until a later visit? Choose all that could apply.



- The customer wants to comparison shop on other sites before making a purchase decision.
- The customer is waiting for products to go on sale or other promotion
- ✓ The customer is doing additional research

Submit

What are the risks of only using the above two fields?

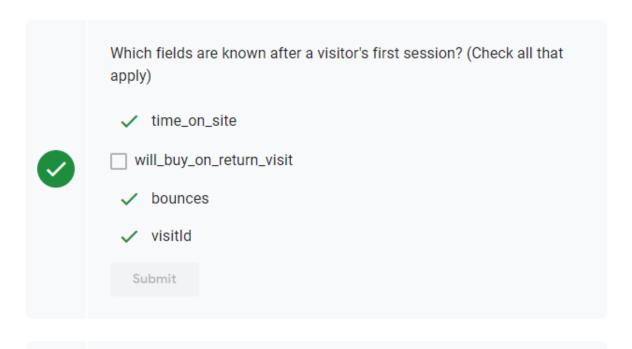


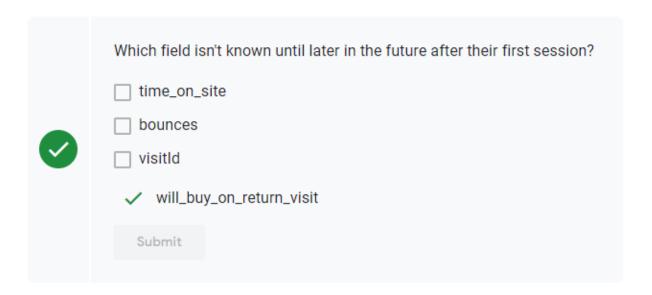
- Whether a user bounces is highly correlated with their time on site (e.g. 0 seconds)
- Only using time spent on the site ignores other potential useful columns (features)
- Both of the above

Submit

Which fields are the model features? What is the label (correct answer)?

- The features are bounces and time_on_site. The label is will_buy_on_return_visit
- The features are bounces and will_buy_on_return_visit. The label is time_on_site.
- The features is will_buy_on_return_visit. The labels are bounces and time_on_site





Which model type should you choose for will buy or wont buy?

- Recommendation model (like matrix_factorization etc.)
- Classification model (like logistic_reg etc.)
- Forecasting model (like linear reg etc.)