

## 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**

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Which fields are known after a visitor's first session? (Check all that apply)


☒ time\_on\_site

☐ will\_buy\_on\_return\_visit

☒ bounces

☒ visitId

Submit



Which field isn't known until later in the future after their first session?

☐ time\_on\_site

☐ bounces

☐ visitId

☒ will\_buy\_on\_return\_visit

Submit

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.)