

Evaluating initial Logistic Regression ML Model using ROC metric-

The screenshot shows the Google Cloud BigQuery console interface. The left sidebar displays the project hierarchy for 'qwiklabs-gcp-00-b9880cbaea28', including 'ecommerce' and 'data-to-insights'. The main editor area shows a SQL query titled 'Untitled 3' that evaluates a model named 'ecommerce.classification_model'. The query uses the `ML.EVALUATE` function and includes a `CASE` statement to categorize the ROC AUC values. The 'Query results' section shows a single row with the following data:

Row	roc_auc	model_quality
1	0.723831168831...	not great

The bottom of the screen shows a Windows taskbar with the system clock at 13:41 on 05-01-2024.

Improving the ML Model and Evaluating it-

The screenshot shows the Google Cloud BigQuery console interface with an updated SQL query titled 'Untitled 3'. This query evaluates a new model named 'ecommerce.classification_model_2'. It includes a `WITH` clause to filter for visitors with transactions and a `COUNTIF` function to check for return visits. The 'Query results' section shows a single row with the following data:

Row	roc_auc	model_quality
1	0.909463536463...	good

The bottom of the screen shows a Windows taskbar with the system clock at 13:47 on 05-01-2024.