**BigQUery Engagement correlation**

Uses events data to group users by engagement counts and defines conversion to purchase per group

<https://console.cloud.google.com/bigquery?sq=146701015857:d2df940aecb24fe798e463643e3cfbc6>

**BigQuery Conversion rates by traffic channels**

Transforms events data to calculate conversion rates to different events

<https://console.cloud.google.com/bigquery?sq=146701015857:fbcaa2e7d85f432bb61fe47857eb3e42>