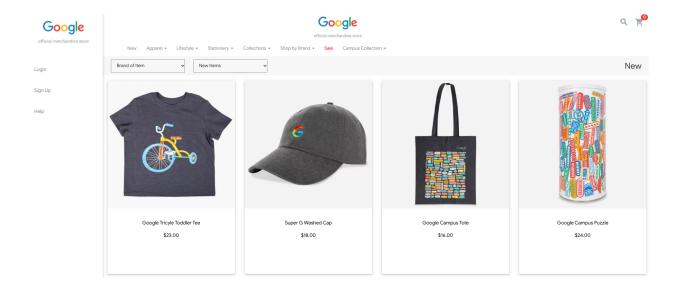In this next lab, you will be using ecommerce data from the real Google Ecommerce storefront: https://shop.googlemerchandisestore.com/

Their visitor and order data has been loaded into BigQuery and you are going to build a machine learning model to predict whether a visitor will return for more purchases later.

Lab: Predicting Visitor Purchases with a Classification Model with BigQuery ML

Which ecommerce customers are likely to return and purchase?