

Attribute Selection

features_used: buy-clicks.csv= ['userId','price']

features_used: game-clicks.csv= ['userId','clickCount']

features_used: ad-clicks.csv= ['userId','adCount']

Attribute	Rationale for Selection
userId	To identify the unique user and map its pattern
adCount	Attribute that captures user's inclination to click on ads
clickCount	Attribute that captures number of times of user's clicking on game
price	Attribute that captures user's purchasing behaviour