Category Click Rate represents the ratio of the number of people who buy that certain type of cell phone to the number of people who click on the picture online for more detail. Category Convert Rate represents the ratio of the number of people who click on the picture for more detail to the number of people who browse the internet and see the picture of that certain type of cell phone. The advantage of considering these two sets of data as the bases for the information gain is that they not only provide information and reflect the ratio of people who are interested in and actually buy the cell phone, but the data are also in a more consistent and standardized form convenient for the later grouping and processing.