Attribute Selection

Coursera Big Data Specialization Capstone Project, Week 3

Attribute	Rationale for Selection
totalAdClicks	Total of ad-clicks per user. This attribute is correlated to the profit's company.
totalBuyClicks	Total money of in-app purchase per user. This attributes is correlated to the profit's company.
totalRevenue	Total money spent on in-app purchase items per user.