**Attribute Selection**

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| **Attribute** | **Rationale for Selection** |
| **totalAdClicks** | Ad clicks relate to the revenue that brings profit to the company |
| total**Revenue** | Revenue show the purchase power of users |
| hitsPerHour | Hits reflect the performance of plays that might affect the purchase activities |
| <Optional Fill in> | <Optional Fill in 1-3 sentences> |