

Attribute Selection

features_used = ["adsClicks","totalPurchase","teamStrength","avg_clicks/hr"]

Attribute	Rationale for Selection
# of ads clicked by user	This attribute captures the ad clicking behaviour of a user
Total purchase amount by user	This attribute captures how much revenue the user generates from the game's store.
teamStrength of the user	This attribute captures how strong a user's team is.
Average clicks per hour	This attribute captures how much a user tends to click in one hour, note: Has nothing to do with click accuracy.