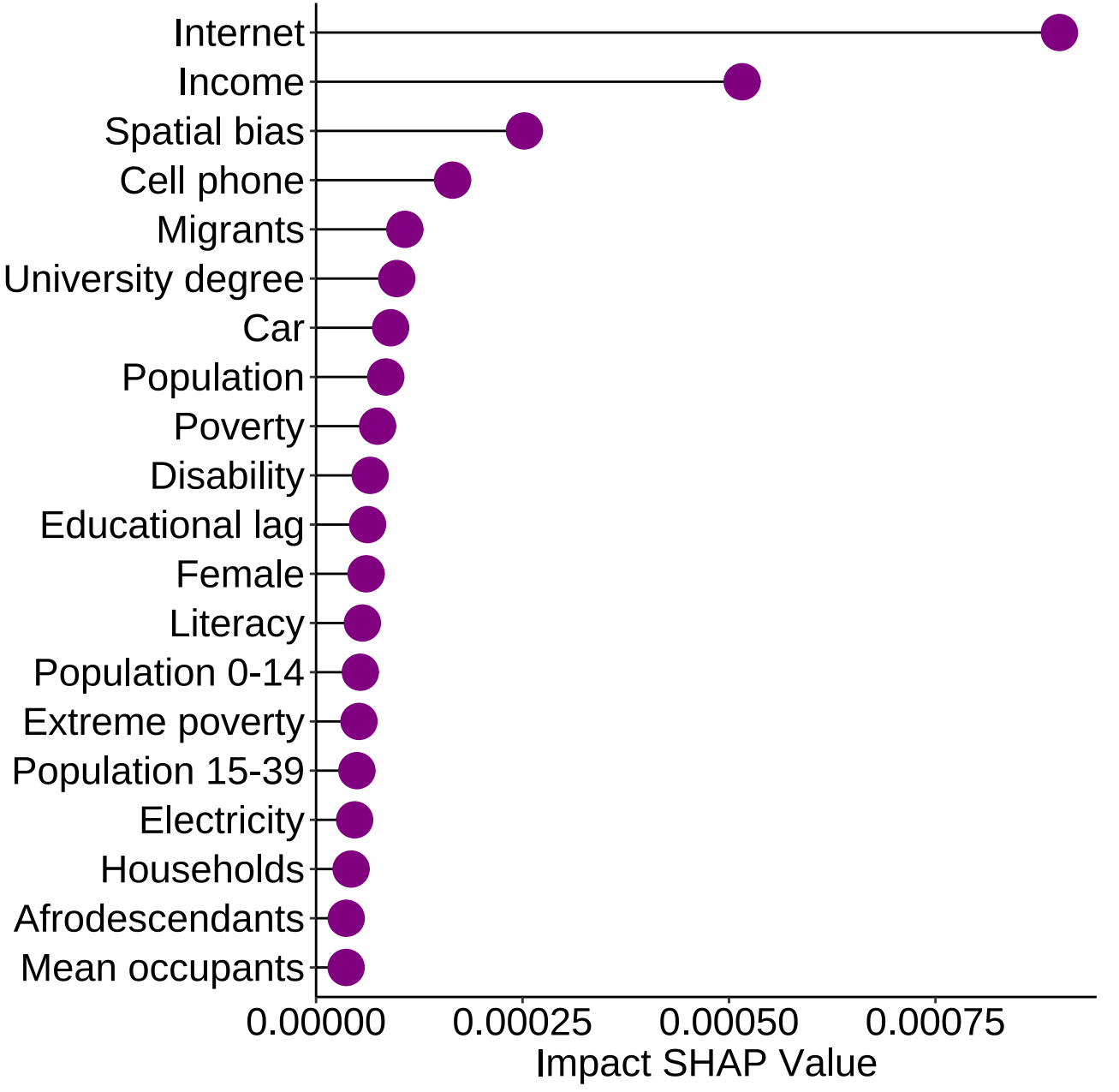A) Feature importance