**Attribute Selection**

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| --- | --- |
| **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.** |