3.1 Attribute Selection

3 attributes have been selected: They are the following:

1. amount of ad-clicking per user
2. amount of game-clicking per user
3. total price spent by each user

Attribute	Rationale for Selection
amount of ad-clicking per user	according to this attribute, we can capture users' behavior on clicking ad
amount of game-clicking per user	according to this attribute, we can capture users' behavior on clicking game
total price spent by each user	total cost of each user can capture preference degree of each user