**Attribute Selection**

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| **Attribute** | **Rationale for Selection** |
| Team level | Used to determine if and/or how a user’s behavior changes by team level.  For example, perhaps users in higher teams make more purchases because the levels are increasingly hard or they have more money invested. |
| Ad clicks | The number of ad clicks per user.  I want to determine how related the number of ad clicks is in relation to the amount of revenue and team level. My hypothesis is that as the team number increases, ad clicks and revenue both increase. |
| Revenue | The total number of revenue per user will tell us how revenue changes when team and ad clicks change. |