Attribute Selection

Attribute	Rationale for Selection
Purchase_per_adclick	Average purchase amount per ad click. Calculated by total payment divided by total number of ad clicks for that user. This is an important metric (usually called conversion) to measure revenue from each user
Avg_session_duration	Average playing session length. Calculated by taking the time delta between session start and session end for each session ID. The find the average of this duration for each user ID To distinguish between casual players and hardcore players that play the game at length
Hit_rate	Number of hits that hits the flamingo/Total number of hits To distinguish between highly skilled players and lousy ones