

## Attribute Selection

Attribute	Rationale for Selection
Sum of Ad Clicks by user	Here we compare user by the sum of their click on the ads inside the game. Is there any group/s of user who click more than another on the add?
Sum of Money Spent by User and Click Accuracy	Here we compare the over whole money spent by user and his ability in the game. Are the best players the big spenders?
Sum of Money Spent by the frequency of user's session	Here we compare the sum of user session by user to the money spent by user. Are the frequent users the big spenders ?