**Kedir Nasir Omer Date: Nov. 28/2022**

**UC SanDiego- Big Data Specialization**

**3.1. Attribute Selection**

* **Recommending Actions from Clustering Analysis**

|  |  |
| --- | --- |
| 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. |