

## Attribute Selection

Attribute	Rationale for Selection
Total ad clicks per user	This attribute would allow us to see if there are groups of users that are high ad-click users or low ad-click users. This provides information on user ad click behavior.
Sum of money spent by users	This attribute would allow us to see if there are varying degrees on user preferences since we can capture the total cost per user
Number of ad categories per user	This attribute would allow us to see if users prefer varying ad categories or if they focus on a few since we can capture the number of ad categories per user