**Attribute Selection**

|  |  |
| --- | --- |
| **Attribute** | **Rationale for Selection** |
| Strength | The Strength of the team of team.csv. I want to know how this attribute is related with the purchases |
| Amount | This attribute is the sum of the price spent by a team. Its interesting because is the parameter we want to increase or we want to know how its related with other parameters of the team (from buy-clicks.csv) |
| NumAddClicks | This attribute is the count of the click in the adds by the teams (from ad-clicks.csv). Its interesting because it could be related with the amount spent |