**Attribute Selection**

features\_used = ['gameClicks','adClicks',’isHit’, 'revenue']

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| **Attribute** | **Rationale for Selection** |
| gameClicks | Total gameClicks per user. Represents amount of time spend (**game engagement)** by user playing the game. |
| adClicks | Total number ad clicks by a user. More adClicks means more profit (**ad engagement)**. |
| isHit | Total click accuracy of user. More hit means more **skill** in game. To identify effect of skill on profit the game. |
| revenue | Total money spent by a user for in-app purchase. More revenue means more profit, **Target** which we want to increase. |