Attribute Selection

Attribute	Rationale for Selection
Average ad-click count	Similar to the in-app purchases, we record each ad-click by the user and using this we can further predict the tendency or chances that the user will click on the ads. With time some users will click ads more oftern than the others Thus it helps us to compare these. We will calculate the average ad-click count by counting all the ad-clicks for a user divide by the number of sessions played.
Average buy-click count	Whenever the user makes an in-app purchase it's recorded as a buy-click. So, as the game progress users make more purchases whilst making their way through the different levels in the game. We can calculate the avg-buy-click per level. From here we can see the trend if the users are making more or less purchases or anything else. Calculation : Count all the buy-clicks for a user dividing it by the number of sessions played.
Average Expenditure	We can study the average expenditure per level as there is a range of in-app game items for users to purchase. With this we can study the highrollers vs pennypinchers. Calculation : Count all the item-prices paid by a user then divide it by the number of sessions played.