Define the overall contextual data, i.e., each journey will have the following contextual data:
-employed (either ‘yes’, or ‘no’)
-owner (eiter ‘yes’, or ‘no’)

Complexity.
complex in terms of the number of touchpoints: 20 or more touchpoints is considered complex. In this case, we have 6 journeys => not complex

complex distribution:
We de ne that if the standard deviation of the distribution (normalized to 1) is equal to or greater than 0.25, we consider the journey as complex. In this case, both journeys have a distribution of 50%, the standard deviation is 0 => not complex

Contextual data: employed: [yes, no]
owner: [yes, no]

2 journeys, each having one rule (see "CD") = average of 1 rule/journey

Number of journeys: 2

Rules/ Journey: 1

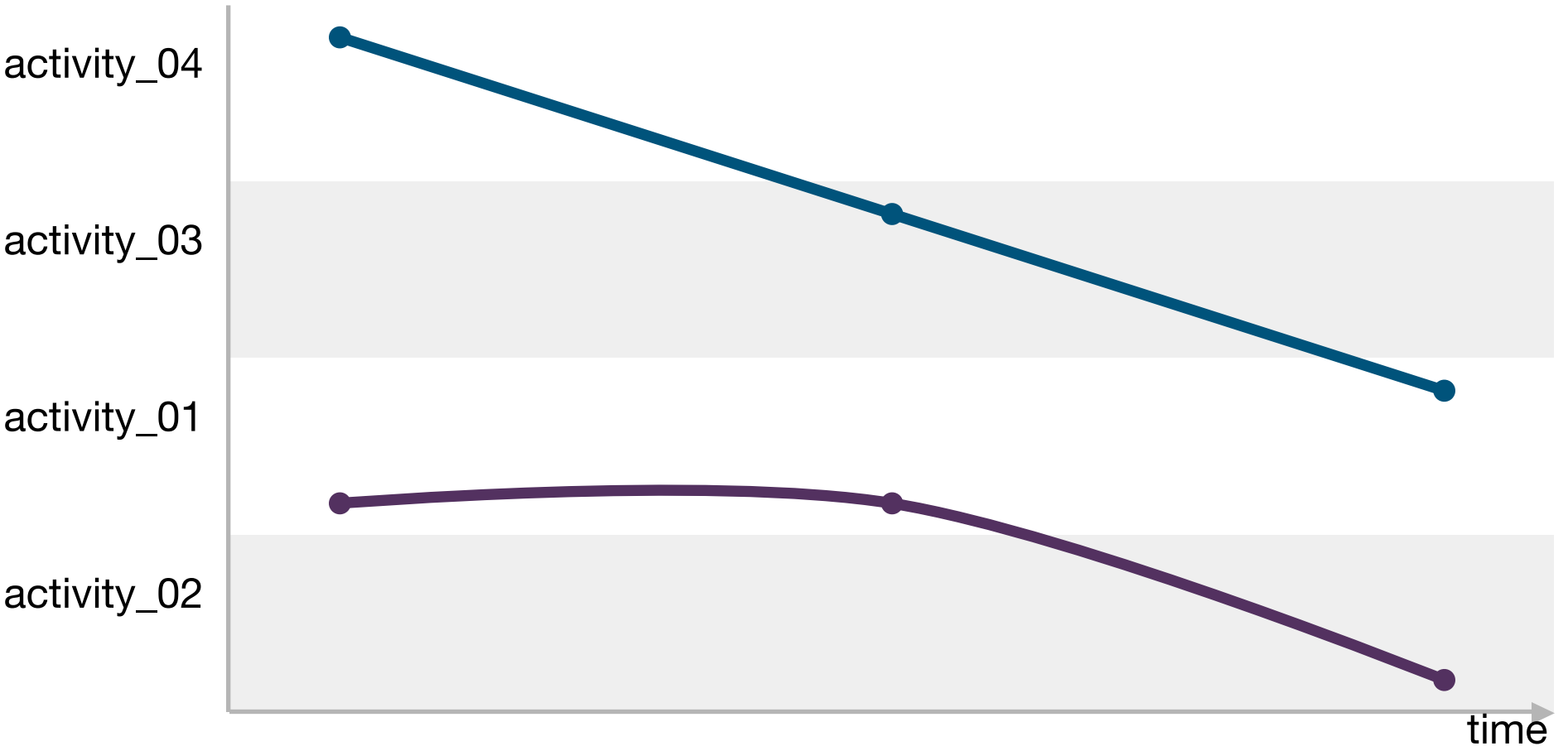
Tot. number touchpoints: 6

Number unique touchpoints: 4

Complexity: 0 / 2

complex in terms of the number of touchpoints: **no**

complex distribution: **no**



Journey 1: S = activity_01, activity_01, activity_02
CD = employed [yes]
Distribution = 50%

Journey 2: S = activity_04, activity_03, activity_01
CD = employed [no]
Distribution = 50%

Without noise, all the journey generated by "journey 1" will have the following sequence of activities: activity_01, activity_01, activity_02

Without noise, all the journey generated by "journey 1" will have "employed" set to "yes"

Half of the journey in the event logs will be generated from Journey 1