

Contextual data per representatives

Representative 1

{type:cat1, subscribed:yes}
{type:cat2, subscribed:yes}
{type:cat1, subscribed:yes}

Representative 2

{type:cat3, subscribed:no}
{type:cat1, subscribed:no}

Step1. Build value frequency table

| | Type: cat1 | Type: cat2 | Type: cat3 | Sub- scribed? |
|-------------|---------------|---------------|---------------|------------------|
| Rep1: v_1 | 2 | 1 | 0 | 0 |
| Rep2: v_2 | 1 | 0 | 1 | 2 |

Step2. Pairwise cosine dissimilarity

$$\text{Cosine}(\mathbf{v}_1, \mathbf{v}_2) = 0.63$$

Step3. Average the pairwise distances