



*Cosine distance = 0.69*  
*Predicted percentage response*  
 $= (1 - \frac{0.69}{0.69 + 0.57}) * 100 = 45\%$



*Cosine distance = 0.57*  
*Predicted percentage response*  
 $= (1 - \frac{0.57}{0.69 + 0.57}) * 100 = 55\%$

