Table 2: Edit Distance-Geolocation:no login

Query	Category	Nagpur	Kolkata	Bangalore	Mumbai
monthly news highlights	Local	5	10	10	7
arvind kejriwal	political and controversial	1	1	1	1
raj thackeray	political and controversial	4	2	4	0
b.s. yeddyurappa	political and controversial	5	4	5	4
kashmiri pandits	political and controversial	2	2	2	5
kaver river dispute	political and controversial	2	0	0	0
narendra modi	political and controversial	4	6	4	1
chandrayaan	general	4	8	6	2
starbucks	general	6	5	3	0
gym	Local	7	7	8	9
jewellery	Local	2	2	2	0
apartments	Local	6	7	7	4
beyonce	general	2	0	0	0
best universities for social sciences	general	1	1	5	0
data science jobs	Local	5	5	6	5
Gadgets	general	0	0	1	3
wework	general	4	3	4	1

Table 3: Jaccard Index-Geolocation:no login

Query	category	Nagpur	Kolkata	Bangalore	Mumbai
monthly news highlights	Local	0.66	0	0	0.54
arvind kejriwal	political and controversial	0.81	0.81	0.81	0.81
raj thackeray	political and controversial	0.8	0.8	0.8	1
b.s. yeddyurappa	political and controversial	0.54	0.66	0.54	0.66
kashmiri pandits	political and controversial	0.54	0.66	0.54	0.66
kashmiri pandits	political and controversial	1	1	1	1
narendra modi	political and controversial	0.66	0.66	0.66	0.81
chandrayaan	general	0.615	0.615	1	1
starbucks	general	0.8	0.69	0.69	1
gym	local	0.31	0.28	0.25	0.25
jewellery	local	0.69	0.69	0.69	1
apartments	local	0.36	0.38	0.31	0.45
beyonce	general	0.8	1	1	1
best universities for social sciences	general	1	1	0.8	1
data science jobs	local	0.571	0.571	0.571	0.69
Gadgets	general	1	1	1	1
wework	general	0.5	0.72	0.66	0.8

Table 4: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
arvind kejriwal	political and controversial	adfisher0006	delhi	0.81	2
		adfisher0008	delhi	0.81	4
		adfisher0010	delhi	0.81	4
		adfisher0014	delhi	0.66	3
		adfisher066	mumbai	1	0
		adfisher0006	mumbai	0.81	1
		adfisher0008	mumbai	0.81	4
		adfisher0010	mumbai	0.81	4
		adfisher0014	mumbai	0.81	2
		adfisher066	Kolkata	0.81	1
		adfisher0006	kolkata	0.81	1
		adfisher0008	kolkata	0.66	5
		adfisher0010	kolkata	0.72	6
		adfisher0014	kolkata	0.66	3
		adfisher066	nagpur	0.81	1
		adfisher0006	nagpur	0.81	2
		adfisher0008	nagpur	0.81	4
		adfisher0010	nagpur	0.81	4
		adfisher0014	nagpur	0.66	3
		adfisher066	bangalore	0.81	1
		adfisher0006	bangalore	0.81	2
		adfisher0008	bangalore	0.81	4
		adfisher0010	bangalore	0.81	4
		adfisher0014	bangalore	0.66	2
b.s. yeddyurappa	political and controversial	adfisher0006	delhi	0.89	4
		adfisher0008	delhi	0.89	6
		adfisher0010	delhi	0.89	6
		adfisher0014	delhi	0.89	7
		adfisher066	mumbai	0.89	6
		adfisher0006	mumbai	0.8	5
		adfisher0008	mumbai	0.8	4
		adfisher0010	mumbai	0.8	4
		adfisher0014	mumbai	0.8	7
		adfisher066	Kolkata	0.78	7
		adfisher0006	kolkata	0.8	6
		adfisher0008	kolkata	0.8	3
		adfisher0010	kolkata	0.8	3
		adfisher0014	kolkata	0.8	3
		adfisher066	nagpur	0.89	5
		adfisher0006	nagpur	0.8	6
		adfisher0008	nagpur	0.8	3
		adfisher0010	nagpur	0.8	3
		adfisher0014	nagpur	0.89	6
		adfisher066	bangalore	0.78	6
		adfisher0006	bangalore	0.8	6
		adfisher0008	bangalore	0.8	6
		adfisher0010	bangalore	0.8	6
		adfisher0014	bangalore	0.8	4
chandrayaan	general	adfisher0006	delhi	0.75	8
		adfisher0008	delhi	0.9	2
		adfisher0010	delhi	0.9	2
		adfisher0014	delhi	0.75	8
		adfisher066	mumbai	1	2
		adfisher0006	mumbai	0.75	8
		adfisher0008	mumbai	0.9	1
		adfisher0010	mumbai	0.9	1
		adfisher0014	mumbai	0.75	8
		adfisher066	Kolkata	1	2
		adfisher0006	kolkata	0.63	7
		adfisher0008	kolkata	0.75	4
		adfisher0010	kolkata	0.75	3
		adfisher0014	kolkata	0.57	5
		adfisher066	nagpur	1	2
		adfisher0006	nagpur	0.75	8
		adfisher0008	nagpur	0.9	2
		adfisher0010	nagpur	0.9	2
		adfisher0014	nagpur	0.75	10
		adfisher066	bangalore	1	2
		adfisher0006	bangalore	0.75	6
		adfisher0008	bangalore	0.92	1
		adfisher0010	bangalore	0.92	1
		adfisher0014	bangalore	0.83	5

Table 5: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
Kashmiri Pandits	political and controversial	adfisher0006	delhi	1	0
		adfisher0008	delhi	1	0
		adfisher0010	delhi	1	0
		adfisher0014	delhi	1	1
		adfisher066	mumbai	0.9	3
		adfisher0006	mumbai	0.77	4
		adfisher0008	mumbai	0.9	3
		adfisher0010	mumbai	0.77	4
		adfisher0014	mumbai	0.66	2
		adfisher066	Kolkata	1	2
		adfisher0006	kolkata	0.77	4
		adfisher0008	kolkata	0.9	3
		adfisher0010	kolkata	0.77	4
		adfisher0014	kolkata	0.66	2
		adfisher066	nagpur	1	0
		adfisher0006	nagpur	1	0
		adfisher0008	nagpur	1	0
		adfisher0010	nagpur	0.81	1
		adfisher0014	nagpur	1	2
		adfisher066	bangalore	1	2
		adfisher0006	bangalore	1	0
		adfisher0008	bangalore	1	2
		adfisher0010	bangalore	0.81	1
		adfisher0014	bangalore	1	2
monthly news highlights	local	adfisher0006	delhi	0.81	2
		adfisher0008	delhi	0.66	3
		adfisher0010	delhi	0.81	2
		adfisher0014	delhi	0.81	2
		adfisher066	mumbai	0.81	1
		adfisher0006	mumbai	0.81	3
		adfisher0008	mumbai	0.66	3
		adfisher0010	mumbai	0.81	3
		adfisher0014	mumbai	0.81	4
		adfisher066	Kolkata	1	0
		adfisher0006	kolkata	0.81	2
		adfisher0008	kolkata	0.66	3
		adfisher0010	kolkata	0.81	2
		adfisher0014	kolkata	0.81	2
		adfisher066	nagpur	0.81	3
		adfisher0006	nagpur	0.81	2
		adfisher0008	nagpur	0.66	3
		adfisher0010	nagpur	0.81	2
		adfisher0014	nagpur	0.81	2
		adfisher066	bangalore	1	2
		adfisher0006	bangalore	0.66	3
		adfisher0008	bangalore	0.66	3
		adfisher0010	bangalore	1	3
		adfisher0014	bangalore	0.81	3
narendra modi	political and controversial	adfisher0006	delhi	0.81	4
		adfisher0008	delhi	0.66	3
		adfisher0010	delhi	0.66	3
		adfisher0014	delhi	0.81	4
		adfisher066	mumbai	1	4
		adfisher0006	mumbai	0.81	6
		adfisher0008	mumbai	1	2
		adfisher0010	mumbai	1	2
		adfisher0014	mumbai	0.81	4
		adfisher066	Kolkata	1	2
		adfisher0006	kolkata	0.81	4
		adfisher0008	kolkata	0.66	3
		adfisher0010	kolkata	0.81	3
		adfisher0014	kolkata	0.81	4
		adfisher066	nagpur	1	2
		adfisher0006	nagpur	0.81	4
		adfisher0008	nagpur	0.66	3
		adfisher0010	nagpur	0.81	3
		adfisher0014	nagpur	0.81	4
		adfisher066	bangalore	1	2
		adfisher0006	bangalore	0.81	4
		adfisher0008	bangalore	0.66	3
		adfisher0010	bangalore	0.66	3
		adfisher0014	bangalore	0.81	4

Table 6: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
Kaveri river dispute 2	political and controversial	adfisher0006	delhi		1
		adfisher0008	delhi	1	1
		adfisher0010	delhi	1	1
		adfisher0014	delhi	1	1
		adfisher066	mumbai	9/11	1
		adfisher0006	mumbai	1	3
		adfisher0008	mumbai	1	1
		adfisher0010	mumbai	10/11	2
		adfisher0014	mumbai	1	2
		adfisher066	Kolkata	1	2
		adfisher0006	kolkata	1	1
		adfisher0008	kolkata	1	1
		adfisher0010	kolkata	1	0
		adfisher0014	kolkata	1	1
		adfisher066	nagpur	10/11	2
		adfisher0006	nagpur	1	1
		adfisher0008	nagpur	10/11	1
		adfisher0010	nagpur	10/11	1
		adfisher0014	nagpur	10/11	2
		adfisher066	bangalore	1	3
		adfisher0006	bangalore	1	1
		adfisher0008	bangalore	9/11	1
		adfisher0010	bangalore	1	1
		adfisher0014	bangalore	1	1
apartments	local	adfisher0006	delhi	0.83	1
		adfisher0008	delhi	1	2
		adfisher0010	delhi	0.69	1
		adfisher0014	delhi	1	1
		adfisher066	mumbai	0.31	6
		adfisher0006	mumbai	0.38	7
		adfisher0008	mumbai	0.42	7
		adfisher0010	mumbai	0.31	4
		adfisher0014	mumbai	0.42	6
		adfisher066	Kolkata	0.54	8
		adfisher0006	kolkata	0.42	7
		adfisher0008	kolkata	0.31	6
		adfisher0010	kolkata	0.42	6
		adfisher0014	kolkata	0.38	6
		adfisher066	nagpur	0.36	6
		adfisher0006	nagpur	0.5	7
		adfisher0008	nagpur	0.42	5
		adfisher0010	nagpur	0.45	5
		adfisher0014	nagpur	0.45	7
		adfisher066	bangalore	0.36	6
		adfisher0006	bangalore	0.461	7
		adfisher0008	bangalore	0.45	6
		adfisher0010	bangalore	0.5	6
		adfisher0014	bangalore	0.461	4
best universities for social sciences	general	adfisher0006	delhi	1	0
		adfisher0008	delhi	0.9	1
		adfisher0010	delhi	0.81	1
		adfisher0014	delhi	1	1
		adfisher066	mumbai	1	0
		adfisher0006	mumbai	0.91	1
		adfisher0008	mumbai	1	0
		adfisher0010	mumbai	1	0
		adfisher0014	mumbai	0.9	1
		adfisher066	Kolkata	0.83	1
		adfisher0006	kolkata	1	0
		adfisher0008	kolkata	0.91	1
		adfisher0010	kolkata	0.81	1
		adfisher0014	kolkata	1	0
		adfisher066	nagpur	1	1
		adfisher0006	nagpur	0.66	1
		adfisher0008	nagpur	1	1
		adfisher0010	nagpur	1	0
		adfisher0014	nagpur	1	0
		adfisher066	bangalore	0.83	5
		adfisher0006	bangalore	0.91	6
		adfisher0008	bangalore	0.81	5
		adfisher0010	bangalore	1	4
		adfisher0014	bangalore	0.9	7

Table 7: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
beyonce	general	adfisher0006	delhi	1	1
		adfisher0008	delhi	1	0
		adfisher0010	delhi	1	0
		adfisher0014	delhi	1	1
		adfisher066	mumbai	0.84	2
		adfisher0006	mumbai	1	1
		adfisher0008	mumbai	0.78	2
		adfisher0010	mumbai	1	0
		adfisher0014	mumbai	1	1
		adfisher066	Kolkata	1	1
		adfisher0006	kolkata	1	2
		adfisher0008	kolkata	1	0
		adfisher0010	kolkata	1	0
		adfisher0014	kolkata	1	0
		adfisher066	nagpur	0.8	2
		adfisher0006	nagpur	0.9	2
		adfisher0008	nagpur	1	1
		adfisher0010	nagpur	1	0
		adfisher0014	nagpur	1	0
		adfisher066	bangalore	1	1
		adfisher0006	bangalore	0.9	1
		adfisher0008	bangalore	1	0
		adfisher0010	bangalore	1	0
		adfisher0014	bangalore	1	1
data science jobs	adfisher0006	delhi		0.57	2
		adfisher0008	delhi	0.61	3
		adfisher0010	delhi	0.75	2
		adfisher0014	delhi	0.61	2
		adfisher066	mumbai	0.57	6
		adfisher0006	mumbai	0.61	7
		adfisher0008	mumbai	0.61	6
		adfisher0010	mumbai	0.61	6
		adfisher0014	mumbai	0.9	5
		adfisher066	Kolkata	0.75	4
		adfisher0006	kolkata	0.66	5
		adfisher0008	kolkata	0.57	6
		adfisher0010	kolkata	0.61	7
		adfisher0014	kolkata	0.61	6
		adfisher066	nagpur	0.61	5
		adfisher0006	nagpur	0.81	6
		adfisher0008	nagpur	0.83	6
		adfisher0010	nagpur	0.81	7
		adfisher0014	nagpur	0.75	6
		adfisher066	bangalore	0.61	6
		adfisher0006	bangalore	0.66	5
		adfisher0008	bangalore	0.61	6
		adfisher0010	bangalore	0.61	7
		adfisher0014	bangalore	0.69	6
gadgets	adfisher0006	delhi		1	0
		adfisher0008	delhi	1	0
		adfisher0010	delhi	1	0
		adfisher0014	delhi	1	1
		adfisher066	mumbai	0.75	2
		adfisher0006	mumbai	0.83	2
		adfisher0008	mumbai	0.69	1
		adfisher0010	mumbai	1	3
		adfisher0014	mumbai	0.9	2
		adfisher066	Kolkata	0.83	2
		adfisher0006	kolkata	0.69	1
		adfisher0008	kolkata	1	2
		adfisher0010	kolkata	1	1
		adfisher0014	kolkata	1	3
		adfisher066	nagpur	0.78	3
		adfisher0006	nagpur	0.83	4
		adfisher0008	nagpur	0.75	1
		adfisher0010	nagpur	0.81	1
		adfisher0014	nagpur	0.91	3
		adfisher066	bangalore	1	2
		adfisher0006	bangalore	0.83	3
		adfisher0008	bangalore	0.75	1
		adfisher0010	bangalore	0.69	1
		adfisher0014	bangalore	0.69	1

Table 8: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
gyms	local	adfisher0006	delhi	0.75	2
		adfisher0008	delhi	0.66	1
		adfisher0010	delhi	0.72	3
		adfisher0014	delhi	0.72	2
		adfisher066	mumbai	0.461	7
		adfisher0006	mumbai	0.42	9
		adfisher0008	mumbai	0.53	8
		adfisher0010	mumbai	0.5	8
		adfisher0014	mumbai	0.58	7
		adfisher066	Kolkata	0.53	7
		adfisher0006	kolkata	0.5	7
		adfisher0008	kolkata	0.53	7
		adfisher0010	kolkata	0.53	8
		adfisher0014	kolkata	0.53	7
		adfisher066	nagpur	0.38	9
		adfisher0006	nagpur	0.5	8
		adfisher0008	nagpur	0.42	8
		adfisher0010	nagpur	0.461	9
		adfisher0014	nagpur	0.461	7
		adfisher066	bangalore	0.53	7
		adfisher0006	bangalore	0.5	8
		adfisher0008	bangalore	0.461	7
		adfisher0010	bangalore	0.53	8
		adfisher0014	bangalore	0.58	7
jewellery	local	adfisher0006	delhi	1	1
		adfisher0008	delhi	1	0
		adfisher0010	delhi	1	0
		adfisher0014	delhi	1	0
		adfisher066	mumbai	0.69	2
		adfisher0006	mumbai	0.66	2
		adfisher0008	mumbai	0.61	3
		adfisher0010	mumbai	0.69	2
		adfisher0014	mumbai	0.69	3
		adfisher066	Kolkata	0.77	3
		adfisher0006	kolkata	0.75	2
		adfisher0008	kolkata	0.69	2
		adfisher0010	kolkata	0.69	3
		adfisher0014	kolkata	0.66	1
		adfisher066	nagpur	0.66	3
		adfisher0006	nagpur	0.69	2
		adfisher0008	nagpur	0.69	3
		adfisher0010	nagpur	0.75	1
		adfisher0014	nagpur	0.69	3
		adfisher066	bangalore	0.83	2
		adfisher0006	bangalore	0.81	3
		adfisher0008	bangalore	0.77	2
		adfisher0010	bangalore	0.77	3
		adfisher0014	bangalore	0.69	3
raj thackeray	political and controversial	adfisher0006	delhi	1	1
		adfisher0008	delhi	1	2
		adfisher0010	delhi	0.84	1
		adfisher0014	delhi	1	0
		adfisher066	mumbai	0.81	2
		adfisher0006	mumbai	0.9	2
		adfisher0008	mumbai	0.81	3
		adfisher0010	mumbai	0.9	2
		adfisher0014	mumbai	1	1
		adfisher066	Kolkata	0.8	4
		adfisher0006	kolkata	0.63	5
		adfisher0008	kolkata	0.72	4
		adfisher0010	kolkata	0.66	7
		adfisher0014	kolkata	0.63	4
		adfisher066	nagpur	0.8	5
		adfisher0006	nagpur	0.8	6
		adfisher0008	nagpur	0.72	5
		adfisher0010	nagpur	0.8	5
		adfisher0014	nagpur	0.72	5
		adfisher066	bangalore	0.63	4
		adfisher0006	bangalore	0.8	6
		adfisher0008	bangalore	0.8	4
		adfisher0010	bangalore	0.63	4
		adfisher0014	bangalore	0.7	7

Table 9: Geolocation: Login

Query	Category	Id	City	Jaccard Index	Edit Distance
starbucks	general	adfisher0006	delhi	1	0
		adfisher0008	delhi	1	0
		adfisher0010	delhi	1	1
		adfisher0014	delhi	1	0
		adfisher066	mumbai	0.83	2
		adfisher0006	mumbai	1	1
		adfisher0008	mumbai	1	2
		adfisher0010	mumbai	0.81	2
		adfisher0014	mumbai	1	2
		adfisher066	Kolkata	0.69	6
		adfisher0006	kolkata	0.61	6
		adfisher0008	kolkata	0.75	5
		adfisher0010	kolkata	0.61	5
		adfisher0014	kolkata	0.61	6
		adfisher066	nagpur	0.61	5
		adfisher0006	nagpur	0.69	4
		adfisher0008	nagpur	0.69	5
		adfisher0010	nagpur	0.66	4
		adfisher0014	nagpur	0.69	4
		adfisher066	bangalore	0.77	3
		adfisher0006	bangalore	0.69	4
		adfisher0008	bangalore	0.83	3
		adfisher0010	bangalore	0.77	5
		adfisher0014	bangalore	0.69	3
wework	general	adfisher0006	delhi	1	1
		adfisher0008	delhi	0.84	2
		adfisher0010	delhi	1	1
		adfisher0014	delhi	1	1
		adfisher066	mumbai	0.75	2
		adfisher0006	mumbai	0.81	2
		adfisher0008	mumbai	1	2
		adfisher0010	mumbai	1	2
		adfisher0014	mumbai	0.77	3
		adfisher066	Kolkata	0.8	4
		adfisher0006	kolkata	0.75	4
		adfisher0008	kolkata	0.72	5
		adfisher0010	kolkata	0.72	4
		adfisher0014	kolkata	0.66	5
		adfisher066	nagpur	0.5	4
		adfisher0006	nagpur	0.5	6
		adfisher0008	nagpur	0.53	4
		adfisher0010	nagpur	0.58	4
		adfisher0014	nagpur	0.5	5
		adfisher066	bangalore	0.66	6
		adfisher0006	bangalore	0.81	4
		adfisher0008	bangalore	0.75	5
		adfisher0010	bangalore	0.69	5
		adfisher0014	bangalore	0.66	4