



# Retailer Data Program App User Guide

VERSION 1.0 January 2021

Data Science and Business Analytics  
Retailer Data Program



## TABLE OF CONTENTS

Summary .....	2
Application & Scope .....	2
Overview .....	3
POC – Data Program – Retailers .....	4
Page 1: Store Summary .....	4
Page 2: Sales Velocity .....	4
Page 3: Sales Units .....	5
Page 4: Price Comparison .....	6
Filtering .....	7
Working with Filters .....	7
Scenarios .....	9
Scenario 1: .....	9
Scenario 2: .....	9
Scenario 3: .....	10
Frequently Asked Questions .....	11
Contact Us .....	12



## SUMMARY

### **Application & Scope**

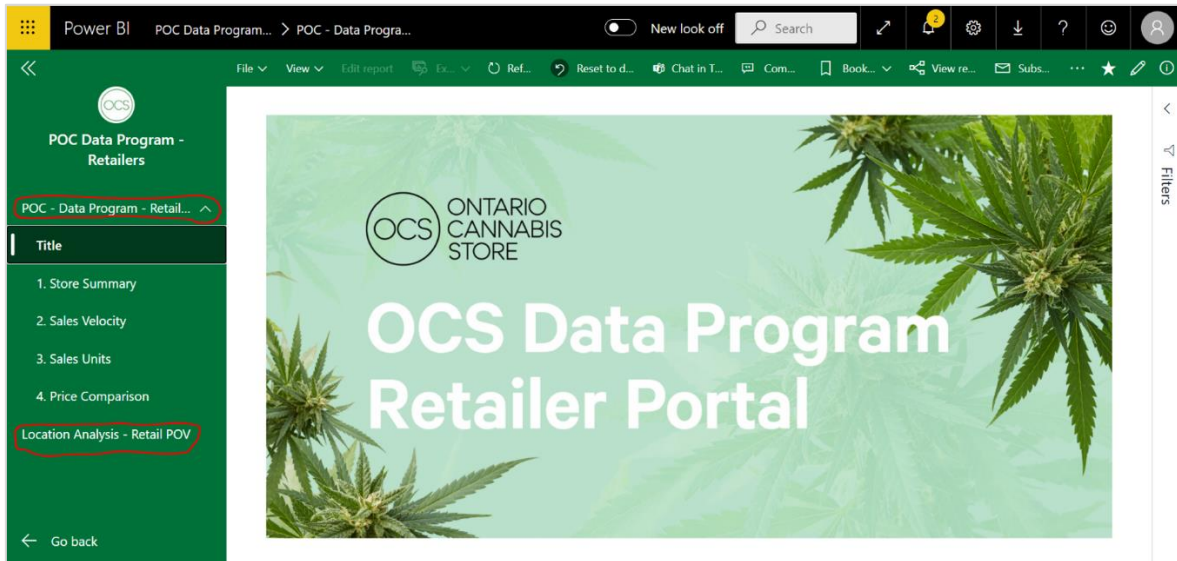
The Retailer Data App (hereinafter referred to as the “App”) was created by the OCS to aggregate Licensed Retailer data and capture a snapshot of the legal cannabis retail market in Ontario. This user-friendly app provides valuable insights for Licensed Retailers across Ontario and will help us establish a more competitive legal cannabis market.



## OVERVIEW

The App provides multiple distinct reports that each serve a different purpose and offer a holistic picture of the legal cannabis market.

Figure 1: Landing Page







# POC – DATA PROGRAM – RETAILERS

## Page 1: Store Summary

The Store Summary page provides an overview of your stores' performance. Many of the KPIs presented will be used to compare your store(s) against others within your region and province. The data provided is pre-calculated and updated monthly. You can use the filters on the right side of the report to further adjust and examine your data.

Figure 2: Page 1 – Store Summary



## Page 2: Sales Velocity

The Sales Velocity page measures your sales units per SKU per selling day against other stores, aggregated by region and province. Sales velocity calculations are useful for determining which products have a quick turnaround time, which can help you better manage your inventory levels. You can use the filters on the right side of the report to further adjust and examine your data.



Figure 3: Page 2 – Sales Velocity

Power BI POC Data Program - Retailers > POC - Data Program - Retailers

Provincial Sales Comparison  
Daily Sales Velocity

2.1 Sales Velocity - Average Daily Sales Units per Store by Region

SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Province	Toronto	QTA	West	East	North
101447,3x0.5g...	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3x0.5g	Headband Pre-Roll	4.7	10.9	5.6	33.0	10.7	14.6	5.9
100579,1x0.5g...	AFHRIA INC.	Solei	1x0.5g	Renew Pre-Roll	19.1	19.1	11.0	44.2	4.2	0.8	20.7
100991,1x1g...	AFHRIA INC.	Good Supply	1x1g	Royal Highness Pre-Roll	5.9	15.4	11.3	28.9	15.3	17.6	15.7
100225,3.5g...	REDECAN PHARM	Redecan	3.5g	Wappa	6.2	13.6	8.7	26.1	15.0	17.1	13.6
100225,1g...	REDECAN PHARM	Redecan	1g	Wappa	3.7	10.9	7.7	26.0	12.9	11.0	12.0
100997,1x1g...	AFHRIA INC.	RIF	1x1g	OTIS Pre-Roll	4.2	11.9	7.3	25.5	12.3	15.2	10.7
330028,1x10g...	INDIVA INC.	Shang	1x10g	THC Milk Chocolate Bar	7.7	13.3	7.2	29.3	17.0	15.6	11.6
101444,3x0.5g...	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3x0.5g	White Rhino Pre-Roll	4.4	6.1	4.5	21.4	4.6	9.1	8.6
100074,1x1g...	AFHRIA INC.	Good Supply	1x1g	Jean Guy Pre-Roll	4.9	13.4	7.5	21.0	11.7	20.2	28.0
101446,3x0.5g...	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3x0.5g	Afghan Kush Pre-Roll	3.6	8.1	5.2	21.0	6.1	9.8	7.4
100222,3.5g...	REDECAN PHARM	Redecan	3.5g	Cold Creek Kush	3.8	9.2	4.1	19.6	10.6	10.0	8.4
101181,3.5g...	WILDWOOD K&L INC.	Color Cannabis	3.5g	Ghost Train Haze Ready To Roll	13.1	5.1	16.0	10.6	16.6	16.9	
100142,3.5g...	THE FLOWR GROUP OKANAGAN INC.	Flowr	3.5g	BC Pink Kush	7.7	5.0	16.0	7.3	9.8	8.9	
100227,3.5g...	REDECAN PHARM	Redecan	3.5g	God Bud	3.3	6.9	4.0	13.6	9.8	11.4	8.6
101290,1x1g...	AFHRIA INC.	RIF	1x1g	Blue Ninety Eight Pre-Roll	3.3	6.7	4.6	15.3	6.6	7.0	6.9
101287,3.5g...	AFHRIA INC.	Good Supply	3.5g	Growers Choice Sativa	2.7	10.2	3.5	13.0	11.0	11.7	18.4
100062,0.5g...	AFHRIA INC.	Solei	0.5g	Gather Pre-Roll	3.4	9.3	5.8	14.9	8.3	17.9	5.9
100140,1g...	AGMOTICA BIOSCIENCE INC.	Vertical	1g	Cold Creek Kush	1.0	4.9	3.5	14.6	2.4	5.0	3.6
101210,4x0.5g...	EMBLEM CANNABIS CORP.	Symbi	4x0.5g	Hoverboard Pre-Roll	2.5	1.0	14.5	2.6	1.2		
100073,1g...	AFHRIA INC.	RIF	1g	Subway Scientist Pre-Roll	4.4	9.4	5.7	13.3	10.0	12.4	11.7
101285,3.5g...	AFHRIA INC.	Good Supply	3.5g	Growers Choice Hybrid	2.6	8.3	4.2	13.2	10.0	9.2	9.8
101307,3.5g...	AURORA CANNABIS ENTERPRISES	Daily Special	3.5g	Daily Special Sativa	4.5	9.1	5.1	13.1	8.1	11.6	13.2
101084,3.5g...	RADICAL MEDICAL MARIJUANA INC.	Gage Cannabis Co.	3.5g	Strawberry Fire OG	3.3	7.1	5.6	12.9	9.4	7.0	7.1
101340,3.5g...	TANTALUS LABS LTD	Tantalus Labs	3.5g	Pacific OG	4.4	8.2	5.6	12.9	7.4	9.6	16.3
100993,1x1g...	AFHRIA INC.	RIF	1x1g	Raider Kush Pre-Roll	2.7	8.2	4.7	12.7	11.8	7.8	7.8
300081,0.45g...	REDECAN PHARM	Redecan	0.45g	Trainwreck Redecan 510 Thread Cartridge	3.0	6.7	3.7	12.6	6.7	6.6	7.9
100980,1g...	AFHRIA INC.	Solei	1g	Sense	2.2	6.4	3.2	12.4	6.4	7.0	5.7
101253,1g...	ZENABE LTD	Namaste	1g	Ultrix Sour	6.0	6.0	1.4	22.4	7.1	8.2	4.8
330050,1x3.2g...	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Watermelon Soft Chew	7.2	8.3	4.8	12.1	8.3	10.4	8.6
101372,3.5g...	PEACE NATURALS PROJECT INC.	Spirinch	3.5g	Blue Dream	2.7	6.8	3.1	12.1	7.4	6.6	6.3
100990,3.5g...	AFHRIA INC.	Good Supply	3.5g	Royal Highness	5.0	11.7	6.3	12.0	13.4	18.0	17.3
101168,3x0.5g...	TANTALUS LABS LTD	Tantalus Labs	3x0.5g	Blue Dream Pre-Roll	3.0	2.1	12.0	2.4	4.1	1.5	
100746,1x0.5g...	ORGANIGRAM INC.	Edison	1x0.5g	Lola Montes Pre-Roll	3.7	7.7	8.2	12.0	3.8	10.4	4.9

## Page 3: Sales Units

The Sales Units page provides the total sales units per SKU based on the filters applied. You can track top-performing SKUs and identify opportunities to grow your inventory assortment. You can use the filters on the right side of the report to further adjust and examine your data.

Figure 4: Page 3 – Sales Units

Power BI POC Data Program - Retailers > POC - Data Program - Retailers

Provincial Sales Comparison  
Monthly Sales Units

2.1 Units Sales by Region

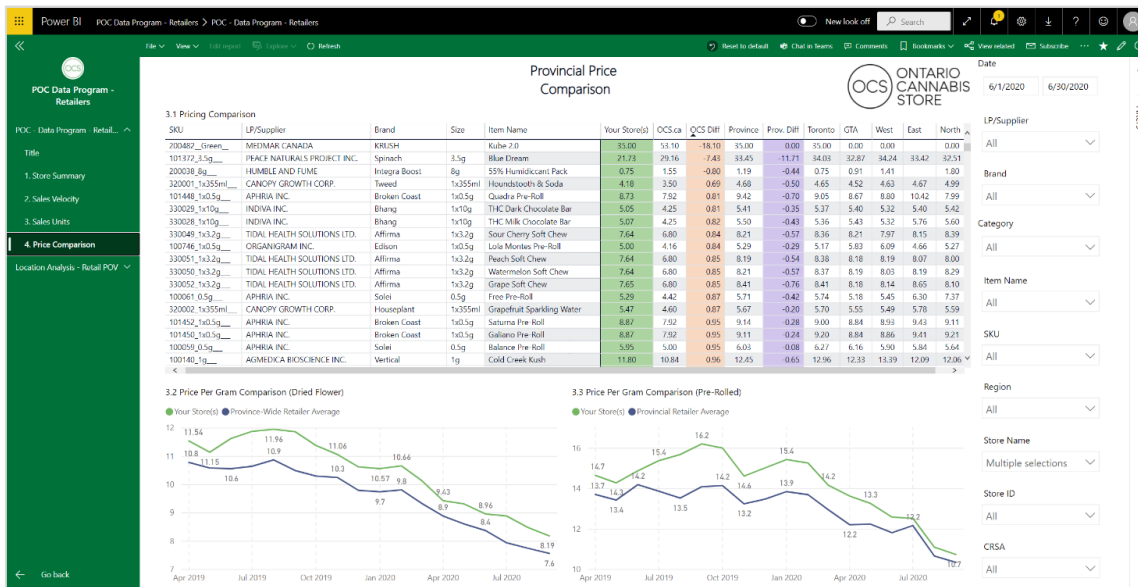
SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Province	Toronto	QTA	West	East	North
330028,1x10g...	INDIVA INC.	Shang	1x10g	THC Milk Chocolate Bar	620	322	185	618	427	290	304
330049,1x3.2g...	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Sour Cherry Soft Chew	611	176	100	251	200	194	215
330050,1x3.2g...	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Watermelon Soft Chew	600	174	109	260	185	195	214
100991,1x1g...	AFHRIA INC.	Good Supply	1x1g	Royal Highness Pre-Roll	540	354	279	750	377	301	394
330021,3x4g...	AURORA CANNABIS ENTERPRISES	Aurora Drift	3x4g	Grape Oasis Soft Chews (5-Pieces)	489	183	120	232	237	179	214
330020,3x4g...	AURORA CANNABIS ENTERPRISES	Aurora Drift	3x4g	Raspberry Soft Chews (5-Pieces)	464	176	126	204	211	135	260
100225,3.5g...	REDECAN PHARM	Redecan	3.5g	Wappa	463	308	219	612	344	292	351
101307,3.5g...	AURORA CANNABIS ENTERPRISES	Daily Special	3.5g	Daily Special Sativa	406	235	141	369	245	249	352
100990,3.5g...	AFHRIA INC.	Good Supply	3.5g	Royal Highness	400	266	162	327	353	271	413
100073,1g...	AFHRIA INC.	RIF	1g	Subway Scientist Pre-Roll	399	226	144	348	250	244	306
330029,1x10g...	INDIVA INC.	Shang	1x10g	THC Dark Chocolate Bar	381	208	140	272	250	257	204
100997,1x1g...	AFHRIA INC.	RIF	1x1g	OTIS Pre-Roll	371	279	182	571	277	318	239
100074,1x1g...	AFHRIA INC.	Good Supply	1x1g	Jean Guy Pre-Roll	359	324	184	250	287	420	655
101365,1x0.5g...	REDECAN PHARM	Redecan	1x0.5g	Redecan God Bud Pre-Roll	348	141	91	154	202	117	184
100222,3.5g...	REDECAN PHARM	Redecan	3.5g	Cold Creek Kush	333	212	104	507	264	175	215
330017,3x4g...	MEDRELEAF CORP.	San Rafael 71	3x4g	Blackberry Soft Chews (5-Pieces)	315	145	105	189	193	127	184
101077,15 caps...	REDECAN PHARM	Redecan	15 caps	Gems 5.0	311	162	104	196	217	181	118
100602,0.5g...	AFHRIA INC.	Solei	0.5g	Gather Pre-Roll	305	229	144	384	216	367	160
101306,3.5g...	AURORA CANNABIS ENTERPRISES	Daily Special	3.5g	Daily Special Indica	265	150	121	189	188	124	213
330016,3x4g...	MEDRELEAF CORP.	San Rafael 71	3x4g	Pineapple Soft Chews (5-Pieces)	254	133	103	182	149	132	156
100959,0.5g...	AFHRIA INC.	Solei	0.5g	Prepense Pre-Roll	287	166	129	193	132	260	140
101366,1x0.5g...	REDECAN PHARM	Redecan	1x0.5g	Redecan Cold Creek Kush Pre-Roll	277	180	136	194	250	133	300
100225,1g...	REDECAN PHARM	Redecan	1g	Wappa	274	266	188	717	327	224	291
100227,3.5g...	REDECAN PHARM	Redecan	3.5g	God Bud	262	210	109	434	245	197	227
100973,2x0.5g...	AURORA CANNABIS ENTERPRISES	Aurora	2x0.5g	THC Sativa Aces Pre-Roll	261	85	76	77	86	109	83
101296,1g...	REDECAN PHARM	Redecan	1g	Outlaw	260	158	118	319	108	192	163
101288,3.5g...	AFHRIA INC.	Good Supply	3.5g	Growers Choice Indica	243	157	84	228	156	162	249
101296,3.5g...	REDECAN PHARM	Redecan	3.5g	Outlaw	243	119	96	165	114	133	143
100221,1g...	REDECAN PHARM	Redecan	1g	Cold Creek Kush	241	131	110	316	178	126	169
101307,7g...	AURORA CANNABIS ENTERPRISES	Daily Special	7g	Daily Special Sativa	241	155	107	232	171	149	223
100060,1x0.5g...	AFHRIA INC.	Solei	1x0.5g	Unplug Pre-Roll	239	130	99	245	93	182	100
330026,1x16g...	HIGH RANK FARMS	Chowie Wowie	1x16g	Balance Solid Milk Chocolate	239	138	93	180	160	135	164
320002,1x330ml...	CANDY GROWTH CORP.	Houseplant	1x330ml	Grapefruit Sparkling Water	236	198	185	170	226	206	173



## Page 4: Price Comparison

The Price Comparison page tracks the average retail selling price (excluding HST) per SKU for the time period selected. It enables you to monitor prices across the province or your specific region and ensure your prices remain competitive.

Figure 5: Page 4 – Price Comparison



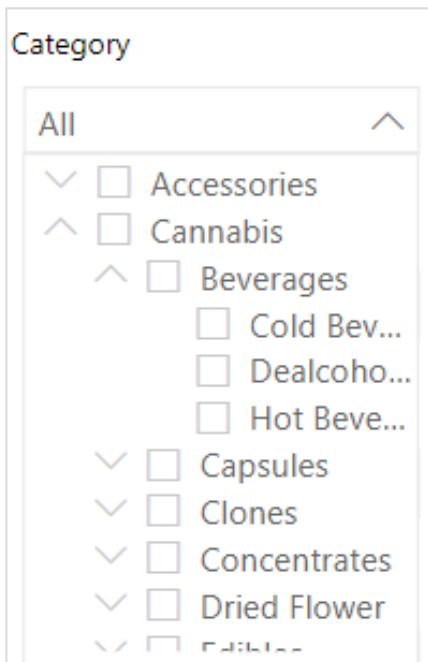


## FILTERING

### Working with Filters

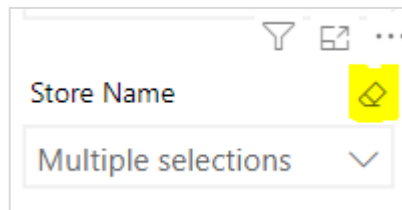
When you apply filters to one page, they are automatically carried over to subsequent pages of the same report. In the case where a filter is multi-layered, you may also be able to do the following:

Figure 6: Nested Filters



**Clear a filter** – Hover over the filter and select the eraser icon.

Figure 7: Clear Filter



**Select multiple items** – Hold the CTRL key and click on the items you want to select.

**Note:** Filters do not apply to any region- or province-wide metric displayed on pages 2, 3 and 4.





**Filter by selection** – Select an element within a visualization.

For example, by selecting a subcategory in visualization, 1.7 will auto-filter the Top Brands in 1.8 to only include the top brands for that particular subcategory.

Figure 8: Filter by Clicking Element (1)

1.7 Sales by Sub Category			
SubCategory	Units	KGs Sold	Sales \$
Dried Flower	692,916	2,775.3	23,251,486
Vapes	118,484	205.9	5,609,197
Pre-Rolled	322,084	391.9	4,631,770
Edibles	180,507	178.5	1,516,168
Oils	35,846	98.2	1,424,386
Capsules	25,230	24.2	567,809
Beverages	64,499	222.9	515,666
Concentrates	9,984	58.8	396,168
Topicals NPC	3,051	2.7	97,534
Seeds	923	3.7	48,960
Total	1,453,524	3,962.0	38,059,143

1.8 Sales by Brand (Top 10 By Sales \$)			
Brand	Units	KGs Sold	Sales \$
Aurora Drift	36,911	63.0	394,056
Affirma	32,024	6.4	263,540
Bhang	43,612	28.8	238,904
San Rafael '71	16,267	24.3	166,143
Foray	17,237	12.0	134,630
Chowie Wowie	13,684	13.7	107,132
Tweed	5,360	11.3	53,816
Edison Bytes	4,959	6.4	53,714
Tokyo Smoke	3,526	7.4	39,339
Kolab Project	4,011	2.6	34,951
Total	177,591	175.9	1,486,228

Alternatively, selecting a Brand in 1.8 will affect all other visualizations, such as the Sales by Subcategory in 1.7.

Figure 9: Filter by Clicking Element (2)

1.7 Sales by Sub Category			
SubCategory	Units	KGs Sold	Sales \$
Dried Flower	100,154	290.6	2,451,109
Vapes	26,410	44.4	994,677
Pre-Rolled	25,213	88.6	697,210
Oils	10,577	40.1	502,410
Capsules	12,435	9.5	228,905
Total	174,789	473.1	4,874,309

1.8 Sales by Brand (Top 10 By Sales \$)			
Brand	Units	KGs Sold	Sales \$
Redecan	174,789	473.1	4,874,309
Good Supply	120,856	288.5	2,871,656
RIFF	87,428	199.0	2,111,590
Pure Sunfarms	57,692	368.8	2,082,021
Daily Special	47,709	313.6	1,796,023
San Rafael '71	42,914	108.6	1,266,550
Edison	69,201	124.7	1,216,954
Solei	69,958	93.5	1,165,540
Color Cannabis	35,422	124.0	1,110,862
7ACRES	25,984	86.4	1,097,350
Total	731,953	2,180.3	19,592,856



## SCENARIOS

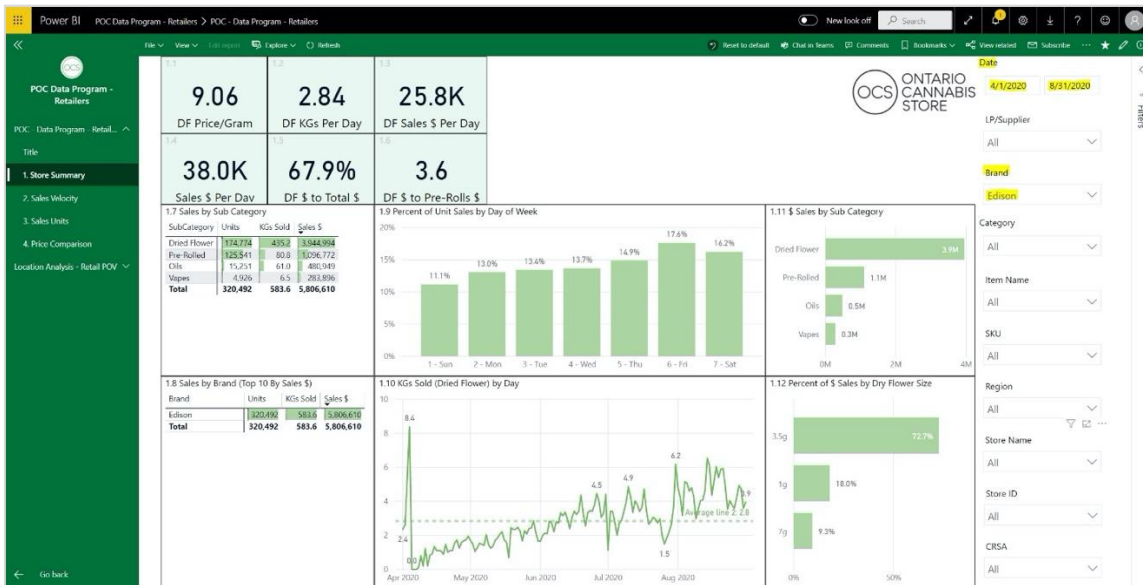
The scenarios below demonstrate how the App can solve commonly asked Licensed Retailer questions.

**Scenario 1:** How can I determine historical sales trends for a brand at my store?

**Note:** You will only be able to see detailed performance for your own store.

On the Store Summary page, select a brand from the filter on the right-hand side and expand the date range to view trends across a greater time period.

Figure 10: Filter by Brand, Date

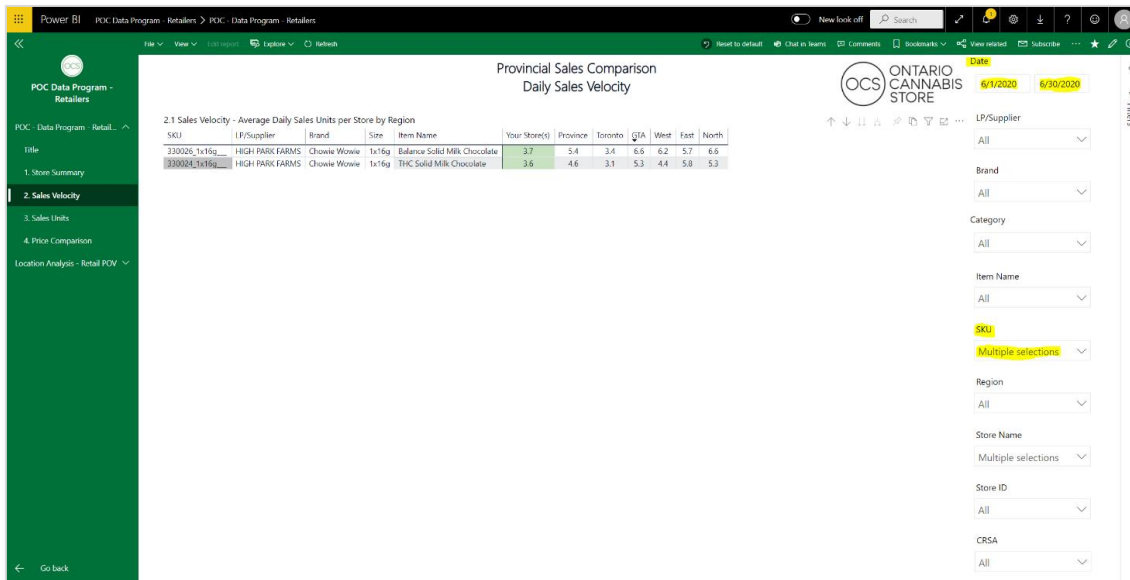


**Scenario 2:** How can I search for a particular SKU and determine its sales velocity at my store relative to my region?

On the Sales Velocity page, select the filter for the SKU to see how your sales velocity compares to the provincial and regional averages. **Note:** You must ensure the Date field includes the relevant date range you wish to compare.



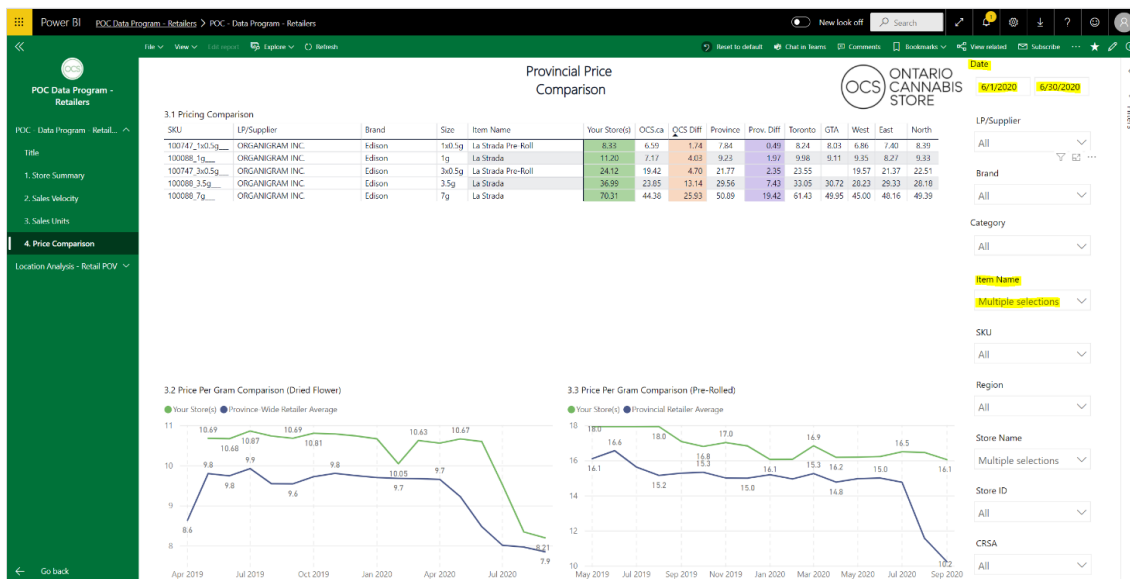
Figure 11: Sales Velocity for Selected SKUs / Items



**Scenario 3:** How can I determine the price of a particular SKU at my store relative to the average for my region?

On the Price Comparison page, you must filter for the SKU/Item you wish to analyze and ensure the Date range is appropriate. **Note:** You will also be able to change the charts at the bottom of the page to show price trends for your selected SKUs.

Figure 12: Price Comparison For Selected SKUs / Items





## FREQUENTLY ASKED QUESTIONS

### How do I reset my password?

You can reset your password by selecting **Forgot my password** on the login page. A one-time password will be sent to the recovery email or phone number you provided to allow you to reset your password.

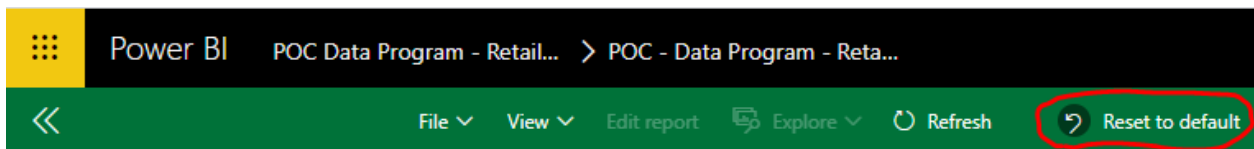
Figure 13: Password Reset

A screenshot of the Ontario Cannabis Store (OCS) login page. At the top left is the OCS logo. Below it is the email address 'lr\_reporting1234567@ocs.ca' with a back arrow. The main heading is 'Enter password'. Below this is a password input field. A yellow button labeled 'Forgot my password' is positioned below the input field. To the right of the input field is a blue 'Sign in' button. At the bottom of the page, a grey bar contains the text 'Welcome to Ontario Cannabis Store'.

### What should I do if I am unable to see any data?

Please select the **Reset to default** icon to clear all filters.

Figure 14: Reset to Default





## CONTACT US

If you have any questions or require additional support, please contact [dataprogram@ocs.ca](mailto:dataprogram@ocs.ca).

If you need more information, please visit our website at <https://www.doingbusinesswithocs.ca/data-program-retailers/>.