



Retailer Data Program App User Guide

VERSION 2.1 July 2021

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SUMMARY

The Data Program is created by the OCS to aggregate retailer data to present a picture of the legal cannabis retail market in Ontario. The app allows you to view sales for a selected date range up to the most recent full calendar month. Its purpose is to provide a snapshot of your sales, and compare product performance to your region and the provincial market.

To Log In

You will need to first log in to www.office.com using the credentials provided. For security reasons you must change your password. To do so, log in and select your account in the top right and click "View Account." Here you will have the option to reset your password in the Password section.

User ID: lr_reportingXXXXXXXX@ocs.ca

Please consider the following password requirements:

- Must be a minimum of 10 characters in length
- Must contain a capital letter, a number, and a special character
- You cannot reuse the last 3 set passwords
- You cannot set a password within 24 hours of the last reset

If you have accessed the program in the past and do not remember your password, please follow the password reset instructions in the FAQ section on page 20. If you experience other issues logging in, try accessing PowerBI with your browser in Incognito Mode.

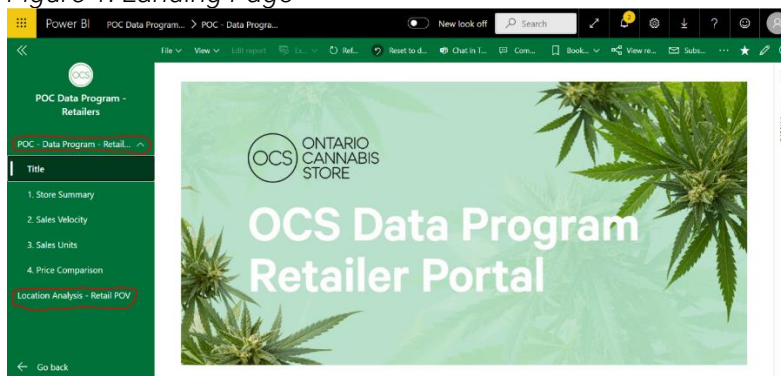
To View Your Data

You can access the program through Microsoft's Power BI. Once you are logged in, select the PowerBI from the apps menu in the top left of your screen. You will find your data in the navigation pane on the left under "Apps".

OVERVIEW

The app contains many distinct reports within it. Each circled item is considered a distinct report, and a report can contain several pages. Each report serves a different purpose; all contributes to presenting you with a holistic picture of the legal cannabis market.

Figure 1: Landing Page

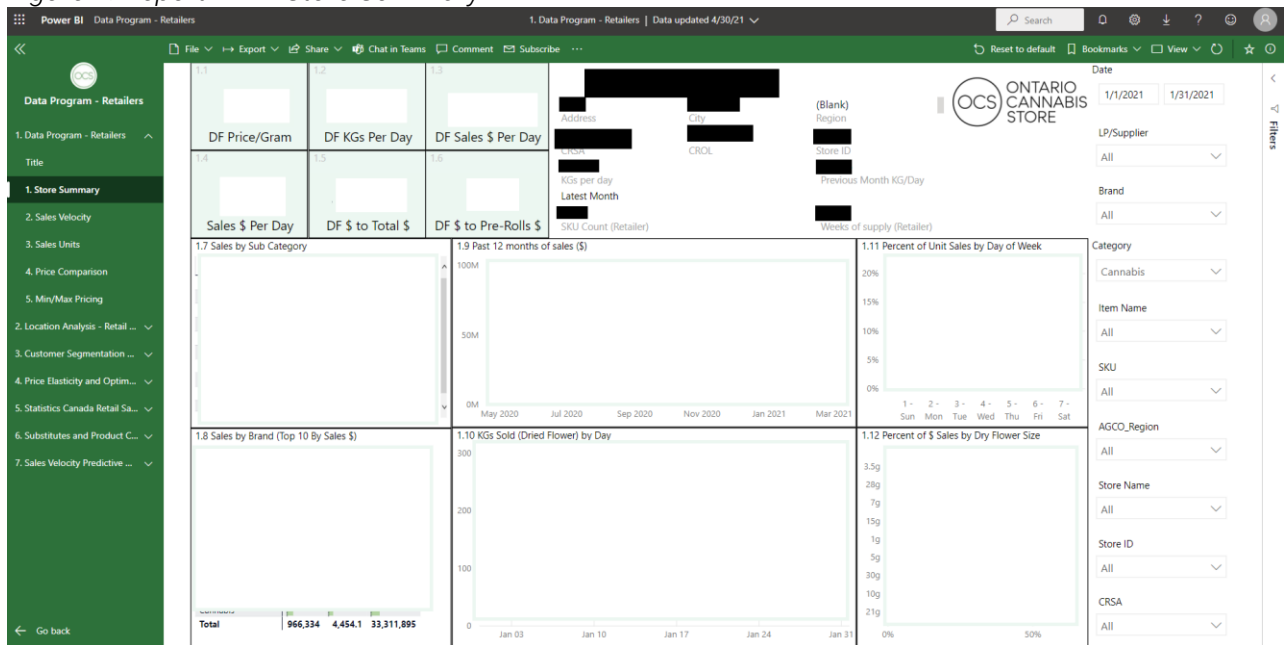


POC – DATA PROGRAM – RETAILERS

Report 1.1: Store Summary

This page is a summary of your own store's performance. Many of the KPIs presented will be used to compare your store(s) against other stores within your region and province-wide. The data is pre-calculated and is refreshed monthly. Filters on the right-side of your report allow you to further drill down into your data.

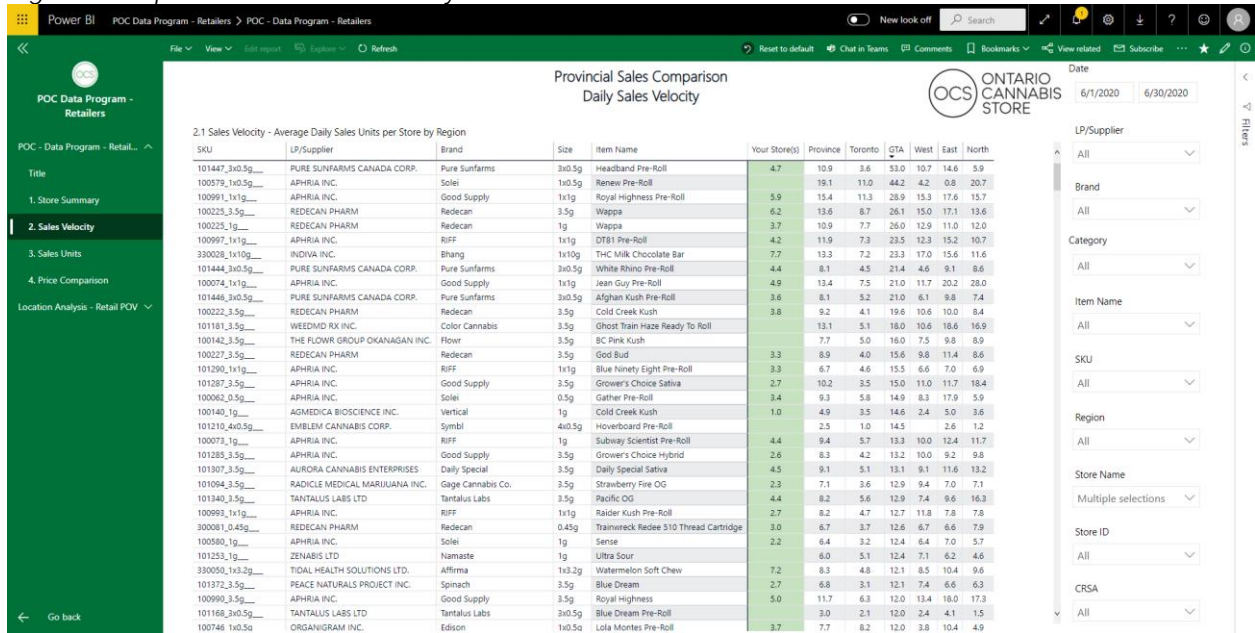
Figure 2: Report 1.1 – Store Summary



Report 1.2: Sales Velocity

This page measures your sales velocity (sales units per SKU per selling day) against other stores, aggregated by region and province. Sales velocity calculations are useful to determine which products have a quick turnaround time, which can better help you manage your inventory levels. The filters mentioned on Page 1 are carried forward as well.

Figure 3: Report 1.2 – Sales Velocity

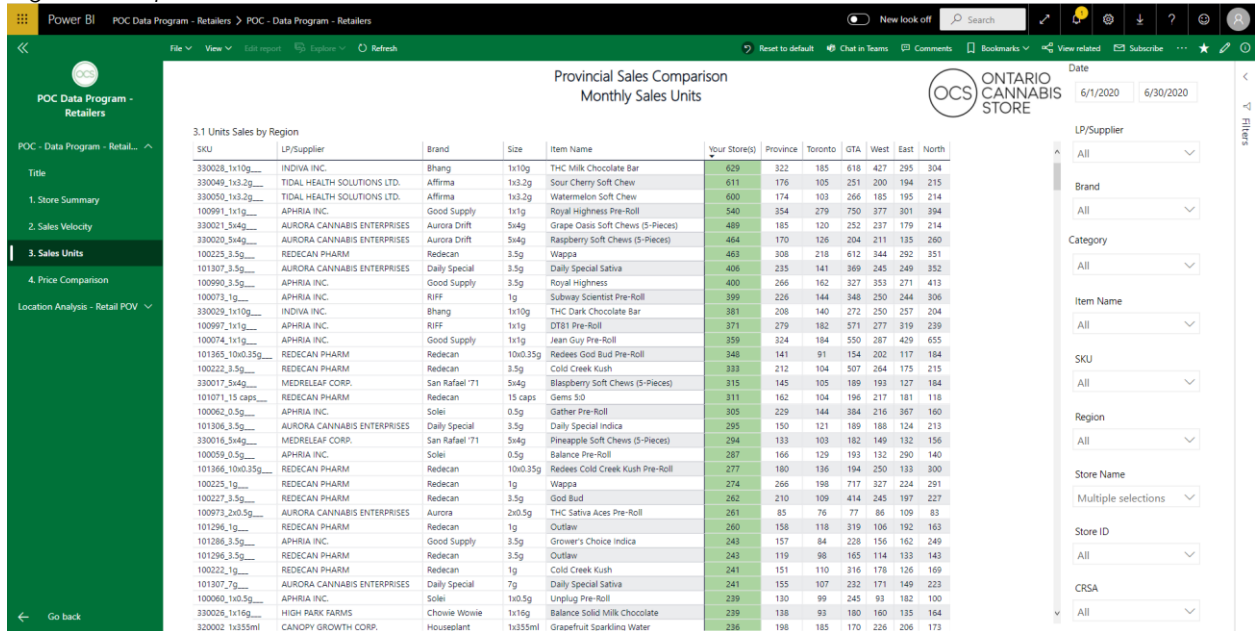


SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Province	Toronto	GTA	West	East	North
101447, 3x0.5g	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3x0.5g	Headband Pre-Roll	4.7	10.9	3.6	53.0	10.7	14.6	5.9
100579, 1x0.5g	APHRIA INC.	Solei	1x0.5g	Renew Pre-Roll	19.1	11.0	44.2	4.2	0.8	20.7	
100991, 1x1g	APHRIA 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	APHRIA INC.	RIFF	1x1g	DT81 Pre-Roll	4.2	11.9	7.3	23.5	12.3	15.2	10.7
330028, 1x10g	INDIVA INC.	Bhang	1x10g	THC Milk Chocolate Bar	7.7	13.3	7.2	23.3	17.0	15.6	11.6
101444, 3x0.5g	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3x0.5g	White Rhino Pre-Roll	4.4	8.1	4.5	21.4	4.6	9.1	8.6
100074, 1x1g	APHRIA 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	Alghan 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	WEEEDMO RX INC.	Color Cannabis	3.5g	Ghost Train Haze Ready To Roll	13.1	5.1	18.0	10.6	18.6	16.9	
100142, 3.5g	THE FLOWR GROUP OKANAGAN INC.	Flower	3.5g	BC Pink Kush	7.7	5.0	16.0	7.5	9.8	8.9	
100227, 3.5g	REDECAN PHARM	Redecan	3.5g	God Bud	3.3	8.9	4.0	15.6	9.8	11.4	8.6
101290, 1x1g	APHRIA INC.	RIFF	1x1g	Blue Ninety Eight Pre-Roll	3.3	6.7	4.6	15.5	6.6	7.0	6.9
101287, 3.5g	APHRIA INC.	Good Supply	3.5g	Grower's Choice Sativa	2.7	10.2	3.5	15.0	11.0	11.7	18.4
100062, 0.5g	APHRIA INC.	Solei	0.5g	Gather Pre-Roll	3.4	9.3	5.8	14.9	8.3	17.9	5.9
100140, 1g	AGMEDICA 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	APHRIA INC.	RIFF	1g	Subway Scientist Pre-Roll	4.4	9.4	5.7	13.3	10.0	12.4	11.7
101285, 3.5g	APHRIA INC.	Good Supply	3.5g	Grower's 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
101094, 3.5g	RADICLE MEDICAL MARIJUANA INC.	Gaye Cannabis Co.	3.5g	Strawberry Fire OG	2.3	7.1	3.6	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	APHRIA INC.	RIFF	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 Redee 510 Thread Cartridge	3.0	6.7	3.7	12.6	6.7	6.6	7.9
100580, 1g	APHRIA INC.	Solei	1g	Sense	2.2	6.4	3.2	12.4	6.4	7.0	5.7
101253, 1g	ZENABIS LTD	Namaste	1g	Ultra Sour	6.0	5.1	12.4	7.1	6.2	4.6	
330050, 1x3.2g	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Watermelon Soft Chew	7.2	8.3	4.8	12.1	8.5	10.4	9.6
101372, 3.5g	PEACE NATURALS PROJECT INC.	Spinach	3.5g	Blue Dream	2.7	6.8	3.1	12.1	7.4	6.6	6.3
100990, 3.5g	APHRIA INC.	Good Supply	3.5g	Royal Highness	5.0	11.7	6.3	12.0	13.4	18.0	17.3
101186, 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

Report 1.3: Sales Units

This page provides the total sales units per SKU based on your filters applied on the right side of the page. It is designed to help you track top performing SKUs and identify opportunities to grow your inventory assortment. Note that the filters are carried forward from Pages 1 and 2 of the report.

Figure 4: Report 1.3 – Sales Units



Provincial Sales Comparison
Monthly Sales Units

Date: 6/1/2020 to 6/30/2020

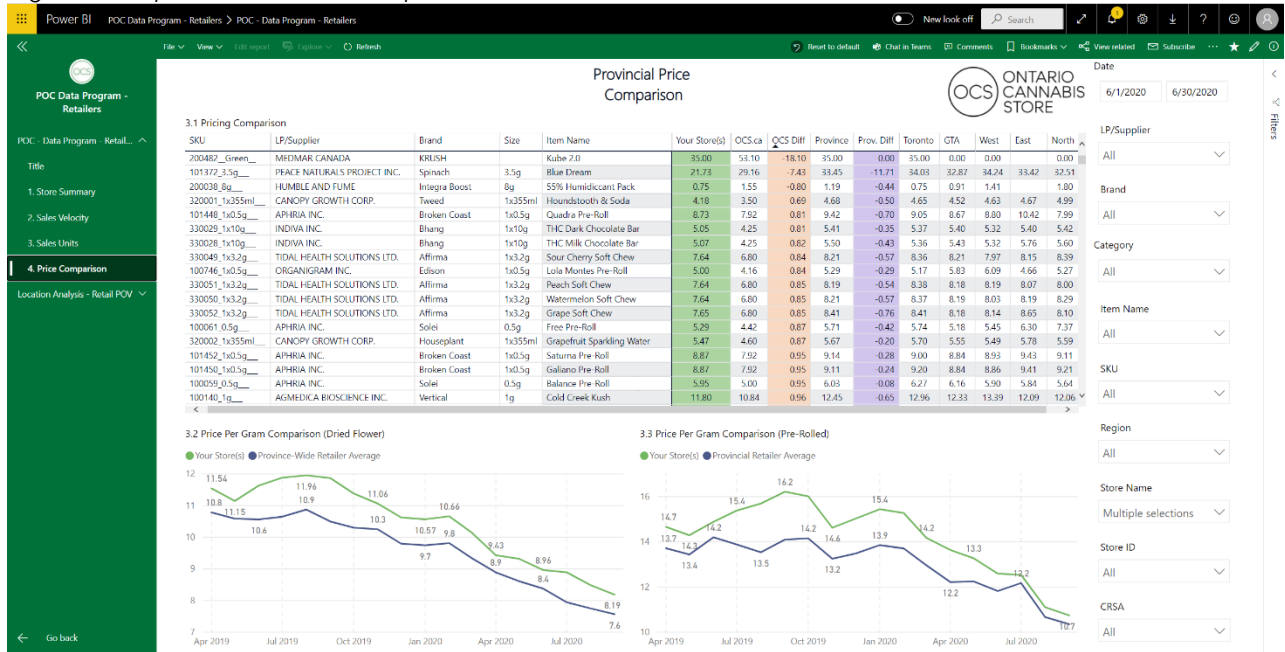
3.1 Units Sales by Region

SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Province	Toronto	GTA	West	East	North
330028, 1x10g	INDIVA INC.	Bhang	1x10g	THC Milk Chocolate Bar	629	222	185	618	427	295	304
330049, 1x3.2g	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Sour Cherry Soft Chew	611	176	105	251	200	194	215
330050, 1x3.2g	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Watermelon Soft Chew	600	174	103	266	185	195	214
100091, 1x1g	APHRIA INC.	Good Supply	1x1g	Royal Highness Pre-Roll	540	354	279	750	377	301	394
330021, 5x4g	AURORA CANNABIS ENTERPRISES	Aurora Drift	5x4g	Grape Oasis Soft Chews (5-Pieces)	489	185	120	252	237	179	214
330020, 5x4g	AURORA CANNABIS ENTERPRISES	Aurora Drift	5x4g	Raspberry Soft Chews (5-Pieces)	464	170	126	204	211	135	260
100225, 3.5g	REDECAN PHARM	Redecan	3.5g	Wappa	463	308	218	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	APHRIA INC.	Good Supply	3.5g	Royal Highness	400	266	162	327	353	271	413
100073, 1g	APHRIA INC.	RIFF	1g	Subway Scientist Pre-Roll	399	226	144	348	250	244	306
330039, 1x10g	INDIVA INC.	Bhang	1x10g	THC Dark Chocolate Bar	381	208	140	272	250	257	204
100997, 1x1g	APHRIA INC.	RIFF	1x1g	DT81 Pre-Roll	371	279	182	571	277	319	239
100274, 1x1g	APHRIA INC.	Good Supply	1x1g	Jean Guy Pre-Roll	359	324	184	550	287	429	655
101365, 10x0.35g	REDECAN PHARM	Redecan	10x0.35g	Redeels God Bud Pre-Roll	348	141	91	154	202	117	164
100222, 3.5g	REDECAN PHARM	Redecan	3.5g	Cold Creek Kush	333	212	104	507	264	175	215
330017, 5x4g	MEDRELEAF CORP.	San Rafael '71	5x4g	Blasberry Soft Chews (5-Pieces)	315	145	105	189	193	127	184
101071, 15 caps	REDECAN PHARM	Redecan	15 caps	Gems 50	311	162	104	196	217	181	118
100062, 0.5g	APHRIA 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	295	150	121	189	188	124	213
330016, 5x4g	MEDRELEAF CORP.	San Rafael '71	5x4g	Pineapple Soft Chews (5-Pieces)	294	133	103	182	149	132	156
100059, 0.5g	APHRIA INC.	Solei	0.5g	Balance Pre-Roll	287	166	129	193	132	290	140
101366, 10x0.35g	REDECAN PHARM	Redecan	10x0.35g	Redeels Cold Creek Kush Pre-Roll	277	180	136	194	250	133	300
100223, 1g	REDECAN PHARM	Redecan	1g	Wappa	274	266	198	717	327	224	291
100227, 3.5g	REDECAN PHARM	Redecan	3.5g	God Bud	262	210	109	414	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	106	192	163
101286, 3.5g	APHRIA INC.	Good Supply	3.5g	Grower's Choice Indica	243	157	84	228	156	162	249
101296, 3.5g	REDECAN PHARM	Redecan	3.5g	Outlaw	243	119	98	165	114	133	143
100222, 1g	REDECAN PHARM	Redecan	1g	Cold Creek Kush	241	151	110	316	178	126	169
101307, 7g	AURORA CANNABIS ENTERPRISES	Daily Special	7g	Daily Special Sativa	241	155	107	232	171	149	223
100960, 1x0.5g	APHRIA INC.	Solei	1x0.5g	Unplug Pre-Roll	239	130	99	245	93	182	100
330026, 1x16g	HIGH PARK FARMS	Chowie Wowie	1x16g	Balance Solid Milk Chocolate	239	138	93	180	160	135	164
320002, 1x355ml	CANOPY GROWTH CORP.	Houseplant	1x355ml	Grapefruit Sparkling Water	236	198	185	170	226	206	173

Report 1.4: Price Comparison

This 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 to ensure your prices remain competitive.

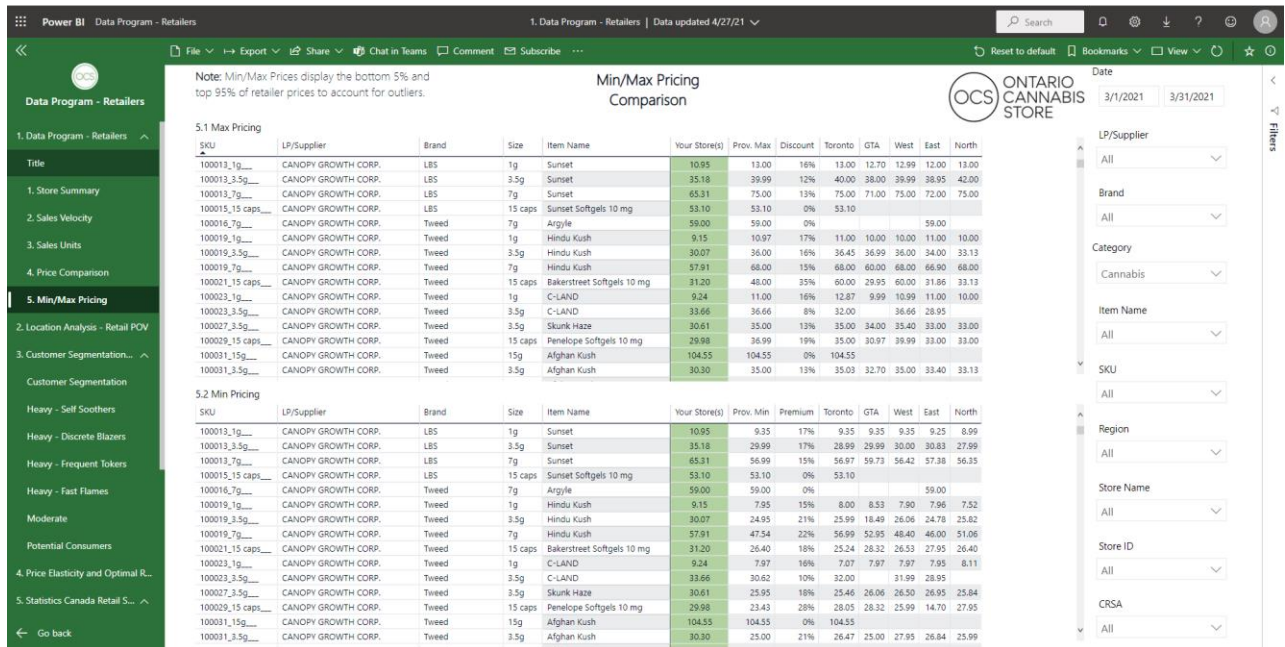
Figure 5: Report 1.4 - Price Comparison



Report 1.5: Min/Max Pricing

This report shows the highest and lowest prices by SKU in the region and province. It enables you to monitor prices across the province or your specific region and to ensure your prices remain competitive.

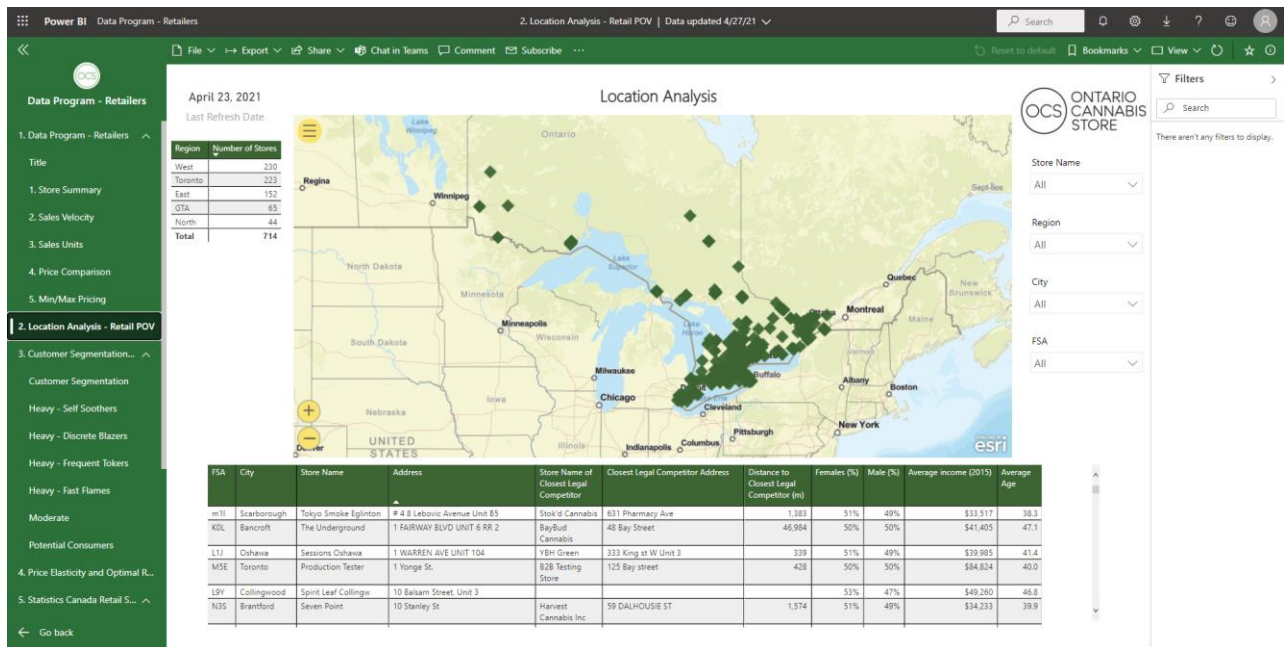
Figure 5: Report 1.5 – Min/Max Pricing



Report 2: Location Analysis – Retail POV

This report provides an interactive map that allows you to view demographics by FSA and distance to closest stores. The tool can be used to assess an area for future business potential, or to inform pricing and assortment strategy for a particular location.

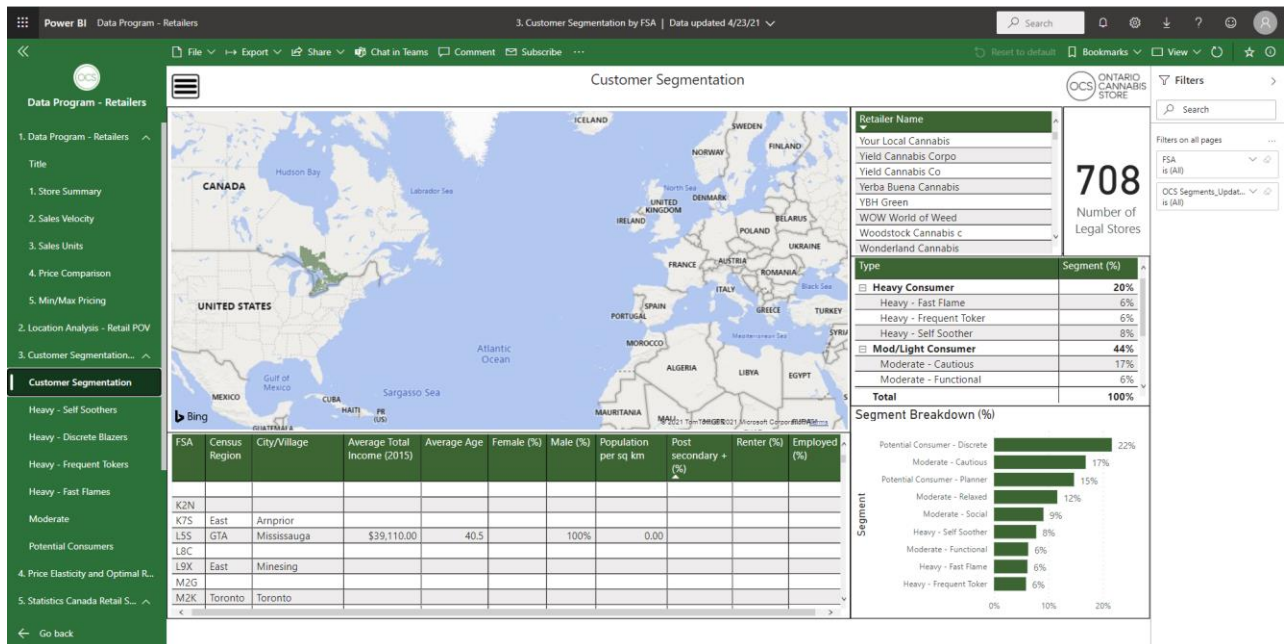
Figure 6: Report 2 – Location Analysis



Report 3: Customer Segmentation

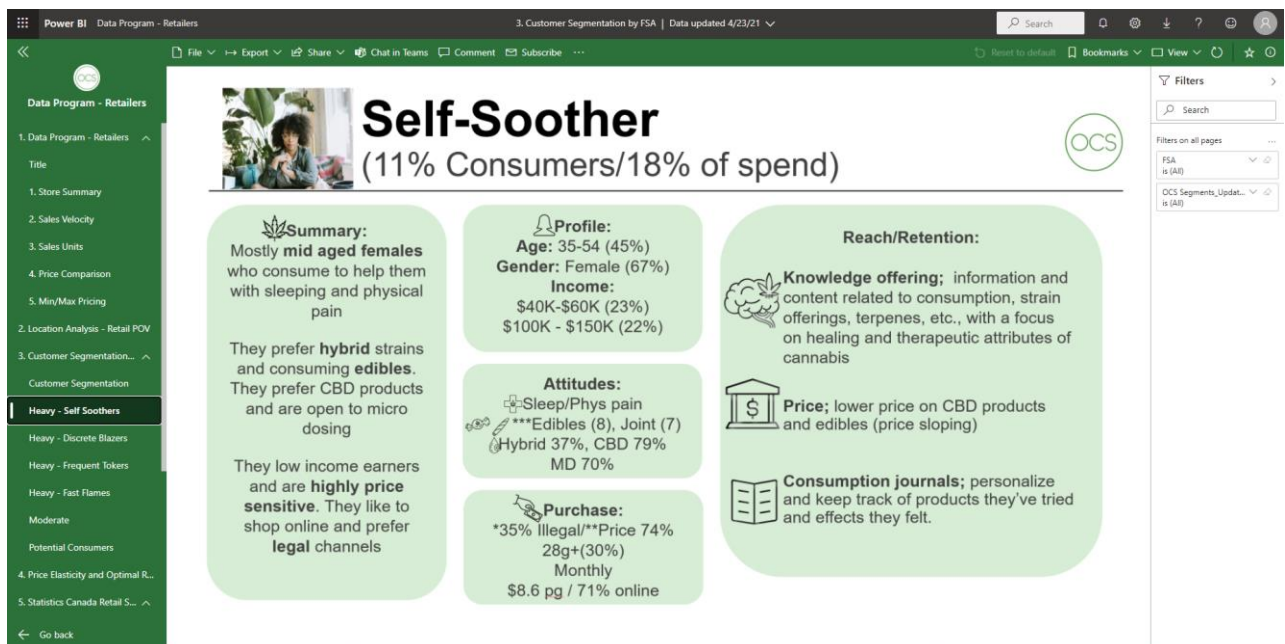
This report provides customer segmentation determined by market research conducted by the OCS and partners. It uses demographic information by FSA similar to report number two to provide an overview of the consumer segments in a given area.

Figure 7: Report 3 – Customer Segmentation



A profile is provided for each segment in the tabs below the main tab on this report. Information includes age and gender, as well as spending habits and products of interest to that consumer.

Figure 8: Report 3 – Customer Segmentation cont'd

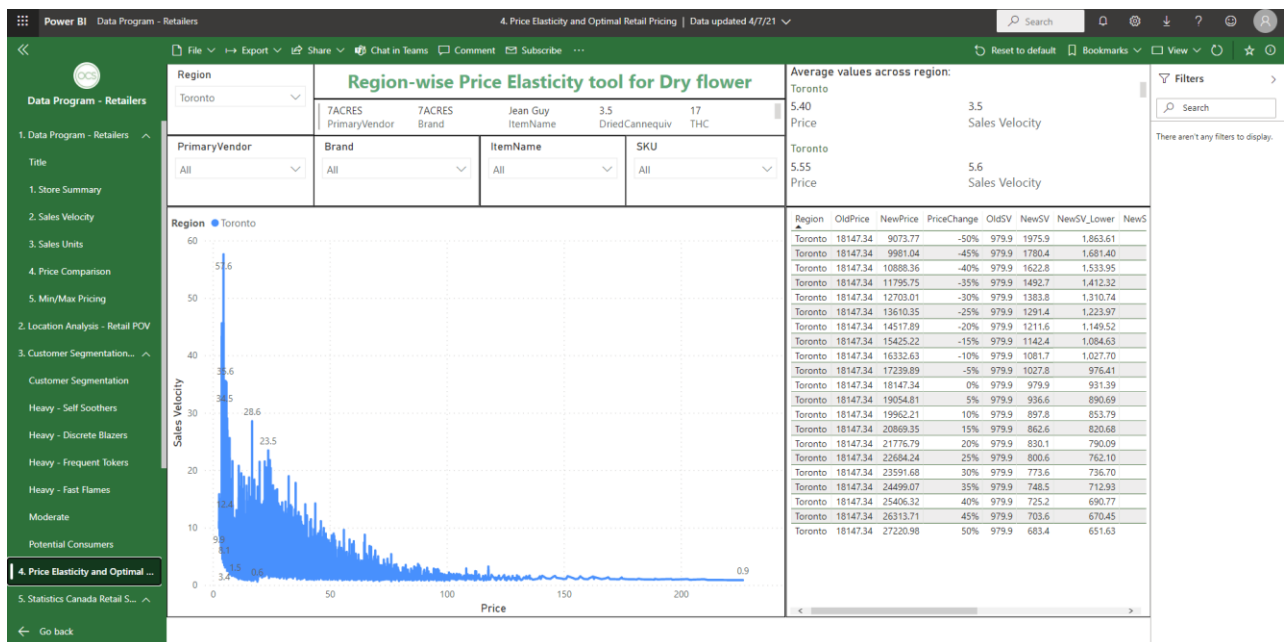


Report 4: Price Elasticity and Optimal Retail Pricing

This pricing tool is a dynamic model meant to estimate the impact of a SKU price change on that SKU's sales velocity and gross profit. The table uses the average price of a product in the selected region as neutral (0% in the PriceChange column). Based on sales history and pricing in the province, the tool predicts the new sales velocity and resulting impact to gross profit if you were to change your price on a SKU by the percentage listed in the PriceChange column.

The tool provides an **estimate only**, as there are a variety of other factors that might impact sales performance.

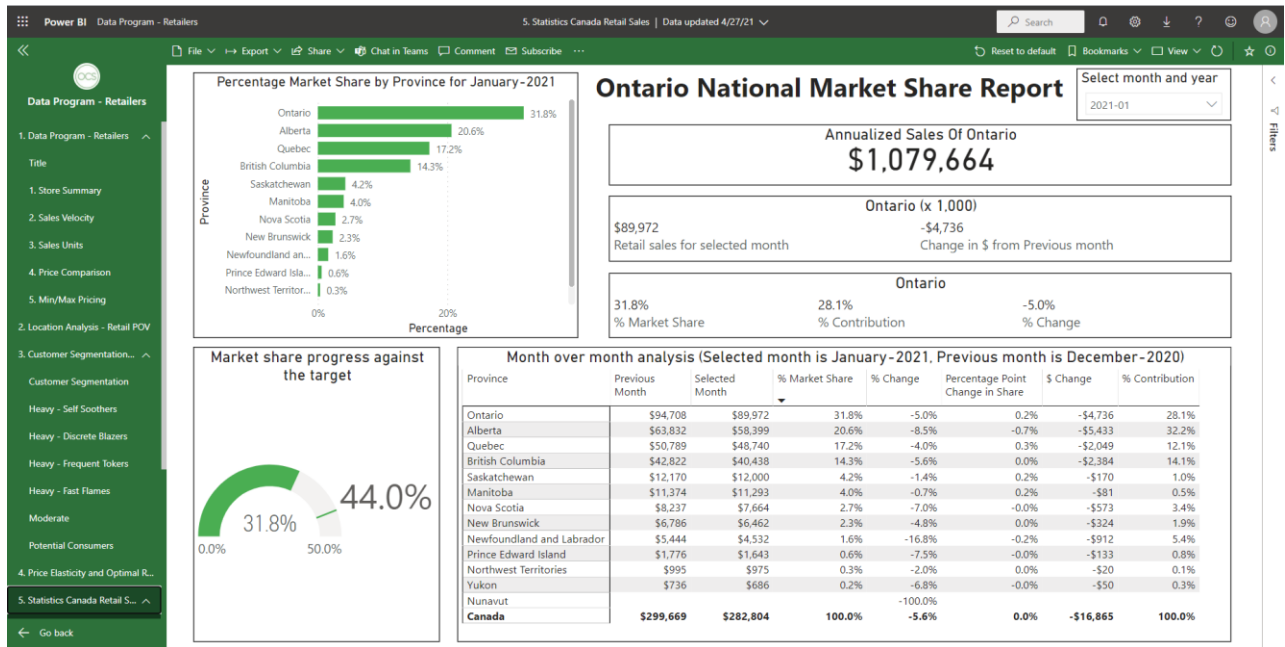
Figure 9: Report 4 – Price Elasticity



Report 5: Statistics Canada Retail Sales

This report provides an overview of legal market share reporting from Statistics Canada. It allows you to view Ontario's performance against target, and a comparison to other provinces. There are several views including historical trend.

Figure 10: Report 5 – Statistics Canada Retail Sales



Report 6: Substitutes and Product Comparison

This report groups dried flower SKUs into clusters based on similarities in price, THC, and CBD content. It is meant to be used to find alternate SKUs for products that perform especially well, or to identify products that fit your assortment strategy. The first page of the report provides an overview of the SKU clusters. The second page allows you to select a product and view substitute SKUs that have similar attributes.

Figure 11: Report 6 – Substitutes and Product Comparison page 1

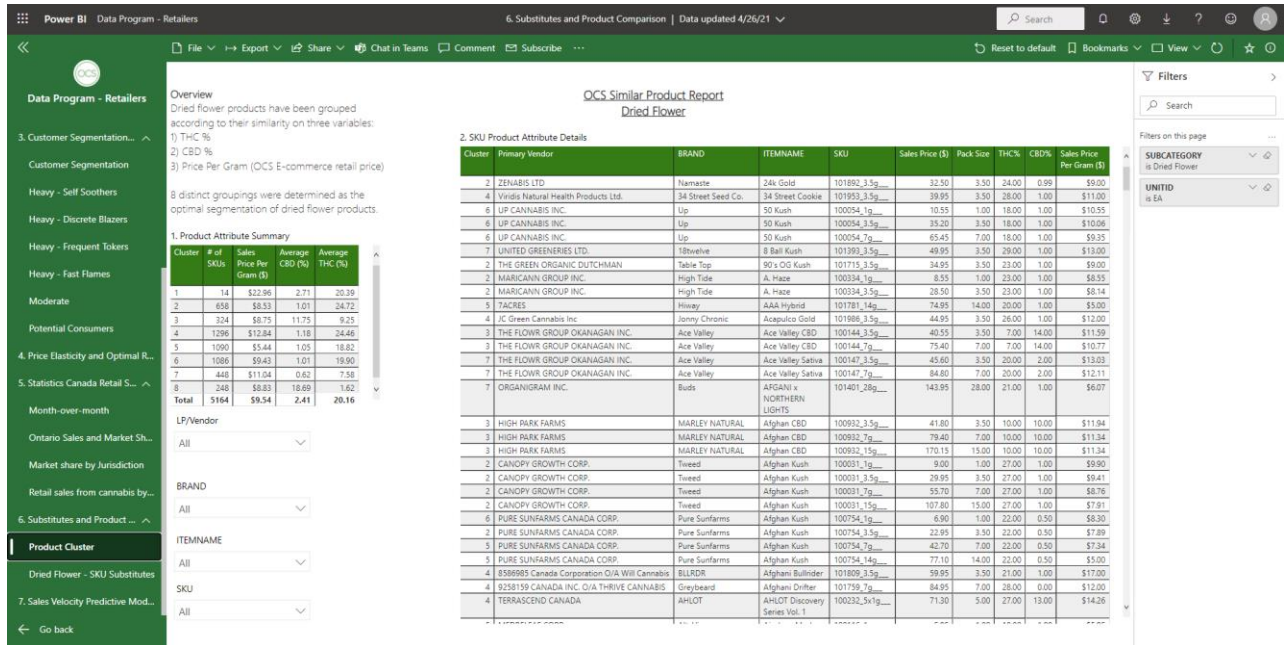
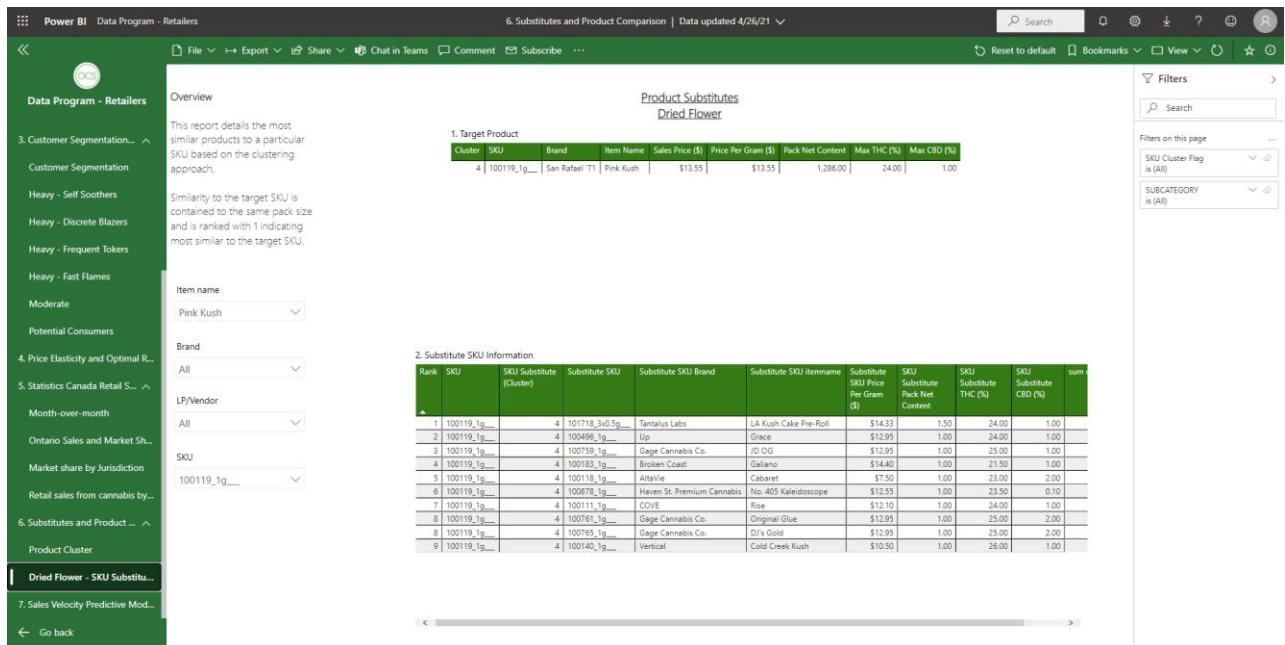


Figure 12: Report 6 – Substitutes and Product Comparison page 2



Report 7: Sales Velocity Prediction Model

This report provides a model to predict the sales velocity (units sold per day) of a new SKU based on the performance of SKUs with similar attributes. To use the tool, follow the link at the top of the page. At the landing page you are prompted to input the attributes of a new or coming-soon product to get an idea if the product will be right for your location.

Figure 13: Report 7 – Sales Velocity Prediction Model

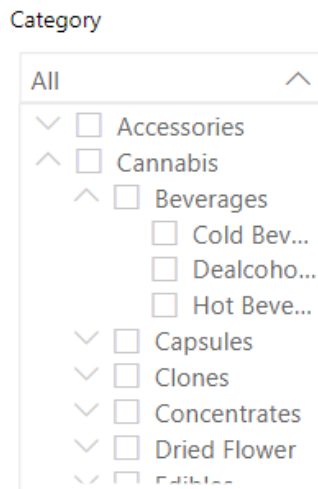
The screenshot shows a Power BI report titled "7. Sales Velocity Predictive Modelling" with a subtitle "Data updated 11/18/20". The report is displayed in a web browser interface. On the left, there is a navigation pane with a list of reports under the "Data Program - Retailers" section. The report "7. Sales Velocity Predictive Mo..." is selected. The main content area displays the "Ontario Cannabis Store Sales Velocity Prediction Model". At the top of the model, there is a link: "Click here: <https://ocs-datascience.azurewebsites.net/>". Below the link, the title "Ontario Cannabis Store Sales Velocity Prediction Model" is displayed. The form contains several input fields: a dropdown menu for "Dryflower", a "Brand" dropdown, a "Species" dropdown (set to "Hybrid"), a "Growing Method" dropdown (set to "Hybrid-Greenhouse"), a "Dried Cannabis Equivalent" dropdown (set to "1"), a "CBD percentage (0% - 30%)" input field, a "THC percentage (0% - 30%)" input field, and a "Price per unit" input field. A green button labeled "Predict Sales Velocity" is located at the bottom of the form. On the right side of the report, there is a "Filters" pane with a search bar and the text "There aren't any filters to display."

FILTERING

Working with Filters

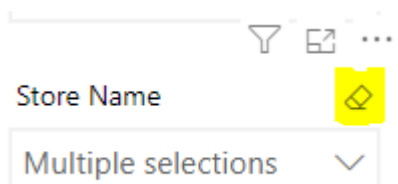
Filters applied on one page are automatically carried over to subsequent pages of the same report. Additionally, some filters are multi-layered and permit the ability to drill through:

Figure 6: Nested Filters



To clear a filter, hover over the filter and click the eraser icon below:

Figure 7: Clear Filter



You may also select multiple items by holding the CTRL key.

NOTE: Filters do not apply to any region-wide or provincial-wide metric displayed on Pages 2, 3, and 4.

You can also filter by selecting on an element within a visualization. For example, clicking on 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, as shown below:

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, clicking on 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 S     ...)			
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

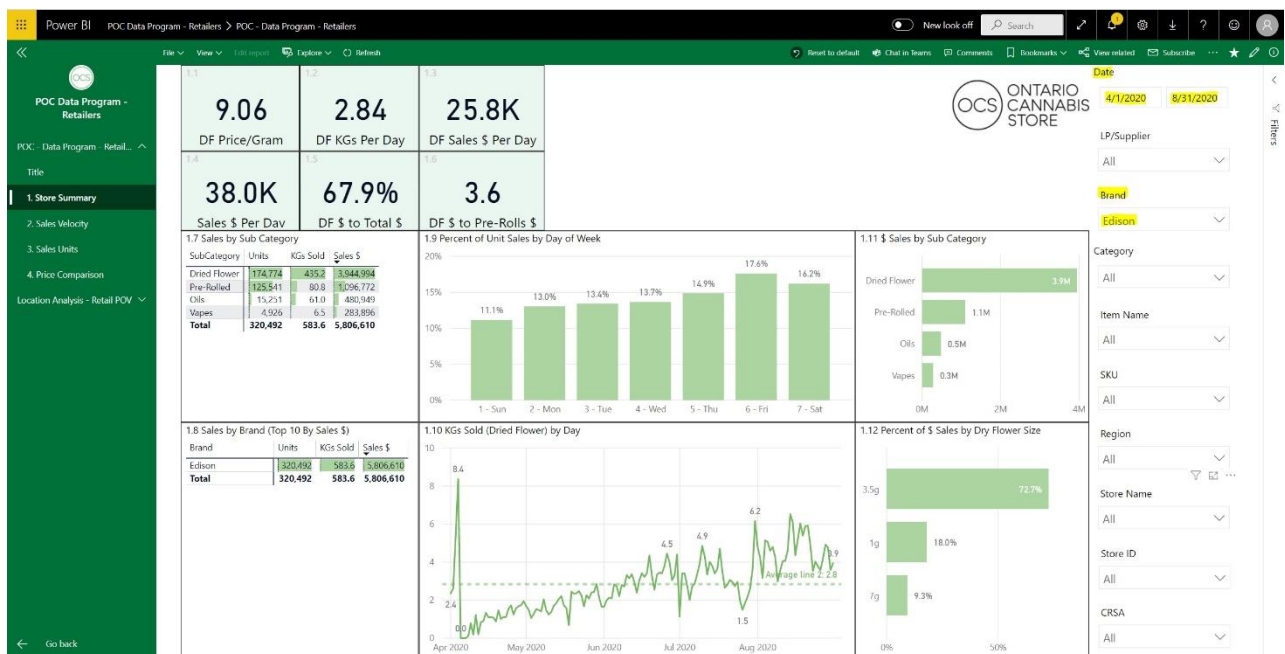
The scenarios presented below demonstrate how the app is able to solve commonly asked questions posed by retailers:

Scenario 1: How would 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.

When you select the "Store Summary" page, you can select a brand from the filter on the right-hand side. You can also expand your date range to view trends across a greater time period.

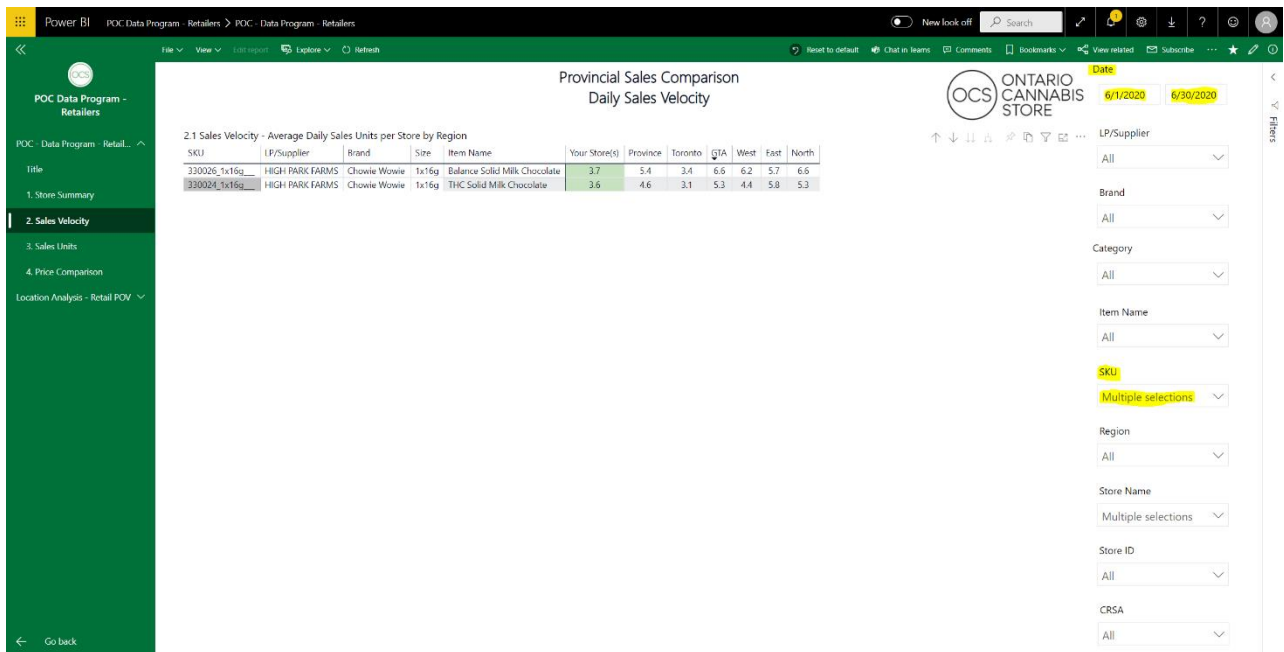
Figure 10: Filter by Brand, Date



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

Filter for the SKU(s) (or Item Name(s)) to see how your sales velocity compares to the provincial and regional averages. Ensure the Date field is filtered to include the relevant date range for which you wish to compare.

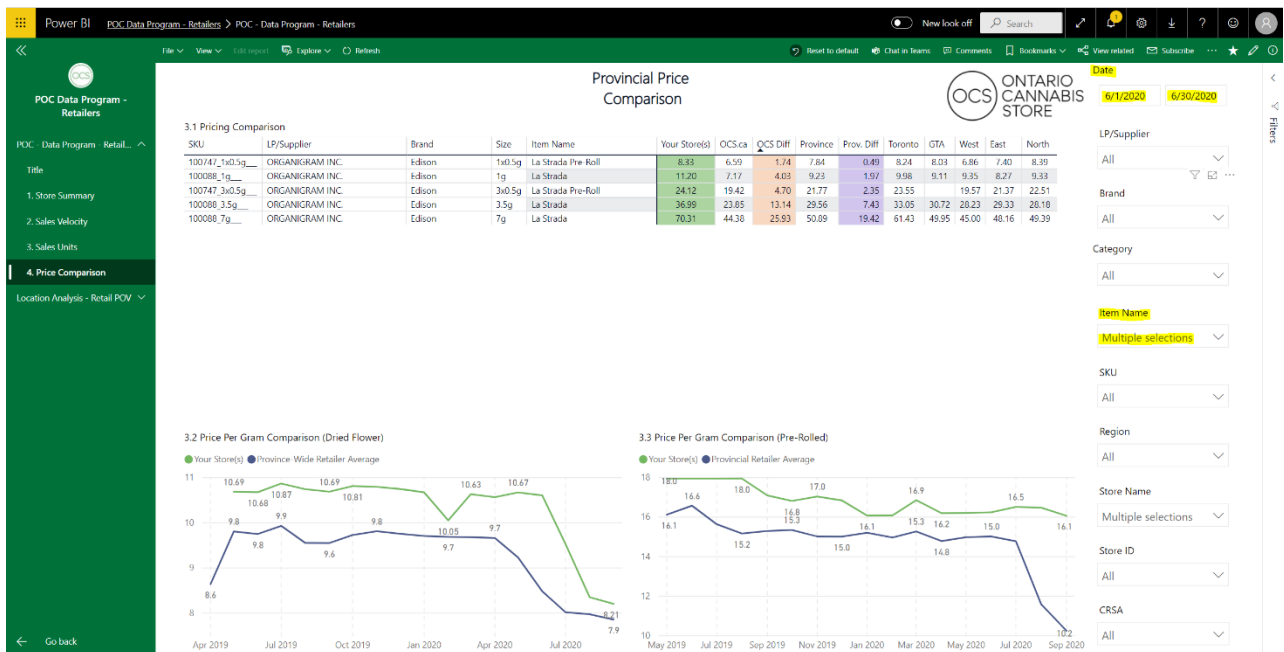
Figure 11: Sales Velocity For Selected SKUs / Items



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

On the "Price Comparison" page, filter for the SKUs/Items you wish to analyze, and ensure the Date range is appropriate. Charts 3.2 and 3.3 will also dynamically change to show price trends for your selected SKUs.

Figure 12: Price Comparison For Selected SKUs / Items

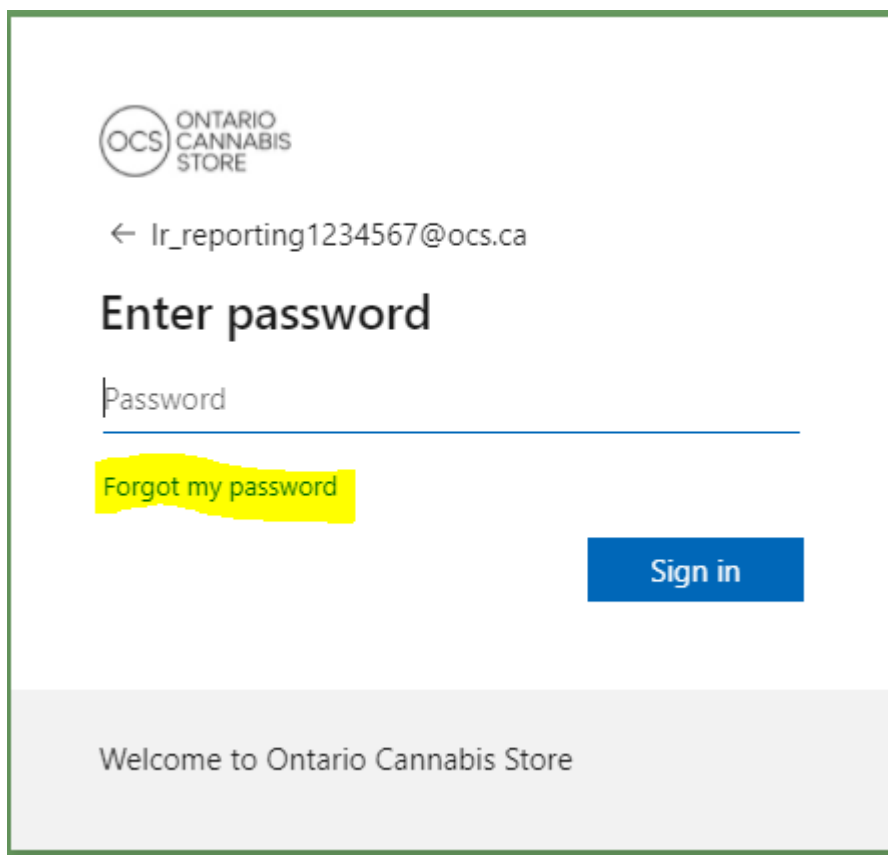


FREQUENTLY ASKED QUESTIONS

Password Reset/Account Locked:

You can reset your password yourself by attempting to log in and clicking on "Forgot My Password". When you first logged into your account, you (or someone within your organization) would have entered a recovery email and/or phone number. A One-Time Password will be sent to the recovery email/phone in order for you to successfully reset your password.

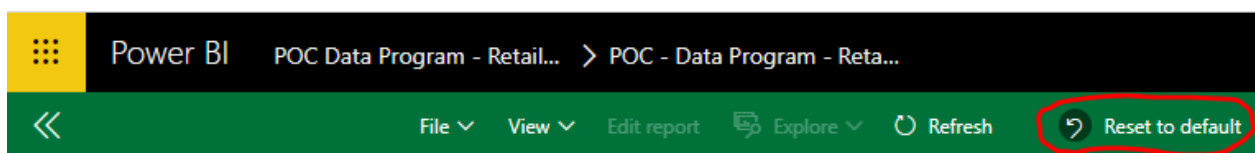
Figure 13: Password Reset



If data is missing or you are unable to see any data:

Please first try clicking the "Reset to default" icon as shown below to clear all filters:

Figure 14: Reset to Default



CONTACT US

Please reach out to your District Sales Manager for any questions or support.

More information can also be found at our website:

<https://www.doingbusinesswithocs.ca/data-program-retailers/>