



ONTARIO  
CANNABIS  
STORE

# Retailer Data Program App User Guide

VERSION 2.2 September 2021

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## SUMMARY

The Retailer Data Program was created by the OCS to aggregate Authorized Retailer data and 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 log in to [office.com](https://office.com) using the credentials provided. For security reasons you must change your password, you will have the option to reset your password in the Password section.

User ID: [lr\\_reportingXXXXXXXX@ocs.ca](mailto: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 when logging in, try accessing PowerBI with your browser in Incognito Mode.

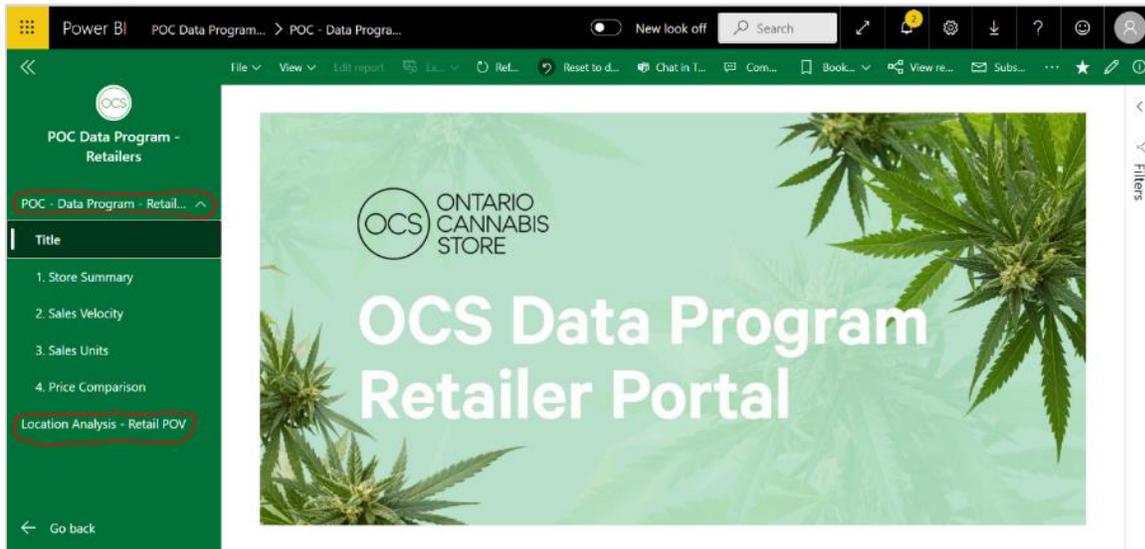
### To View Your Data

You can access the program through Microsoft's Power BI. Once you are logged in, select 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 below is considered a distinct report that can contain several pages. While each report serves a different purpose, all reports present a holistic picture of the legal cannabis market.

Figure 1: Landing Page

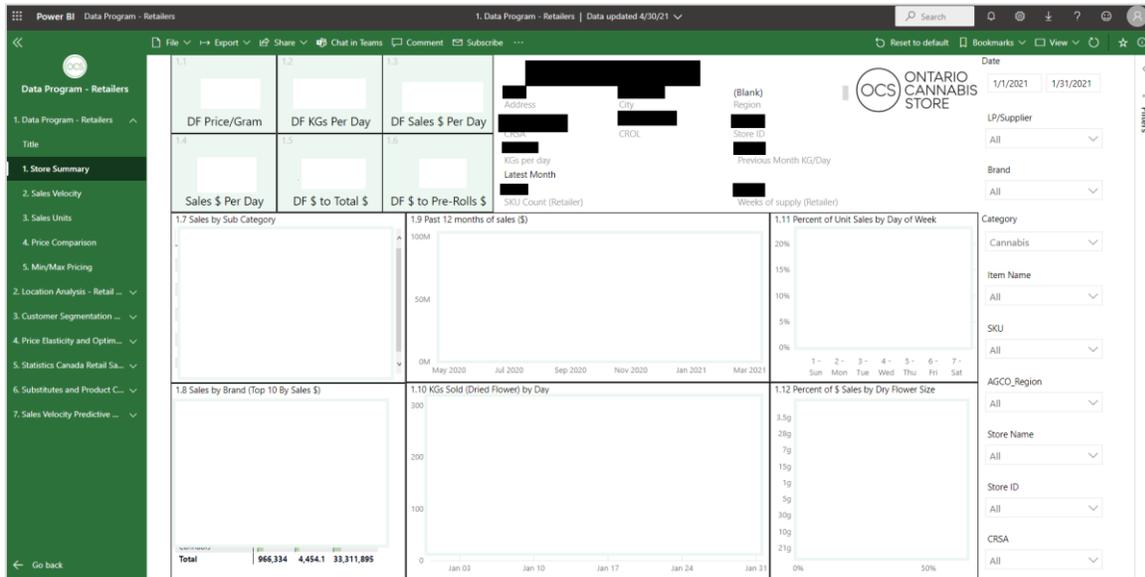


## POC – DATA PROGRAM – RETAILERS

### Report 1.1: Store Summary

This page is an overview 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. Please note: The filters mentioned on Page 1 are carried forward.

Figure 3: Report 1.2 – 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	3.6	13.0	10.7	14.6	5.9
100579_1x0.5g	APHRIA INC.	Solei	1x0.5g	Renew Pre-Roll	19.1	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.	RIFP	1x1g	OTB1 Pre-Roll	4.2	11.9	7.3	23.5	12.3	15.2	10.7
330028_1x10g	INDVIA 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	Algham 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	WEEDUP TX 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 FLOWER GROUP OKANAGAN INC.	Flour	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.	RIFP	1x1g	Blue Ninety Eight Pre-Roll	3.3	6.7	4.6	15.3	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
100682_0.5g	APHRIA INC.	Solei	0.5g	Gather Pre-Roll	3.4	9.8	3.8	14.3	8.3	17.9	5.9
100140_1g	AGMEDICA BIOSCIENCE INC.	Vertical	1g	Cold Creek Kush	1.0	4.6	3.5	14.6	2.4	5.0	3.6
101210_4x0.5g	EMBLEM CANNABIS CORP.	Symbil	4x0.5g	Hoverboard Pre-Roll		2.5	1.0	14.3	2.6	1.2	
100073_1g	APHRIA INC.	RIFP	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	9.1	11.6	13.2
101094_3.5g	RADICLE MEDICAL MARIJUANA INC.	Gage Cannabis Co.	3.5g	Strawberry Fire OG	2.3	7.1	3.6	12.9	6.4	7.0	7.1
101340_3.5g	TANTALUS LABS LTD	Tantalus Labs	3.5g	Pacific OS	4.4	8.2	5.6	12.0	7.4	9.6	16.3
100993_1x1g	APHRIA INC.	RIFP	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 Redes 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
101231_1g	ZENABIS LTD	Namate	1g	Ultra Sour		6.0	5.1	12.4	7.1	8.2	4.6
330050_1x3.5g	TICAL HEALTH SOLUTIONS LTD.	Affirma	1x3.5g	Watermelon Soft Chew	7.2	8.3	4.8	12.1	6.5	10.4	9.8
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
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	
100748_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. Please note: 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**

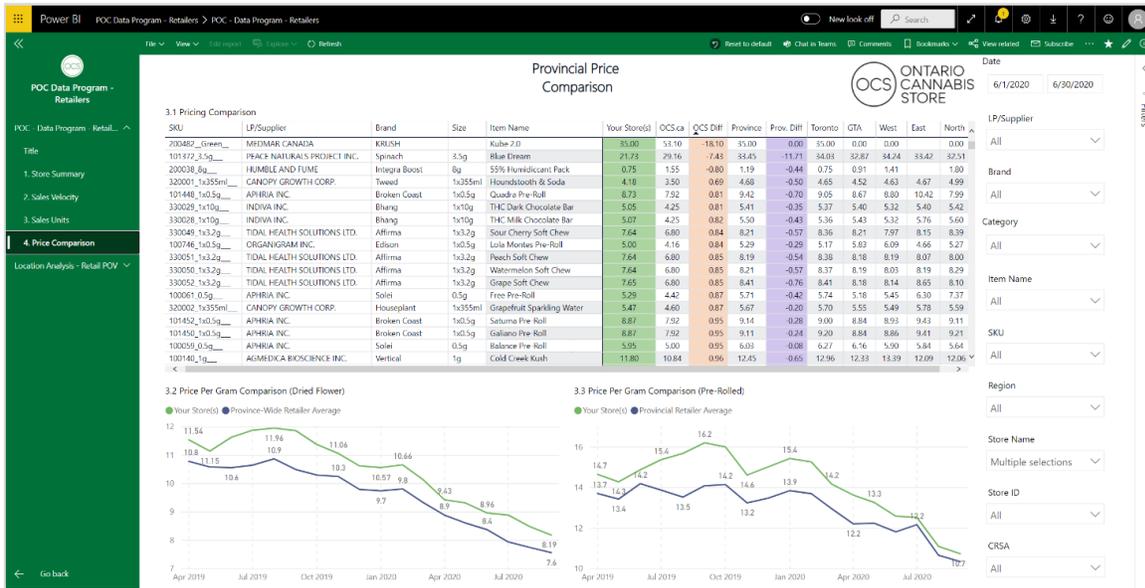
3.1 Units Sales by Region

SKU	LP/Supplier	Brand	Size	Item Name	Your Stores	Province	Toronto	GTA	West	East	North
330028,1x10g	INDIVA INC.	Bhang	1x10g	THC Milk Chocolate Bar	629	322	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
100991,1x1g	APHRIA INC.	Good Supply	1x1g	Royal Highness Pre-Roll	940	354	279	750	377	301	394
330021,5x4g	AURORA CANNABIS ENTERPRISES	Aurora Drift	5x4g	Grape Oasis Soft Chews (5-Pieces)	469	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
100223,3.5g	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	265	162	327	353	271	413
100073,1g	APHRIA INC.	RIFF	1g	Subway Scientist Pre-Roll	399	226	144	348	250	244	306
330029,1x10g	INDIVA INC.	Bhang	1x10g	THC Dark Chocolate Bar	381	208	140	272	250	257	204
100097,1x1g	APHRIA INC.	RIFF	1x1g	DB1 Pre-Roll	371	279	182	571	277	319	239
100074,1x1g	APHRIA INC.	Good Supply	1x1g	Jean Guy Pre-Roll	359	324	184	550	287	429	655
101385,10x0.35g	REDECAN PHARM	Redecan	10x0.35g	Redees Good Bud Pre-Roll	348	141	91	154	202	117	184
100232,3.5g	REDECAN PHARM	Redecan	3.5g	Cold Creek Kush	333	212	104	507	264	175	215
330017,5x4g	MEDRELEAF CORP.	San Rafael 71	5x4g	Blazeberry Soft Chews (5-Pieces)	315	145	105	189	193	127	164
101071,1.5 cps	REDECAN PHARM	Redecan	1.5 cps	Gems 5.0	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
101308,3.5g	AURORA CANNABIS ENTERPRISES	Daily Special	3.5g	Daily Special Indica	295	130	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	200	140
101366,10x0.35g	REDECAN PHARM	Redecan	10x0.35g	Redees Cold Creek Kush Pre-Roll	277	180	136	194	250	133	300
100225,1g	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
101296,3.5g	APHRIA INC.	Good Supply	3.5g	Crowler's Choice Indica	248	157	84	238	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
101207,7g	AURORA CANNABIS ENTERPRISES	Daily Special	7g	Daily Special Sativa	241	155	107	232	171	149	223
100080,1x0.5g	APHRIA INC.	Solei	1x0.5g	Unplug Pre-Roll	239	130	99	245	93	182	100
330026,1x10g	HIGH BAKE FARMS	Chowie Wowie	1x10g	Balance Solid Milk Chocolate	239	138	95	180	160	135	164
320022,1x355ml	CANDOPY 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

Note: Min/Max Prices display the bottom 5% and top 95% of retailer prices to account for outliers.

SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Max	Discount	Toronto	GTA	West	East	North
100013_1g...	CANOPY GROWTH CORP.	LBS	1g	Sunset	10.95	13.00	16%	13.00	12.70	12.99	12.00	13.00
100013_3.5g...	CANOPY GROWTH CORP.	LBS	3.5g	Sunset	35.18	39.99	12%	40.00	38.00	39.99	38.95	42.00
100013_7g...	CANOPY GROWTH CORP.	LBS	7g	Sunset	65.31	75.00	13%	75.00	71.00	75.00	72.00	75.00
100015_15 caps...	CANOPY GROWTH CORP.	LBS	15 caps	Sunset Softgels 10 mg	53.10	53.10	0%	53.10				
100016_7g...	CANOPY GROWTH CORP.	Tweed	7g	Anytle	59.00	59.00	0%				59.00	
100019_1g...	CANOPY GROWTH CORP.	Tweed	1g	Hindu Kush	9.15	10.97	17%	11.00	10.00	10.00	11.00	10.00
100019_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Hindu Kush	30.07	36.00	16%	36.45	36.99	36.00	34.00	33.13
100019_7g...	CANOPY GROWTH CORP.	Tweed	7g	Hindu Kush	57.91	68.00	15%	68.00	60.00	68.00	66.90	68.00
100021_15 caps...	CANOPY GROWTH CORP.	Tweed	15 caps	Bakerstreet Softgels 10 mg	31.20	48.00	35%	60.00	29.95	60.00	31.86	33.13
100023_1g...	CANOPY GROWTH CORP.	Tweed	1g	C-LAND	9.24	11.00	16%	12.87	9.99	10.99	11.00	10.00
100023_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	C-LAND	33.66	36.66	8%	32.00		36.66	28.85	
100027_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Skunk Haze	30.61	35.00	13%	35.00	34.00	35.40	33.00	33.00
100029_15 caps...	CANOPY GROWTH CORP.	Tweed	15 caps	Penelope Softgels 10 mg	29.98	36.99	19%	35.00	30.97	39.99	33.00	33.00
100031_15g...	CANOPY GROWTH CORP.	Tweed	15g	Alghan Kush	104.53	104.55	0%	104.55				
100031_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Alghan Kush	30.30	35.00	13%	35.03	32.70	35.00	33.40	33.13

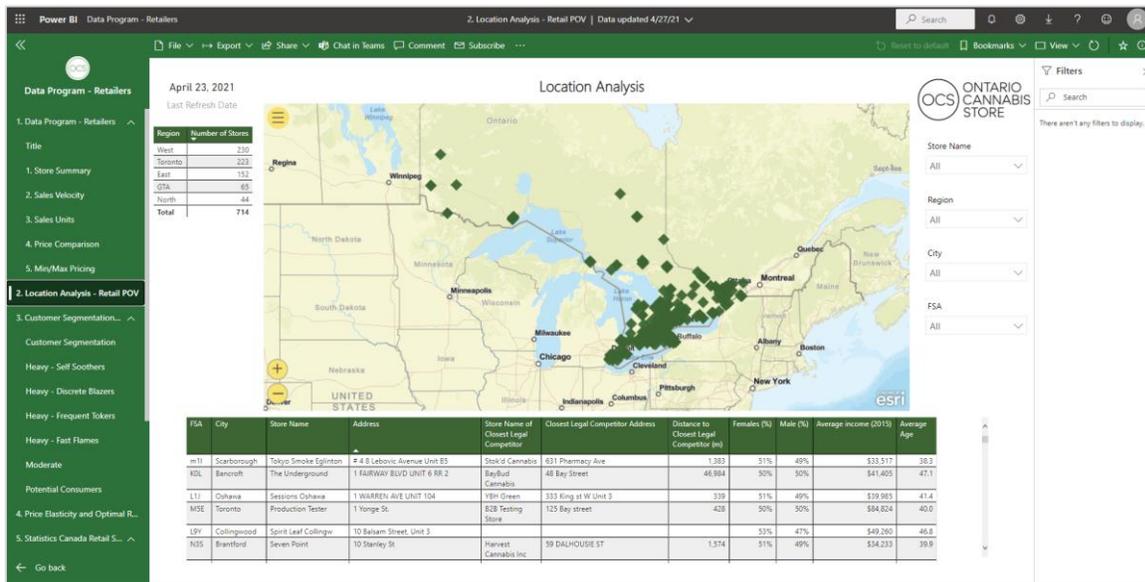
  

SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Min	Premium	Toronto	GTA	West	East	North
100013_1g...	CANOPY GROWTH CORP.	LBS	1g	Sunset	10.95	9.35	17%	9.35	9.35	9.35	9.25	8.99
100013_3.5g...	CANOPY GROWTH CORP.	LBS	3.5g	Sunset	35.18	29.99	17%	28.99	29.99	30.00	30.83	27.99
100013_7g...	CANOPY GROWTH CORP.	LBS	7g	Sunset	65.31	56.99	15%	56.97	59.73	56.42	57.39	56.35
100015_15 caps...	CANOPY GROWTH CORP.	LBS	15 caps	Sunset Softgels 10 mg	53.10	53.10	0%	53.10				
100016_7g...	CANOPY GROWTH CORP.	Tweed	7g	Anytle	59.00	59.00	0%				59.00	
100019_1g...	CANOPY GROWTH CORP.	Tweed	1g	Hindu Kush	9.15	7.95	15%	8.00	8.53	7.90	7.96	7.52
100019_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Hindu Kush	30.07	24.85	21%	25.99	18.46	26.06	24.78	25.82
100019_7g...	CANOPY GROWTH CORP.	Tweed	7g	Hindu Kush	57.91	47.54	22%	56.99	52.95	48.40	46.00	51.06
100021_15 caps...	CANOPY GROWTH CORP.	Tweed	15 caps	Bakerstreet Softgels 10 mg	31.20	26.40	16%	25.24	26.32	26.53	27.95	26.40
100023_1g...	CANOPY GROWTH CORP.	Tweed	1g	C-LAND	9.24	7.97	16%	7.07	7.97	7.97	7.95	8.11
100023_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	C-LAND	33.66	30.62	10%	32.00		31.99	28.95	
100027_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Skunk Haze	30.61	25.95	16%	25.46	26.06	26.50	26.85	25.84
100029_15 caps...	CANOPY GROWTH CORP.	Tweed	15 caps	Penelope Softgels 10 mg	29.98	23.41	28%	28.05	28.32	23.99	14.70	27.95
100031_15g...	CANOPY GROWTH CORP.	Tweed	15g	Alghan Kush	104.53	104.55	0%	104.55				
100031_3.5g...	CANOPY GROWTH CORP.	Tweed	3.5g	Alghan Kush	30.30	25.00	21%	26.47	25.00	27.95	26.84	25.99

## 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: Usage, Attitudes and Consumer Targeting

This report provides an overview of consumer segments in each area using demographic information provided by the FSA.

#### 3.1: Introduction

The OCS commissioned a survey in December 2020 to better understand consumers in Ontario – including their attitudes, opinions, consumption, purchase patterns and intended behaviours. The results provide an interactive view of the Ontario consumer and can be filtered based on region and focus. The results also include four heavy usage target segments for 2021 (sourced from the 2021 Consumer Targeting research). This provides a more detailed understanding of each target segment, including a summary based on purchase behaviours and a few recommended acquisition and retention strategies.

#### What does this report include and how can it be used?

You can use the Filter setting, located on the right side of the screen to adjust the data. When the report is filtered by store, the data shown represents the region data in which the store is in, the view of the results on the page will vary depending on the filters selected. Please note: If your municipal region or store name is not available in the filter as a result of in-sufficient sample size, please select your census region.

To clear the filter(s), deselect the same the selection or select  icon beside the name of the filter or select  icon on the top right of the report.

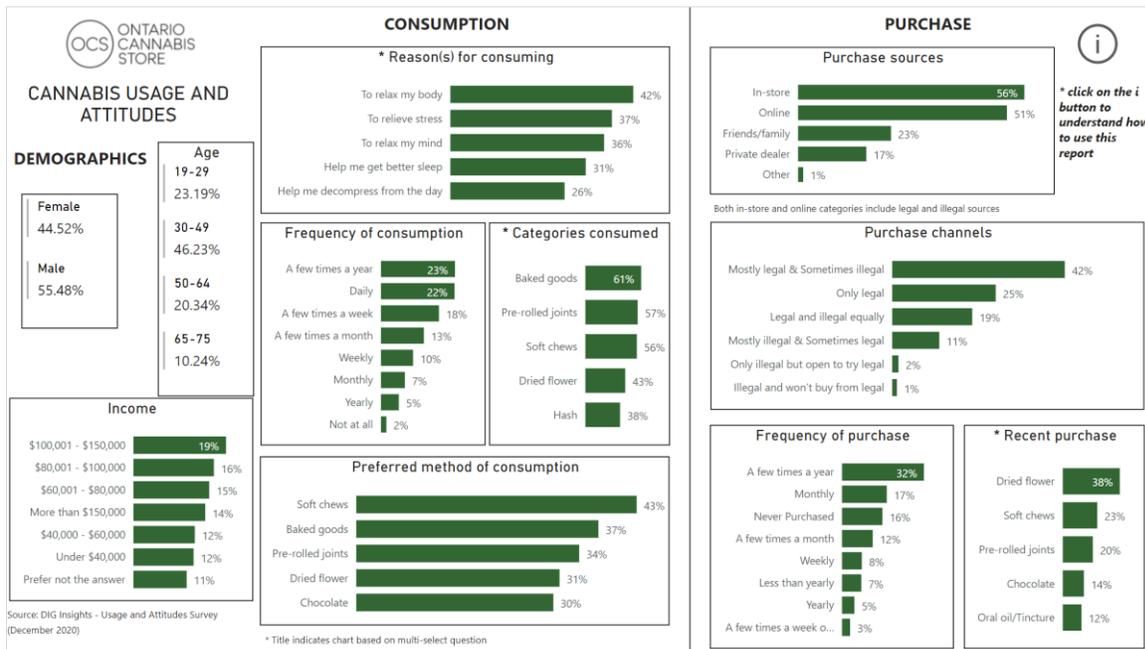
Watch our [video](#) to learn how to navigate the BI Report.

#### 3.2: Usage, Attitudes and Consumer Targeting

This page provides a view of consumer demographics, consumption patterns and reported purchase behaviours. In addition to the region and store filters, you can select a specific focus to filter. for example, you can select 'Purchase sources – in-store' or multi-select "Purchase sources – in-store and 'Purchase channel – only legal'. Use Ctrl + click to multi-select data points across the visuals on the page. When selecting this bar within the chart, results across the page will filter based on in-store purchasers or legal in-store purchasers (with multi-selection).

To un-filter or revert, simply select the same bar area (in this case, 'in-store purchaser') or any blank space within the charts.

*Figure 7: Report 3 – Usage and Attitudes & Consumer Targeting*

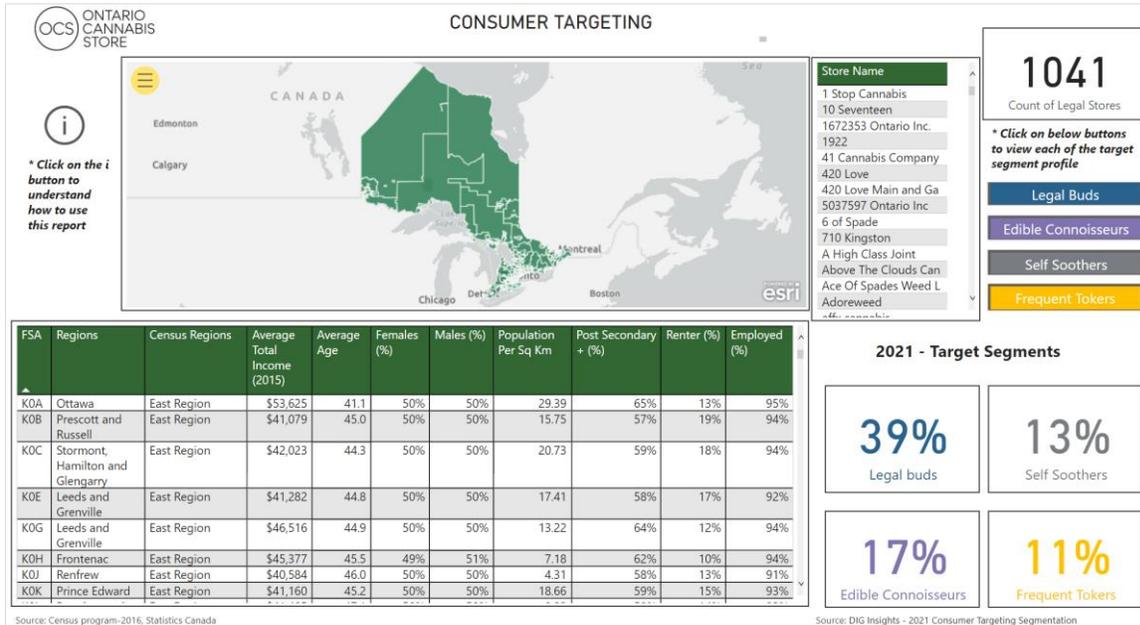


### 3.3: Consumer Targeting

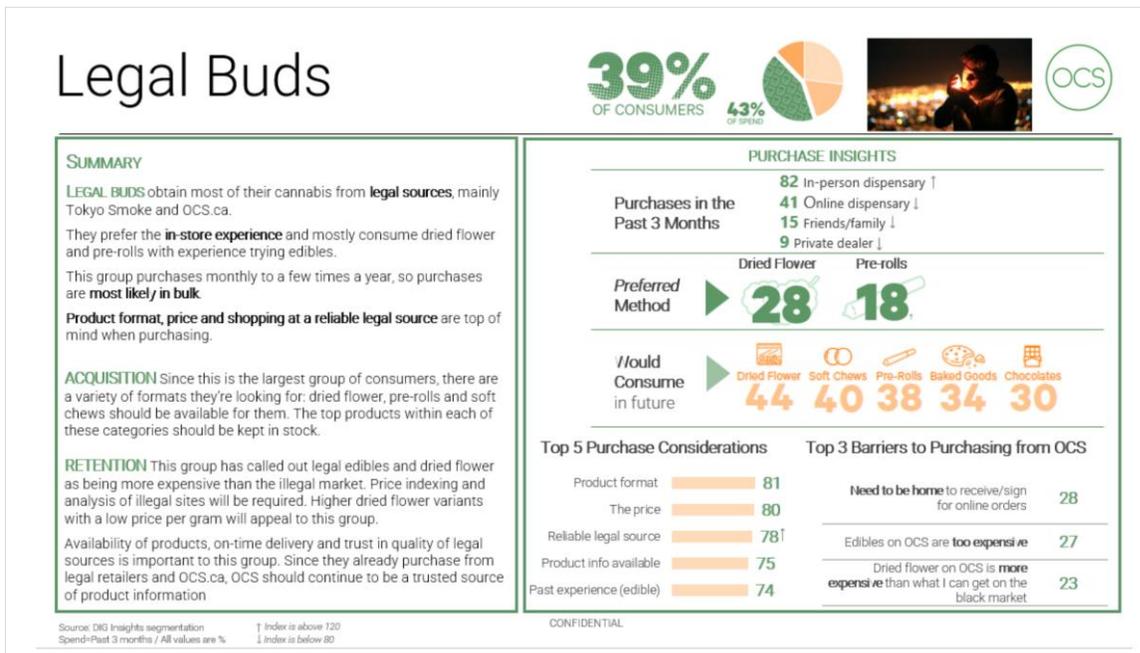
This page provides a view of Statistics Canada census data, including demographic information by FSA regions. It also provides an up-to-date view of all retail stores in Ontario displaying the total number of stores open. The OCS has included a view of the 2021 target segments that have been identified through statistical analysis of the Usage and Attitudes consumer survey. By selecting a FSA region in the table view, the page will filter based on this region, providing the stores in that region, as well as a view of the proportion of each segment. Please note: There are a few regions that may not have stores, in that case filters in the target segments chart may not be applied at this time.

The OCS Consumer Targeting report contains new and existing cannabis consumer segments and includes their needs, wants, and how to reach and retain consumers currently purchasing from illegal channels. A profile for each target segment is available and can be accessed by selecting each target segment name located on the top right-hand side of the page. Each profile includes a summary of behaviours and attitudes, acquisition, and retention strategies, as well as purchase insights that help illustrate who these consumers are.

Figure 8: Report 3 – Usage, Attitudes and Consumer Targeting



Figures 9-12: Report 3 – Usage, Attitudes and Consumer Targeting



# Edible Connoisseurs

**17%** OF CONSUMERS **18%** OF SPEND





**SUMMARY**

**EDIBLE CONNOISSEURS** most of their cannabis from **illegal sources** (mainly MoM sites). They prefer edibles, followed by soft chews and are not willing to switch these two in the future.

They purchase **most/ monthly**, or a few times per year.

They also perceive legal cannabis as **higher priced** and lower quality than the illegal market but are **willing to spend more money**.

**Price, experience and product format** are top of mind when purchasing.

**ACQUISITION** Low-to-medium ranged prices for soft chews and baked goods through price index and analysis of illegal market sites. Both hybrid and indica strains appeal to this group.

**RETENTION** This group values purchase and consumption experiences. Proper education through budtenders and OCS.ca content will help most of these consumers.

This group is looking for higher-potency edibles and is a major factor in repurchasing. More than half of these consumers look for high THC and high CBD options. The current 10 mg THC limit on edibles is a barrier, so soft gels and capsules will appeal to them.

**PURCHASE INSIGHTS**

Purchases in the Past 3 Months

69	Online dispensary ↑
26	Friends/family
23	In-person

Preferred Method

24	Soft Chews
14	Baked Goods

Would Consume in future

46	Soft Chews
33	Baked Goods
33	Chocolates
24	Dried Flower
22	Oils (ingestible)

Top 5 Purchase Considerations

77	The price
75	Past experience (edible)
72	Product format
70	Product info available
69	Speed of delivery

Top 3 Barriers to Purchasing from OCS

40	Edibles on OCS are <b>too expensive</b>
35	<b>Need to be home</b> to receive/sign for online orders
35	Edibles on OCS are <b>not potent enough</b>

Source: DIG Insights segmentation | Spend=Past 3 months / All values are % | ↑ Index is above 120 | ↓ Index is below 80

CONFIDENTIAL

# Self Soothers

**13%** OF CONSUMERS **0%** OF SPEND





**SUMMARY**

**SELF SOOTHERS** obtain most of their cannabis from **sources like friends and family**. They do purchase cannabis, but only a few times a year.

They perceive legal cannabis as **higher priced** than cannabis in the illegal market (+37%).

Over half of these consumers (51%) **don't know the strains they're consuming**.

**Product format, price and experience** are top of mind when purchasing.

**ACQUISITION** Though they prefer dried flower, Self-Soothers have consumed a variety of edibles including soft chews, baked goods, and chocolates.

**RETENTION** Consumption experience of edibles, mainly baked goods and soft chews, is very important to this group. Offering higher potency edibles will help here.

Purchase experience will also be an important factor to retain this group: good site experience on OCS.ca and an informative experience in the legal retailers.

Edibles, vapes and dried flower out as higher priced than illegal market. Price indexing and analysis of illegal sites will be required.

**PURCHASE INSIGHTS**

Purchases in the Past 3 Months

While 79% of Self-Soothers have purchased cannabis at some point, none of them have made a purchase in the past three months. Despite this, 52% still visited OCS.ca. And 21% consume cannabis to treat a condition or disease that was diagnosed by a doctor.

Preferred Method

27	Dried Flower
19	Pre-rolls

Would Consume in future

40	Dried Flower
38	Soft Chews
35	Pre-Rolls
34	Baked Goods
31	Chocolates

Top 5 Purchase Considerations

85	Product format
81	The price
77	Past experience (edible)
76	The strain type
67	Product info available

Top 3 Barriers to Purchasing from OCS

34	Edibles on OCS are <b>too expensive</b>
28	Vapes/cartridges/oil from legal channels are <b>more expensive</b>
27	Dried flower on OCS is <b>more expensive</b> than what I can get on the black market

Source: DIG Insights segmentation | Spend=Past 3 months / All values are % | ↑ Index is above 120 | ↓ Index is below 80

CONFIDENTIAL

# Frequent Tokers

**11%**  
OF CONSUMERS



## SUMMARY

**FREQUENT TOKERS** obtain their cannabis from **illegal sources** – mainly dealers and mail-order marijuana (MoM) sites. They prefer dried flower, followed by vaping, and would like to try soft chews and hash in the future.

They mostly purchase weekly, or a **few times a week**. They are **price sensitive** and mostly perceive legal cannabis as higher-priced (+49% per gram) and lower quality than the illegal market.

**Price, product format and potency** (high THC) are top of mind when this group is purchasing.

**ACQUISITION** Since they consume almost five times a day and are low-income earners, Frequent Tokers are looking for cheap hybrid strains. These strains are usually sold in bulk in the illegal market. Fourteen and twenty-eight gram formats will appeal to these consumers.

**RETENTION** High-THC flower and moist buds will appeal to these segments. Smell, taste and effects are other factors that can influence purchase. This segment has the most knowledge of cannabis and since private dealers are their main source, it will be hard to convert them. Budtenders need to focus on price and quality offering.

## PURCHASE INSIGHTS

**Purchases in the Past 3 Months**

- 52 Private dealer ↑
- 45 Online dispensary
- 39 Friends/family↑
- 37 In-person

**Preferred Method**

- Dried Flower: **61**
- Vapes: **18**

**Would Consume in future**

- Dried Flower: **63** ↑
- Pre-Rolls: **40** ↑
- Soft Chews: **36**
- Hash: **32** ↑
- Baked Goods: **30**

## Top 5 Purchase Considerations



## Top 3 Barriers to Purchasing from OCS



Source: DIG Insights segmentation Spend-Past 3 months / All values are % ↑ Index is above 120 ↓ Index is below 80

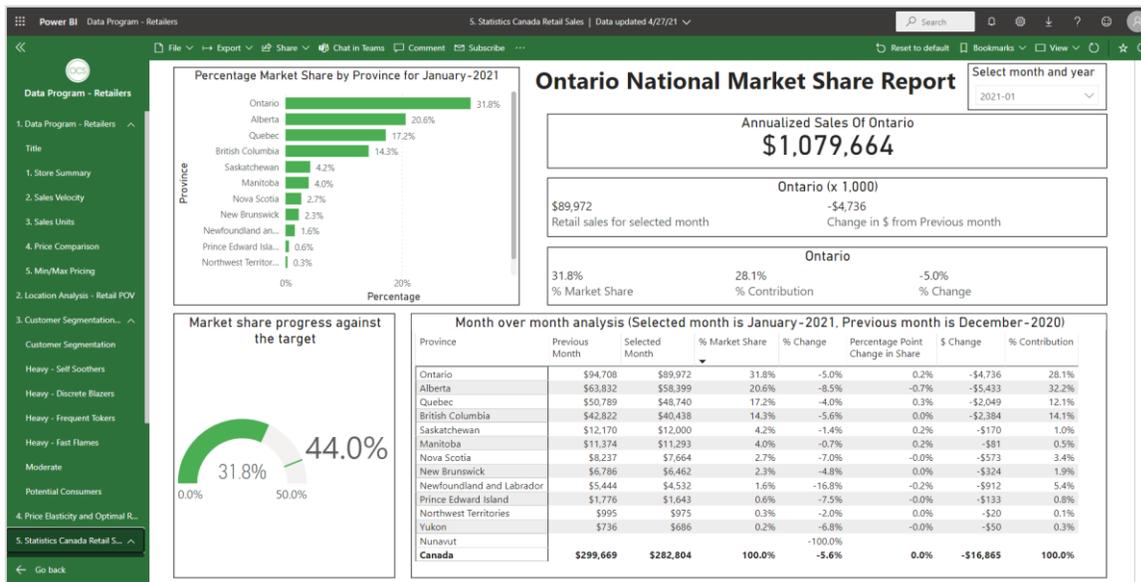
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### Report 5: Statistics Canada Retail Sales

This report provides an overview of legal market share as reported by Statistics Canada. It allows you to view Ontario’s performance against the target and provides a comparison to other provinces. There are several other views, including historical trends.

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

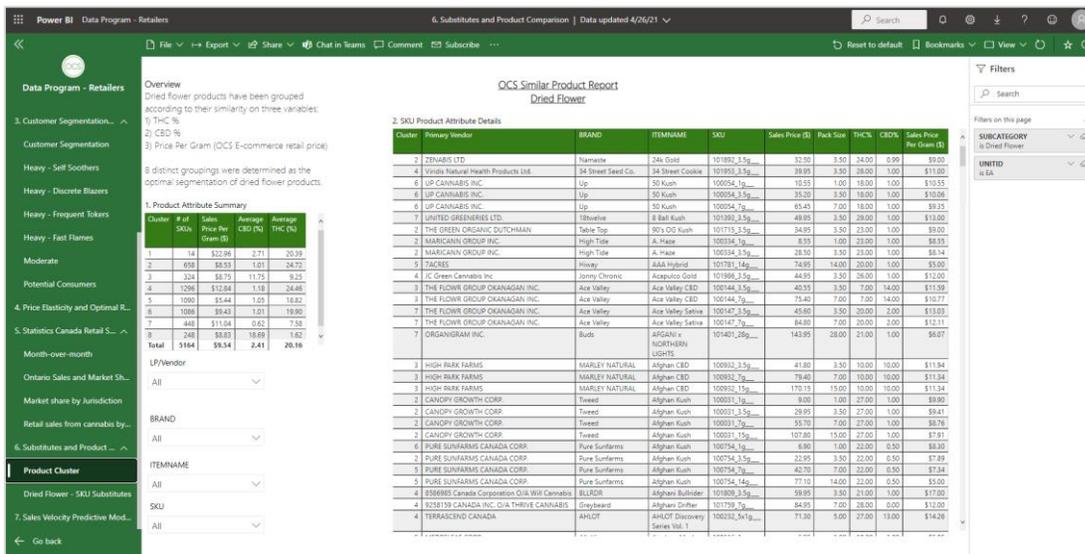
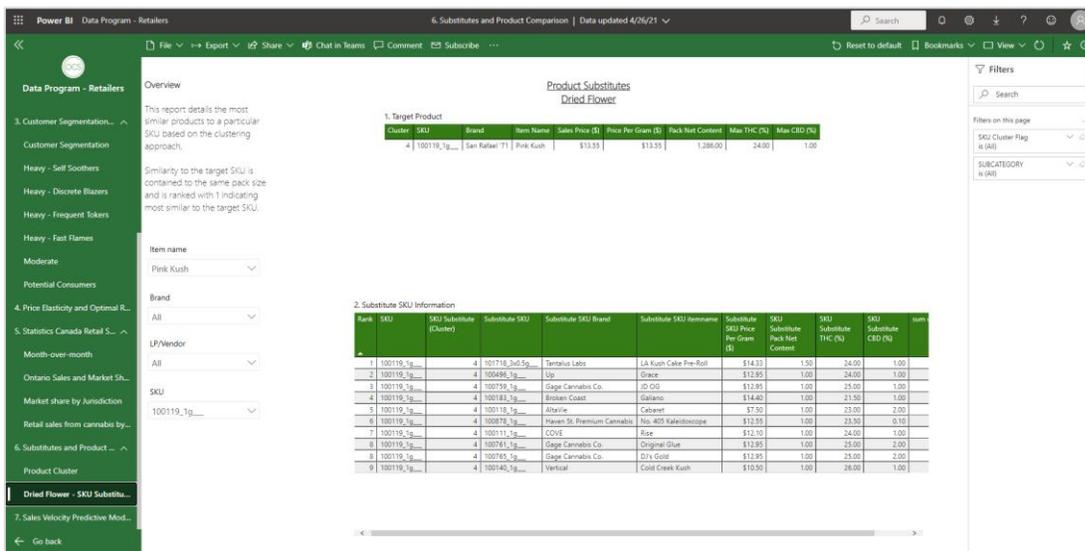


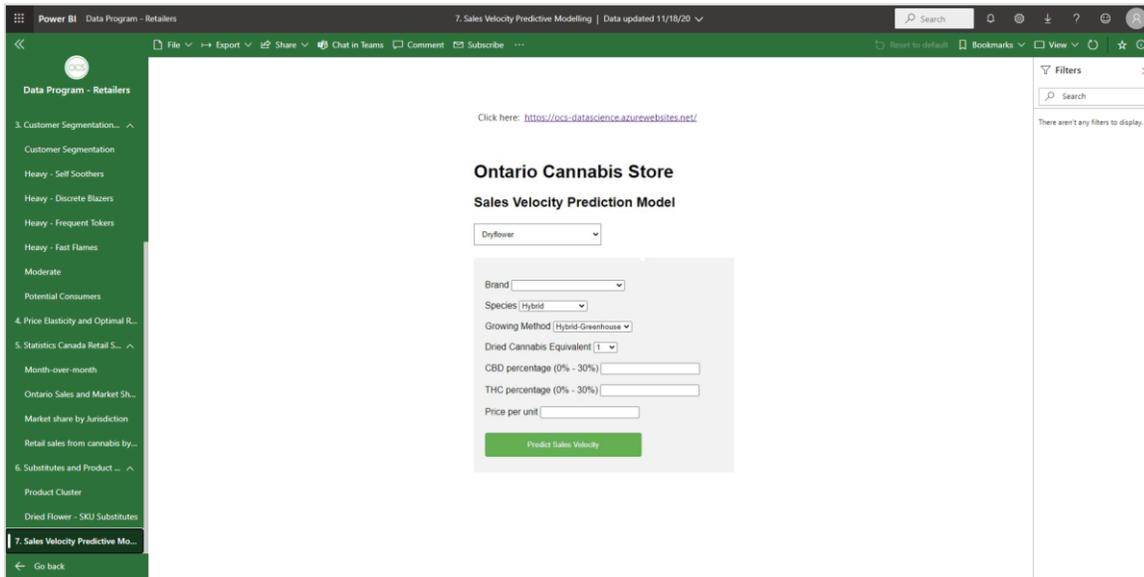
Figure 12: Report 6 – Substitutes and Product Comparison



## 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. You will be asked to input the attributes of a new or coming-soon product to understand if the product is right for your location.

Figure 13: Report 7 – Sales Velocity Prediction Model

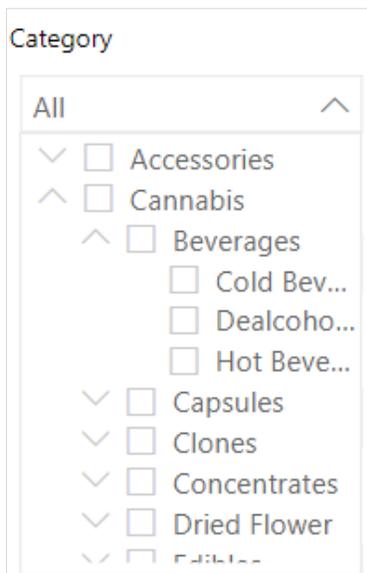


## FILTERING

### Working with Filters

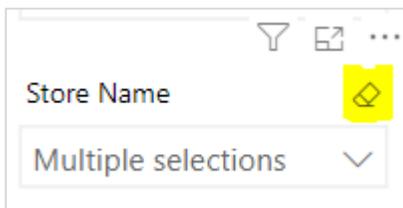
If a filter is applied on one page it is automatically carried over to subsequent pages of the same report. Some filters are multi-layered and permit the ability to drill through.

Figure 6: Nested Filters



To clear a filter, hover over the filter and select the eraser icon.

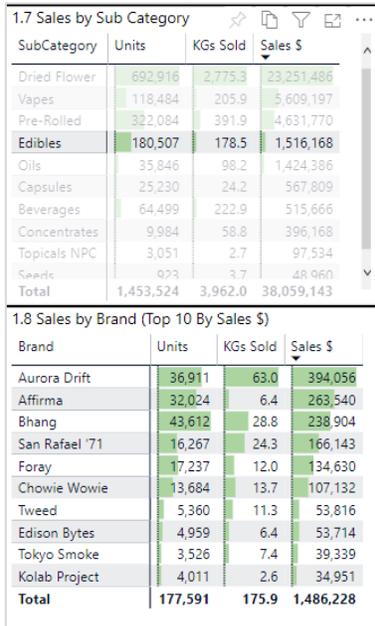
Figure 7: Clear Filter



You may also select multiple items by holding the CTRL key. Please 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, if you select a Subcategory in visualization 1.7 it 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
<b>Edibles</b>	<b>180,507</b>	<b>178.5</b>	<b>1,516,168</b>
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
Spotic	923	3.7	48,960
<b>Total</b>	<b>1,453,524</b>	<b>3,962.0</b>	<b>38,059,143</b>

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
<b>Total</b>	<b>177,591</b>	<b>175.9</b>	<b>1,486,228</b>

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
<b>Total</b>	<b>174,789</b>	<b>473.1</b>	<b>4,874,309</b>

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
<b>Total</b>	<b>731,953</b>	<b>2,180.3</b>	<b>19,592,856</b>

## SCENARIOS

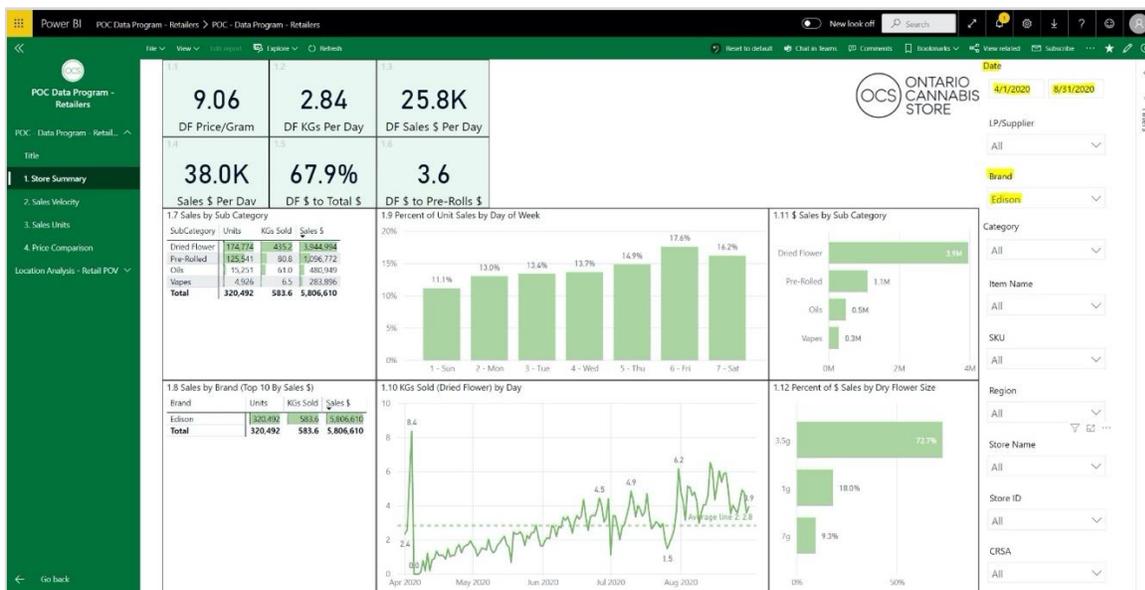
The scenarios presented below demonstrate how the app can solve commonly asked questions posed by Retailers.

### Scenario 1

*How would I determine historical sales trends for a brand at my store?*

You will only be able to see detailed performance for your own store. On the Store Summary page, you can select a brand from the filter section and expand your date range to view trends across a greater time period.

Figure 10: Filter by Brand, Date

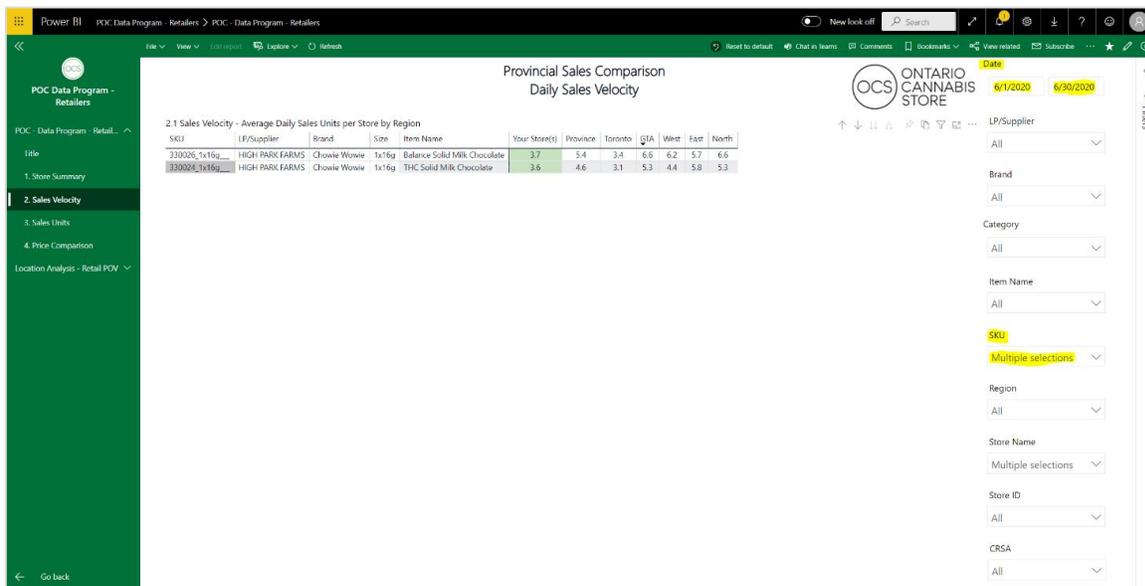


## Scenario 2

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

You can filter for the SKU(s) or Item Name(s) to see how your sales velocity compares to the provincial and regional averages. You must ensure that the Date field includes the relevant date range for which you wish to compare.

Figure 11: Sales Velocity for Selected SKUs / Items

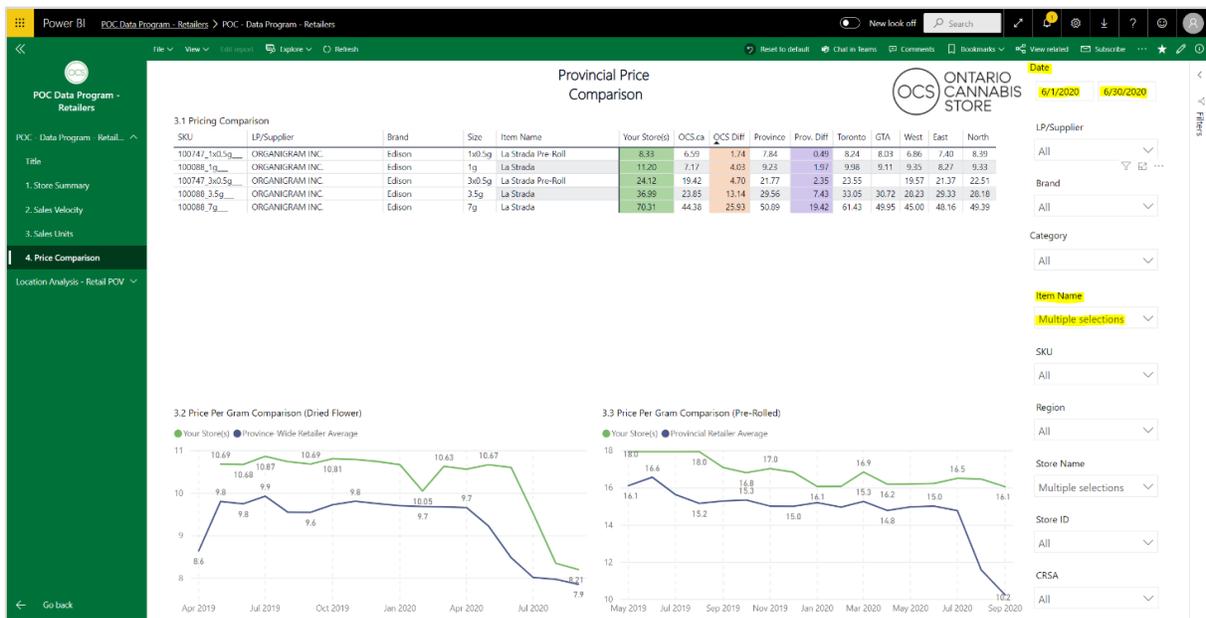


### Scenario 3

*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, use the filter for the SKUs/Items you wish to analyze and ensure that 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

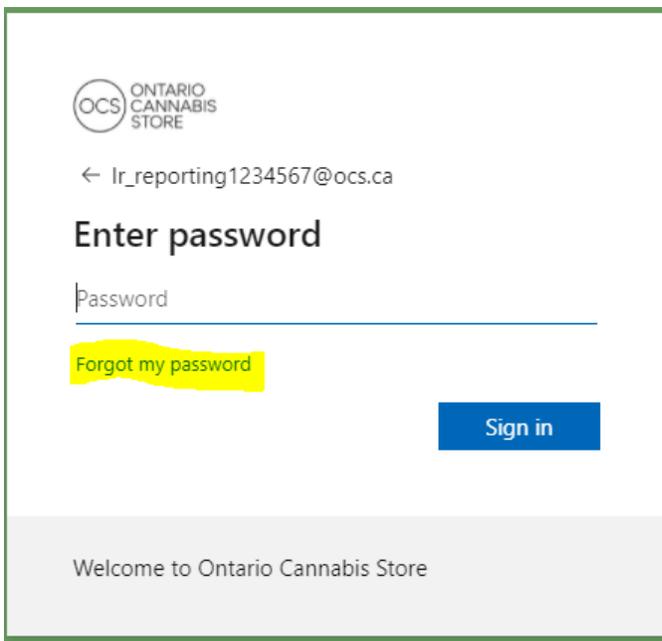


## FREQUENTLY ASKED QUESTIONS

Password Reset/Account Locked:

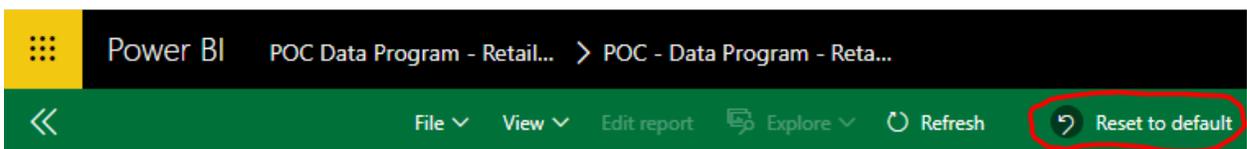
You can reset your password yourself by attempting to log in and select Forgot My Password. When you first logged into your account, you (or someone within your organization) would have entered a recovery email and/or phone number. A one-time password will be sent to the recovery email/phone for you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

Figure 13: Password Reset



If data is missing or you are unable to see any data, please select Reset to Default icon to clear all filters.

Figure 14: Reset to Default



## CONTACT US

Please reach out to your District Sales Manager for any questions or support. For more information, please visit our [website](#).