



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 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

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.

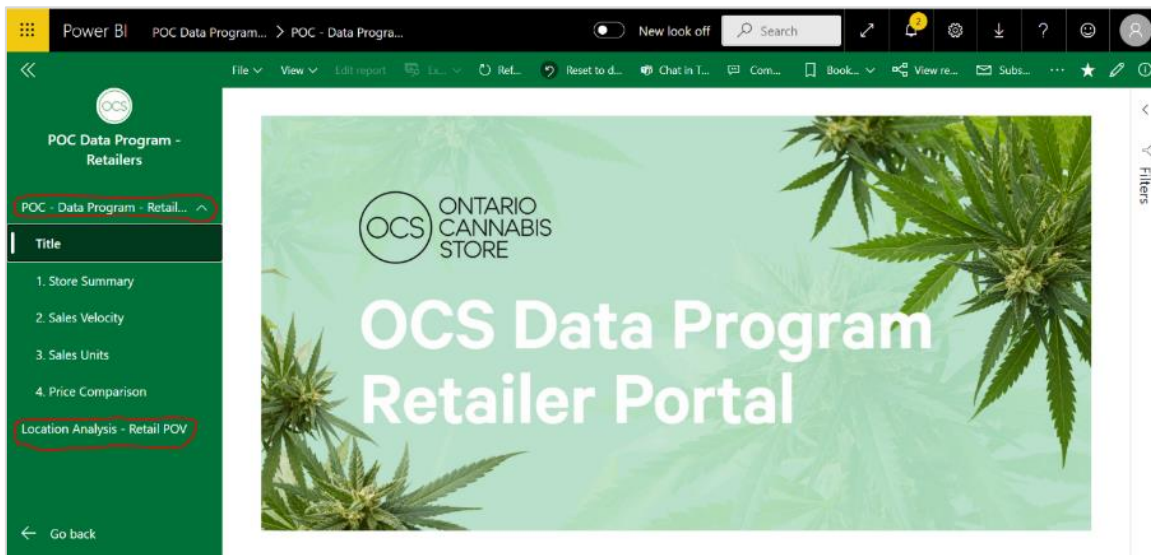
To View Your Data

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

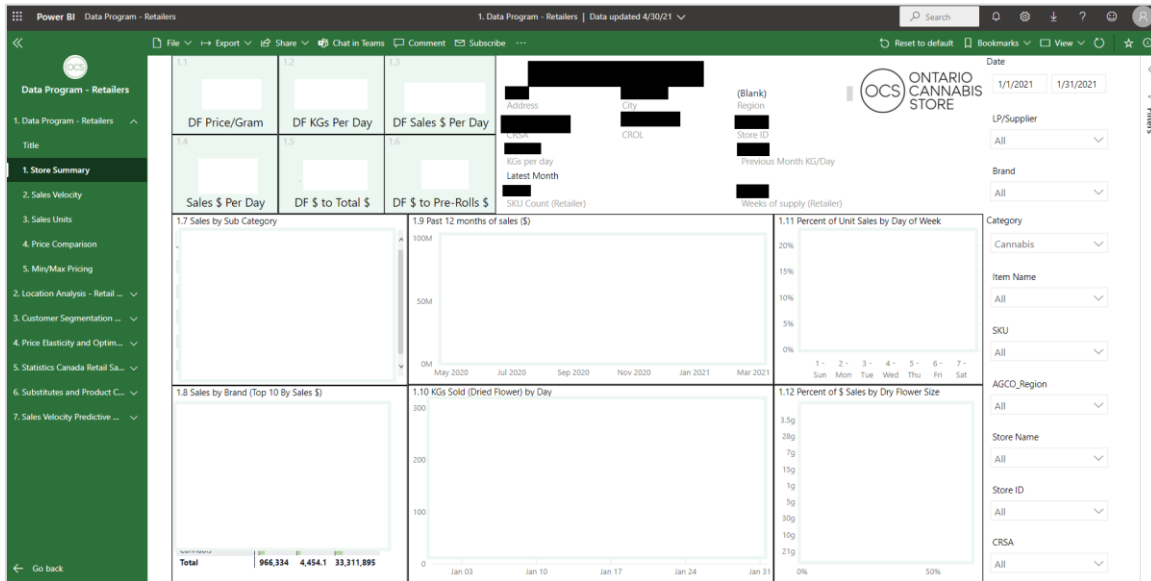


POC – DATA PROGRAM – RETAILERS

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

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

File View Data report Settings Refresh

Provincial Sales Comparison
Daily Sales Velocity

OCs ONTARIO CANNABIS STORE

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

LP/Supplier: All

Brand: All

Category: All

Item Name: All

SKU: All

Region: All

Store Name: Multiple selections

Store ID: All

CRSA: All

Go back

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

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	33.0	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	5.8	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.	RUFF	1x1g	OTB1 Pre-Roll	4.2	11.9	7.3	23.5	12.3	15.2	10.7
330026, 1x10g	INDIA 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	8.8
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	WEEDWIP 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	8.8
101290, 1x1g	APHRIA INC.	RUFF	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
100662, 0.5g	APHRIA INC.	Solei	0.5g	Gather Pre-Roll	3.4	8.8	3.8	14.9	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	2.6
101210, 4x0.5g	EMBLEM CANNABIS CORP.	Symbol	4x0.5g	Hoverboard Pre-Roll		2.5	1.0	14.3		2.6	1.2
100073, 1g	APHRIA INC.	RUFF	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 OG	4.4	8.2	5.6	12.9	7.4	9.6	16.3
100993, 1x1g	APHRIA INC.	RUFF	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
101253, 1g	ZENABIS LTD	Namaste	1g	Ultra Sour		6.0	5.1	12.4	7.1	6.2	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
101172, 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	
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. Please note: The filters are carried forward from Pages 1 and 2 of the report.

Figure 4: Report 1.3 – Sales Units

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

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POC Data Program - Retailers

1. Store Summary

2. Sales Velocity

3. Sales Units

4. Price Comparison

Location Analysis - Retail PCV

Go back

Provincial Sales Comparison
Monthly Sales Units

3.1 Units Sales by Region

SKU	LP/Supplier	Brand	Size	Item Name	Your Stores	Province	Toronto	QTA	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	911	176	105	251	200	194	215
330050,1x3.2g...	TIDAL HEALTH SOLUTIONS LTD.	Affirma	1x3.2g	Watermelon Soft Chew	905	174	103	246	185	195	214
100991,1x1g...	APHRIA INC.	Good Supply	1x1g	Royal Highness Pre-Roll	940	354	279	790	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	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
100997,1x1g...	APHRIA INC.	RIFF	1x1g	DT81 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
101365,10x0.35g...	REDECAN PHARM	Redecan	10x0.35g	Redes 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...	MIDRELEAF CORP.	San Rafael 71	5x4g	Blaqberry Soft Chews (5-Pieces)	315	145	105	189	193	127	184
101071,15 cps...	REDECAN PHARM	Redecan	15 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	150	121	189	188	124	213
330016,5x4g...	MIDRELEAF CORP.	San Rafael 71	5x4g	Pineapple Soft Chews (5-Pieces)	294	133	103	182	148	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	Redes Cold Creek Kush Pre-Roll	277	160	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	162	163
101386,3.5g...	APHRIA INC.	Good Supply	3.5g	Grower's Choice Indica	243	157	84	218	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
100080,1x0.5g...	APHRIA INC.	Solei	1x0.5g	Unplug Pre-Roll	239	130	99	245	93	182	100
330026,1x10g...	HIGH PARK FARMS	Chowie Wowie	1x10g	Balance Solid Milk Chocolate	239	198	95	180	160	135	164
320002,1x355ml	CANOPY GROWTH CORP.	Houseplant	1x355ml	Grapefruit Sparkling Water	236	198	185	170	226	206	179

LP/Supplier: All

Brand: All

Category: All

Item Name: All

SKU: All

Region: All

Store Name: Multiple selections

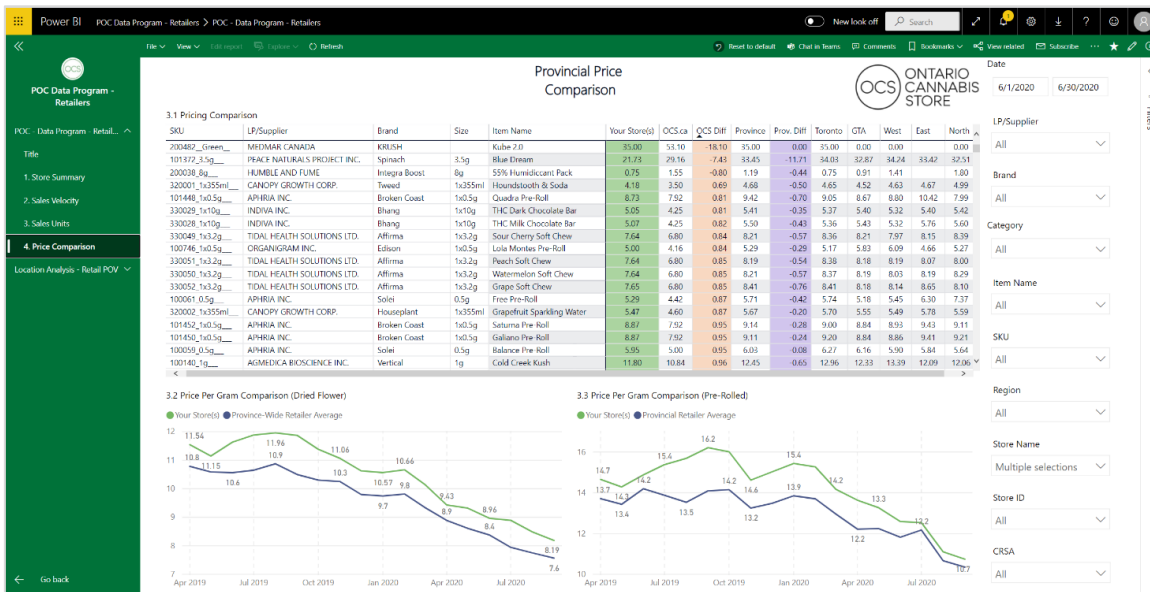
Store ID: All

CRSA: All

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.

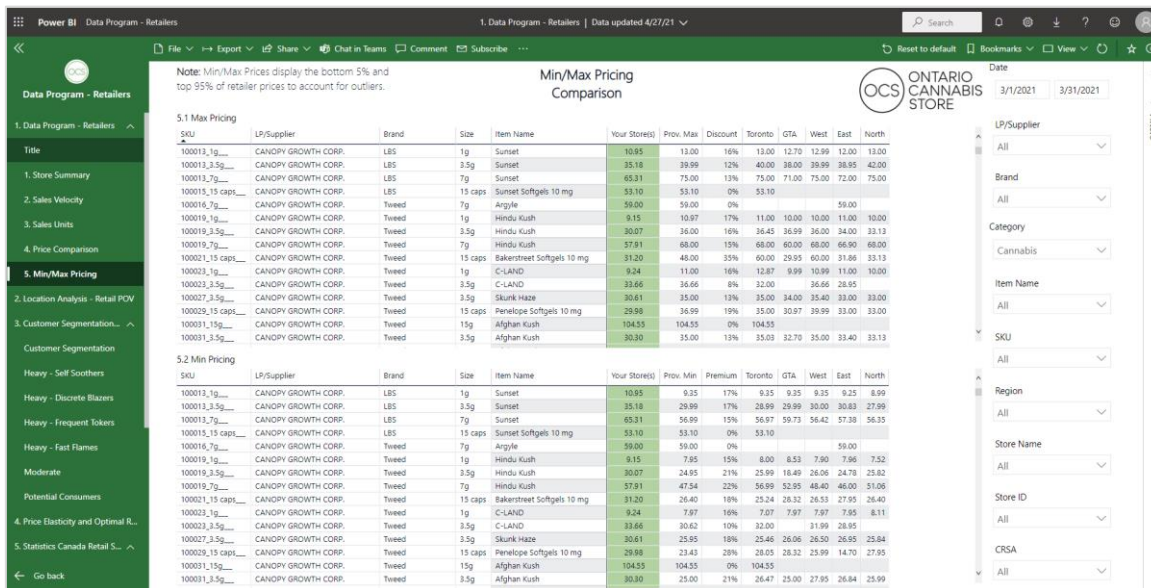
Figure 5: Report 1.4 - Price Comparison



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.

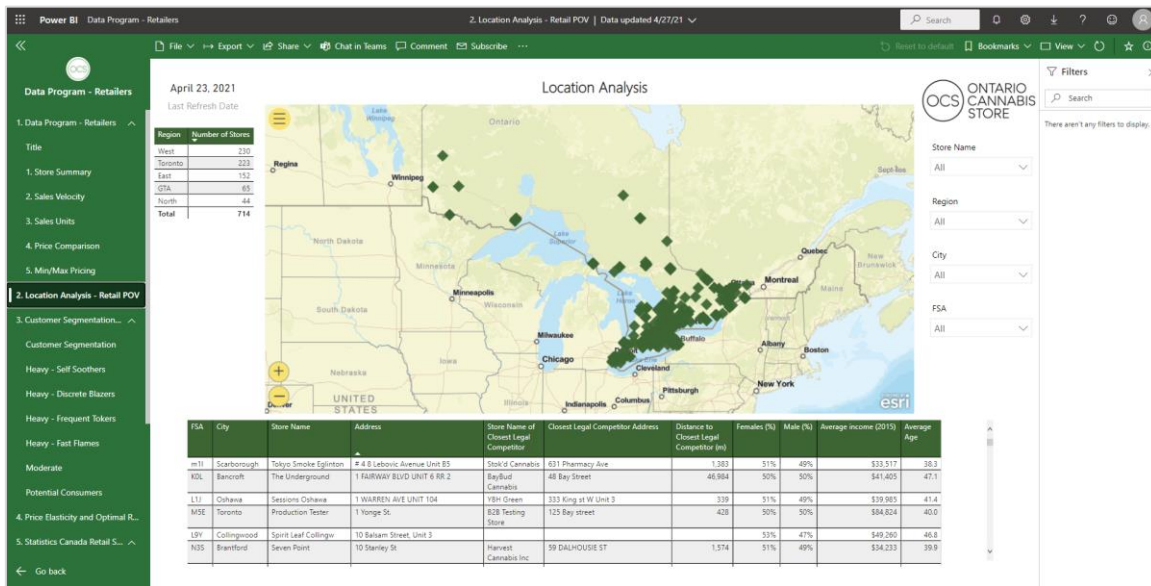
Figure 5: Report 1.5 – Min/Max Pricing



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: 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.

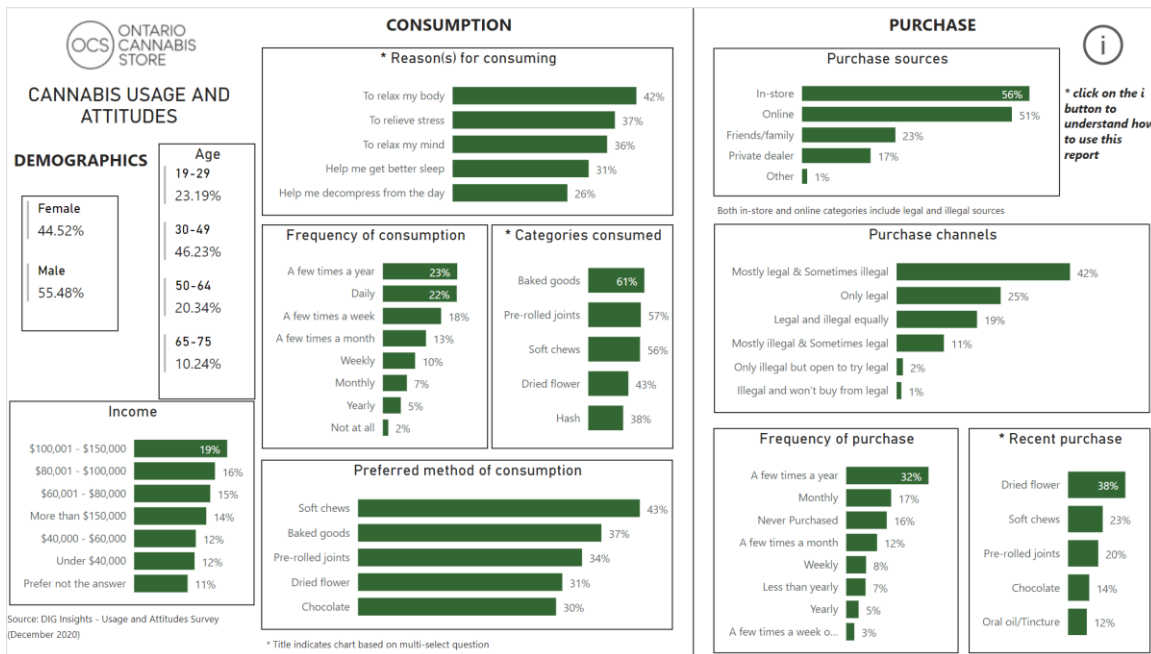
Watch our [video](#) to learn how to navigate the BI Report.

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

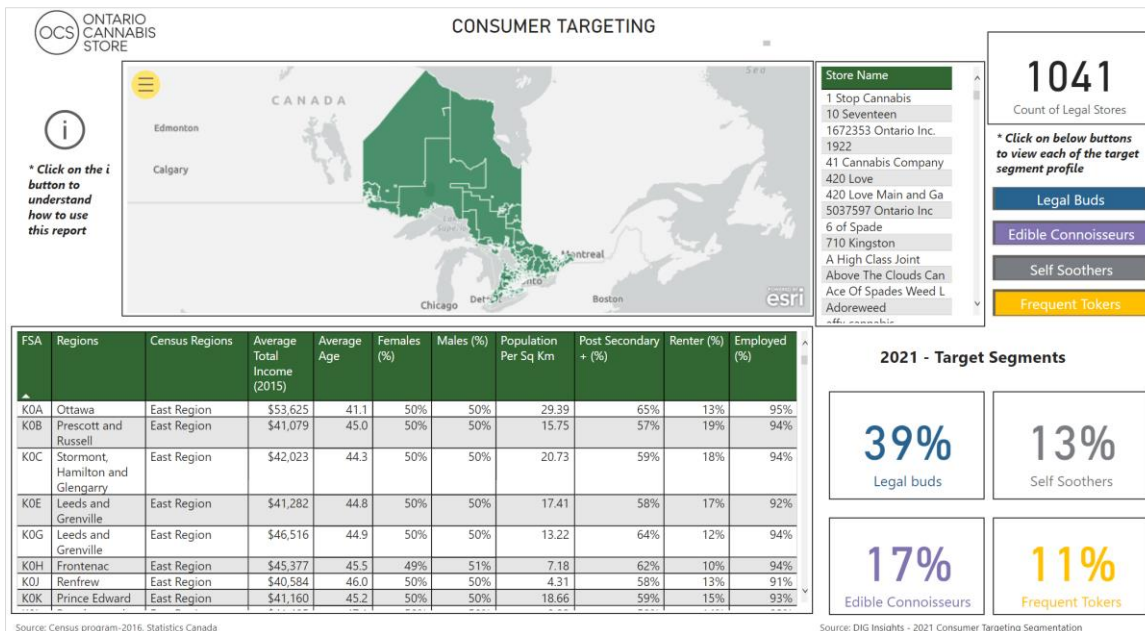


3.3: Consumer Targeting

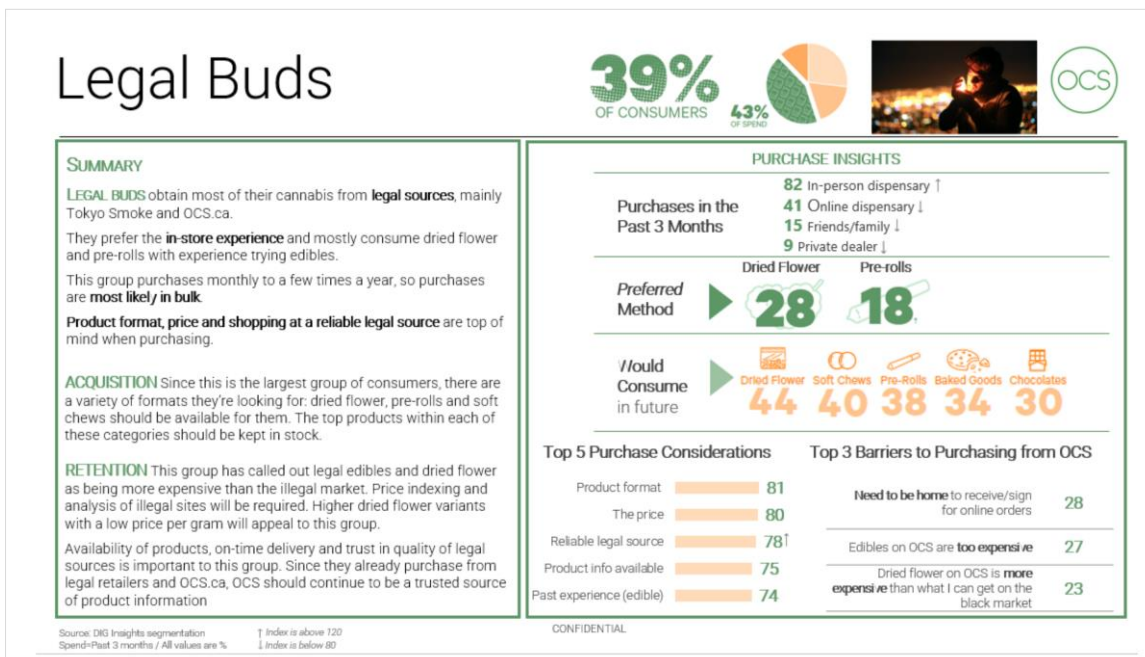
This page provides a view of Statistics Canada census data, including demographic information by FSA regions. It also provides an up-to-date view of all retail stores in Ontario displaying the total number of stores open. The OCS has included a view of the 2021 target segments that have been identified 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



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

Soft Chews	24
Baked Goods	14

Would Consume in future

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

Top 5 Purchase Considerations

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

Top 3 Barriers to Purchasing from OCS

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

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



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

Dried Flower	27
Pre-rolls	19

Would Consume in future

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

Top 5 Purchase Considerations

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

Top 3 Barriers to Purchasing from OCS

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

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

Price 91
Product format 87
High in THC 86 ↑
Past experience (strain...) 81
Strain type 79

Top 3 Barriers to Purchasing from OCS

Dried flower on OCS is **more expensive** than what I can get on the black market 57
Edibles on OCS are **too expensive** 55
The **quality of cannabis on OCS** is lower than I get can get on the black market 45

Source: DIO Insights segmentation
Spend=Past 3 months / All values are %

↑ Index is above 100
↓ Index is below 80

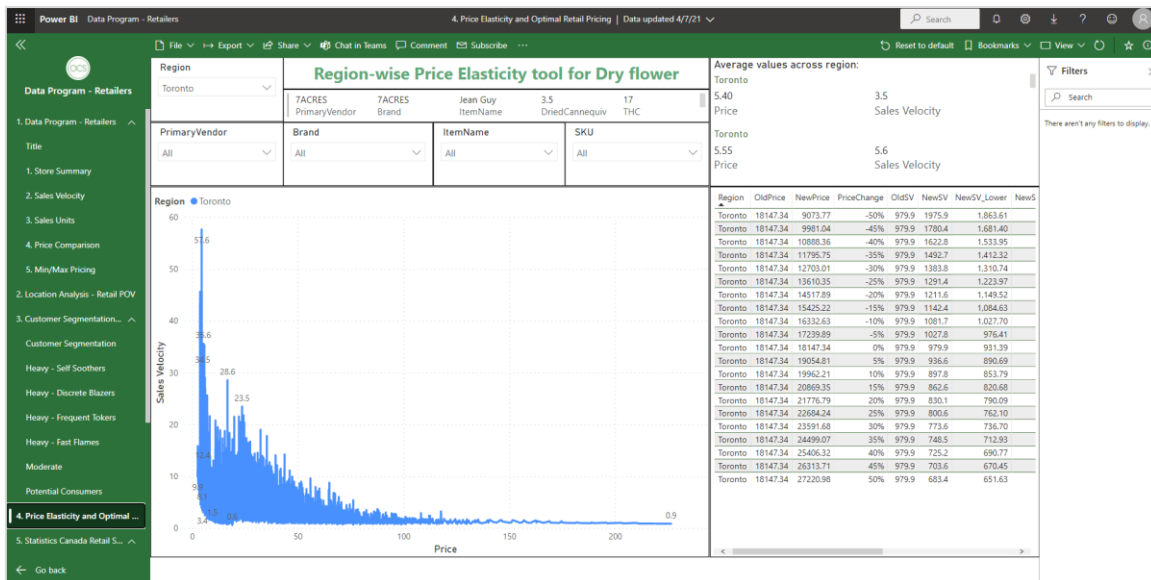
CONFIDENTIAL

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.

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

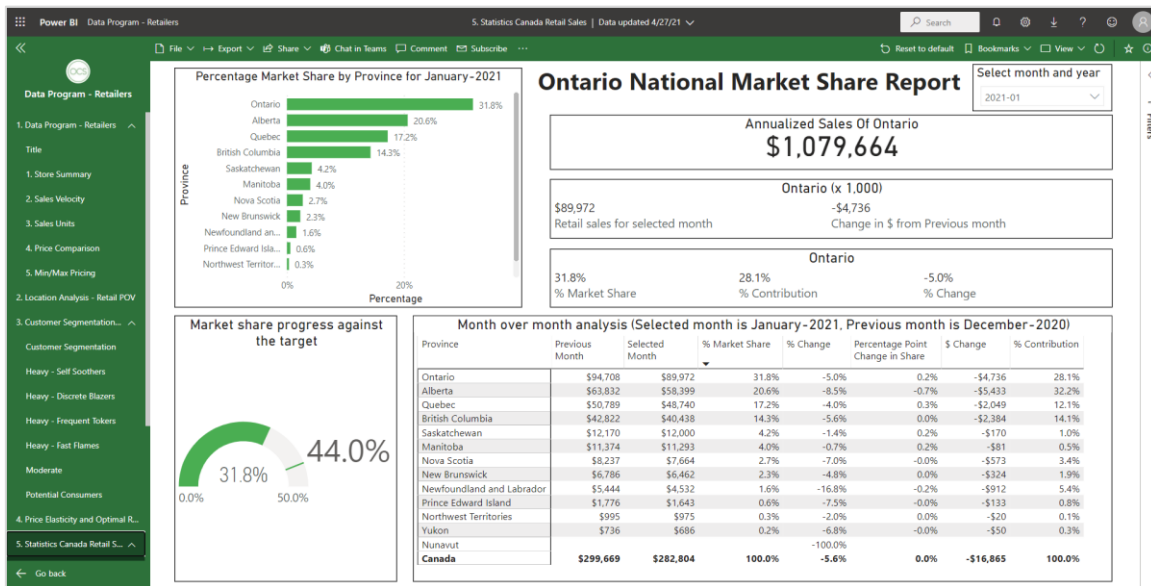
Figure 9: Report 4 – Price Elasticity



Report 5: Statistics Canada Retail Sales

This report provides an overview of legal market share 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

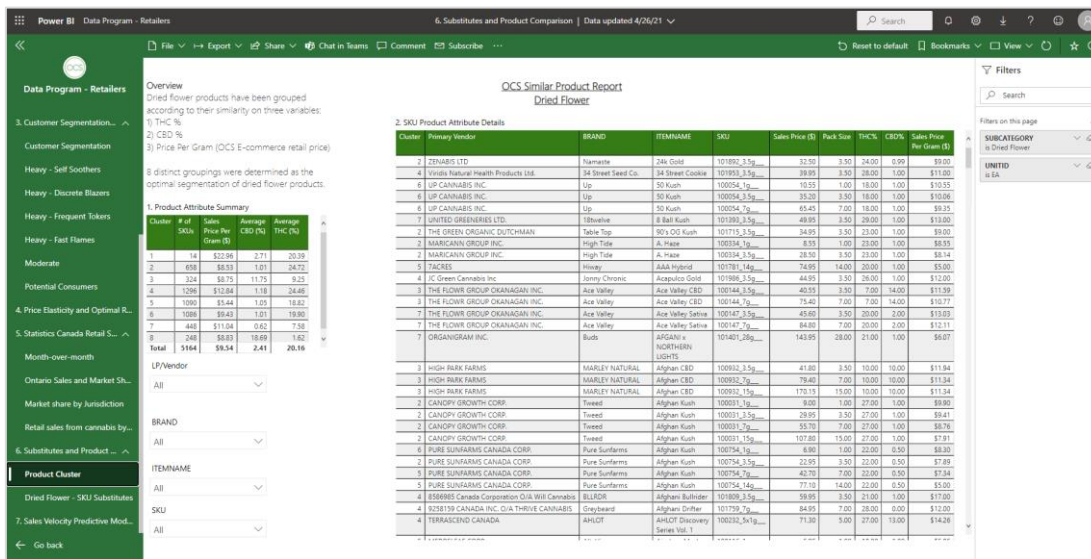
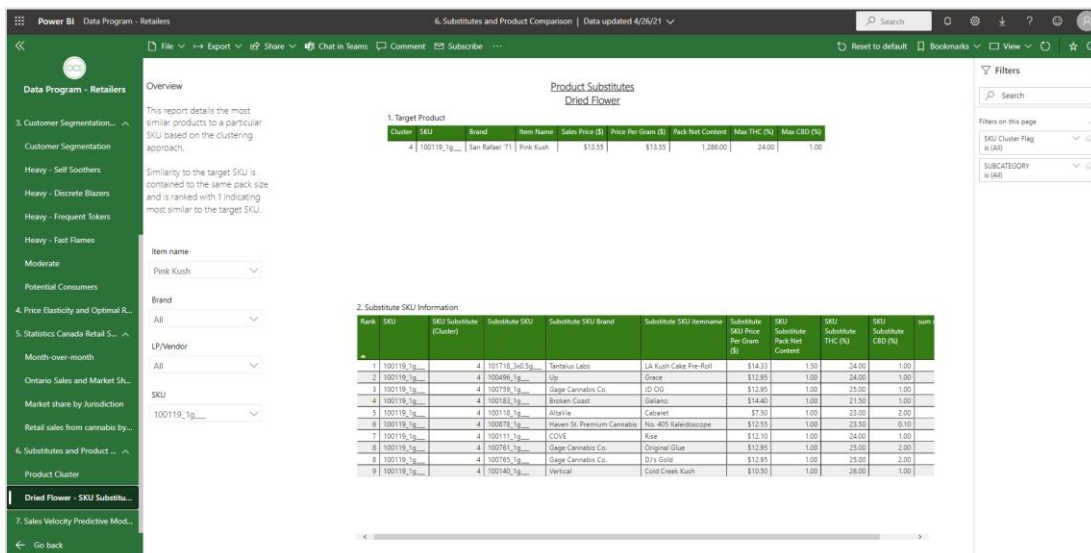


Figure 12: Report 6 – Substitutes and Product Comparison



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

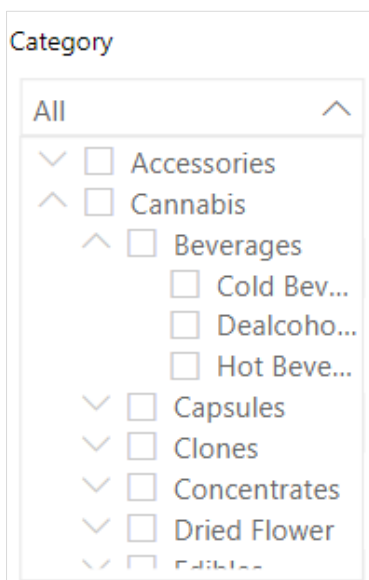
The screenshot shows a Power BI report titled "Sales Velocity Predictive Modelling" with a subtitle "Data updated 11/18/20". The left sidebar lists various reports under "Data Program - Retailers", with "7. Sales Velocity Predictive Mo..." selected. The main content area displays the "Ontario Cannabis Store Sales Velocity Prediction Model" form. The form includes a link to <https://ocs-datascience.azurewebsites.net/> and a "Dryflower" dropdown menu. Below this is a grey box containing input fields for "Brand", "Species" (set to "Hybrid"), "Growing Method" (set to "Hybrid-Greenhouse"), "Dried Cannabis Equivalent" (set to "1"), "CBD percentage (0% - 30%)", "THC percentage (0% - 30%)", and "Price per unit". A green "Predict Sales Velocity" button is at the bottom of the form. A "Filters" panel on the right indicates "There aren't any filters to display."

FILTERING

Working with Filters

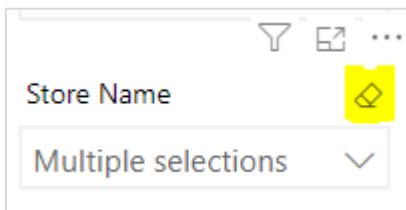
If a filter is applied on one page it is automatically carried over to subsequent pages of the same report. Some filters are multi-layered and permit the ability to drill through.

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
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
Smalts	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 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

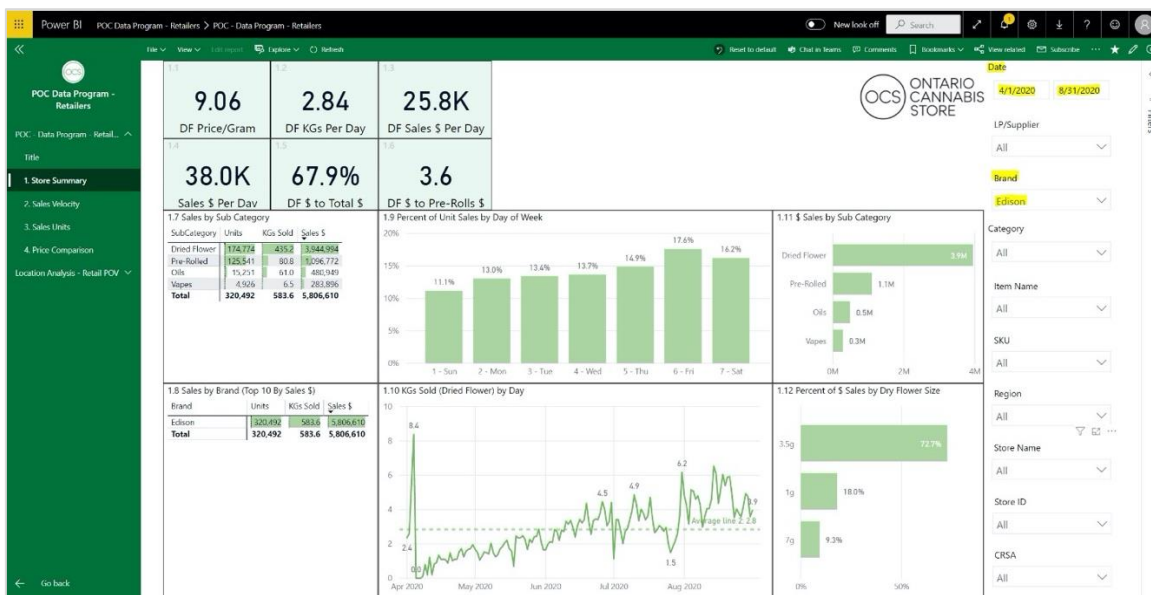
The scenarios presented below demonstrate how the app can solve commonly asked questions posed by Retailers.

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

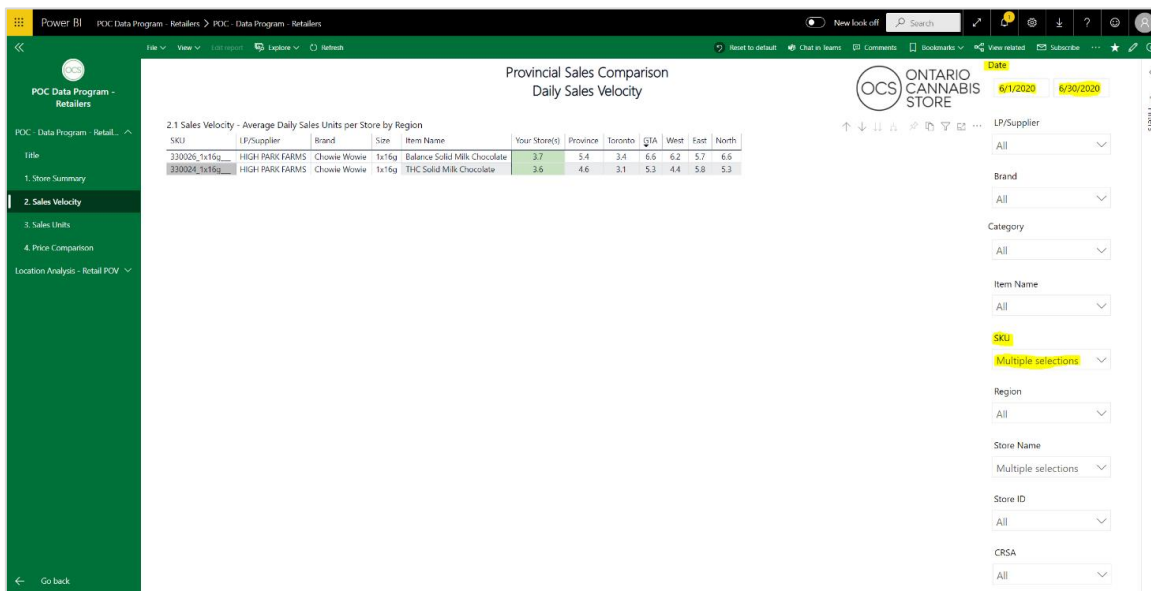


Scenario 2

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

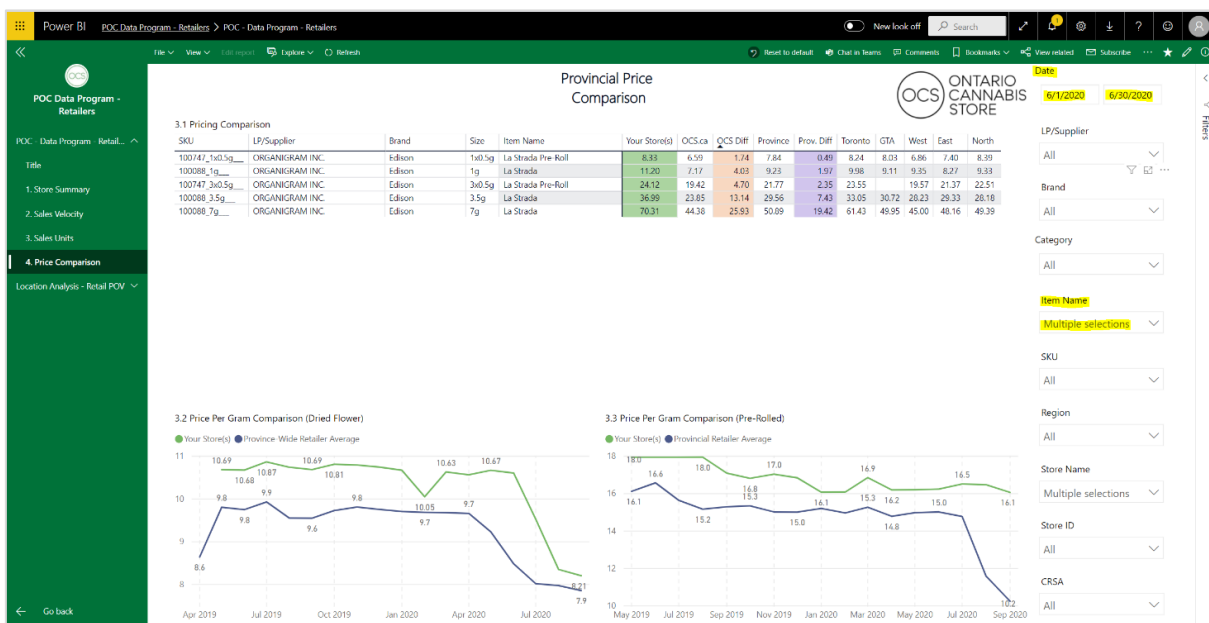


Scenario 3

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

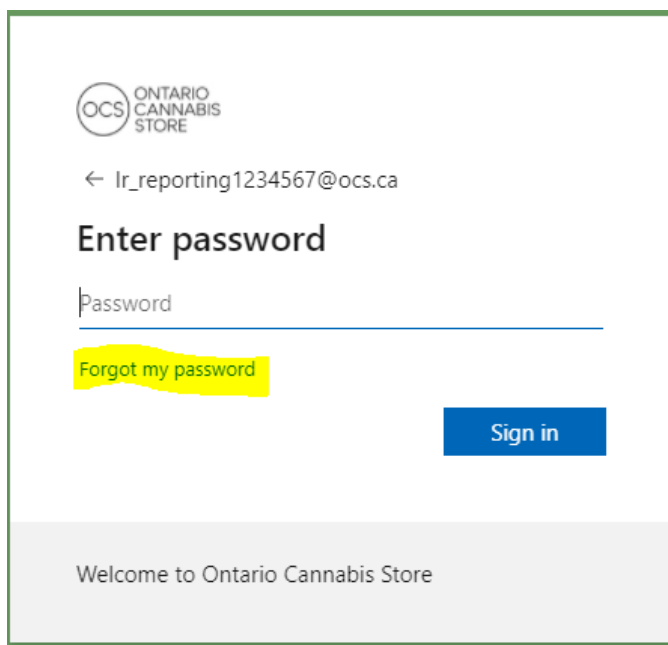


FREQUENTLY ASKED QUESTIONS

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.

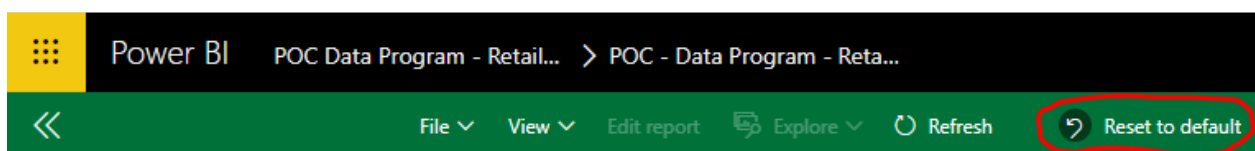
Figure 13: Password Reset



The screenshot shows the Ontario Cannabis Store (OCS) login interface. At the top left is the OCS logo. Below it, the email address 'lr_reporting1234567@ocs.ca' is displayed 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'.

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](#).