



# Retailer Data Program App User Guide

**VERSION 4** December 2022

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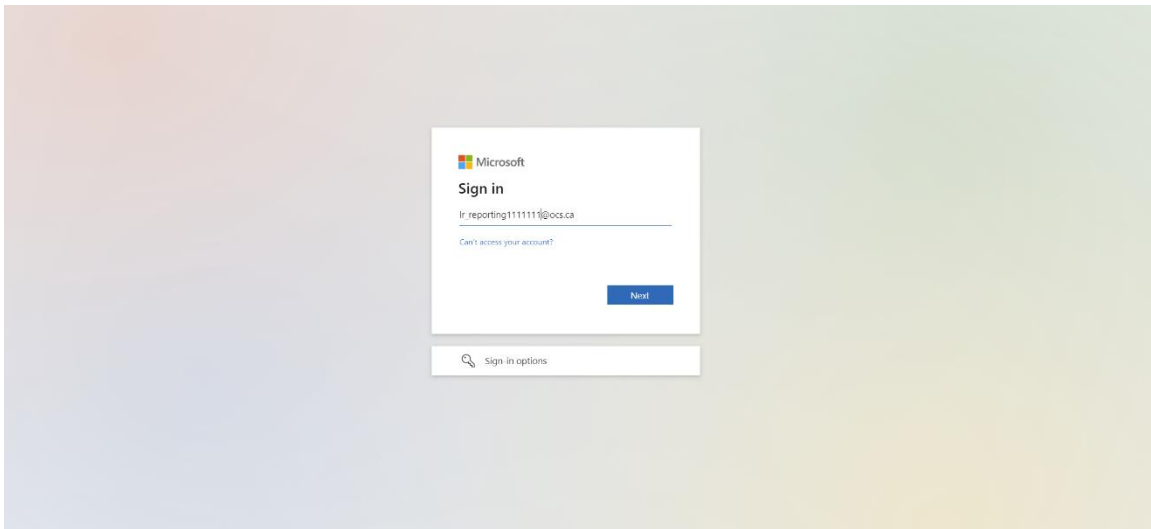
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## SUMMARY

The Data Program is created by the OCS (Ontario Cannabis Store) to aggregate Authorized 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.

### Access the Retailer Data Program

**Step 1** – Visit [office.com](https://office.com) and enter the credentials provided by the OCS.

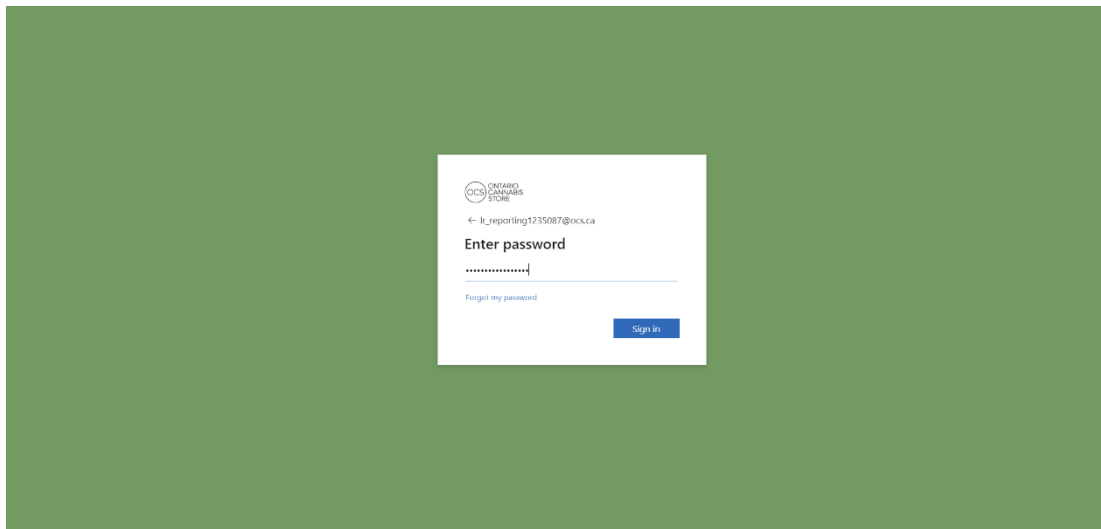


**Step 2** - For security reasons you must change your password. Once you have logged in select "View Account" to reset your password in the Password section.

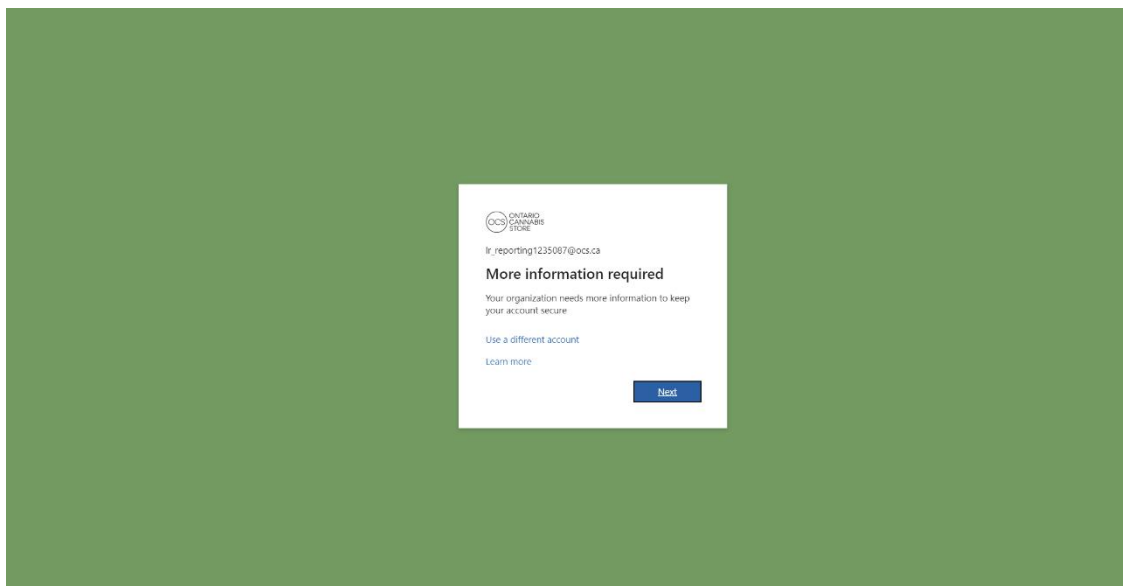
User ID: [lr\\_reportingXXXXXXXX@ocs.ca](mailto:lr_reportingXXXXXXXX@ocs.ca)

When selecting your new password, please consider the following requirements:

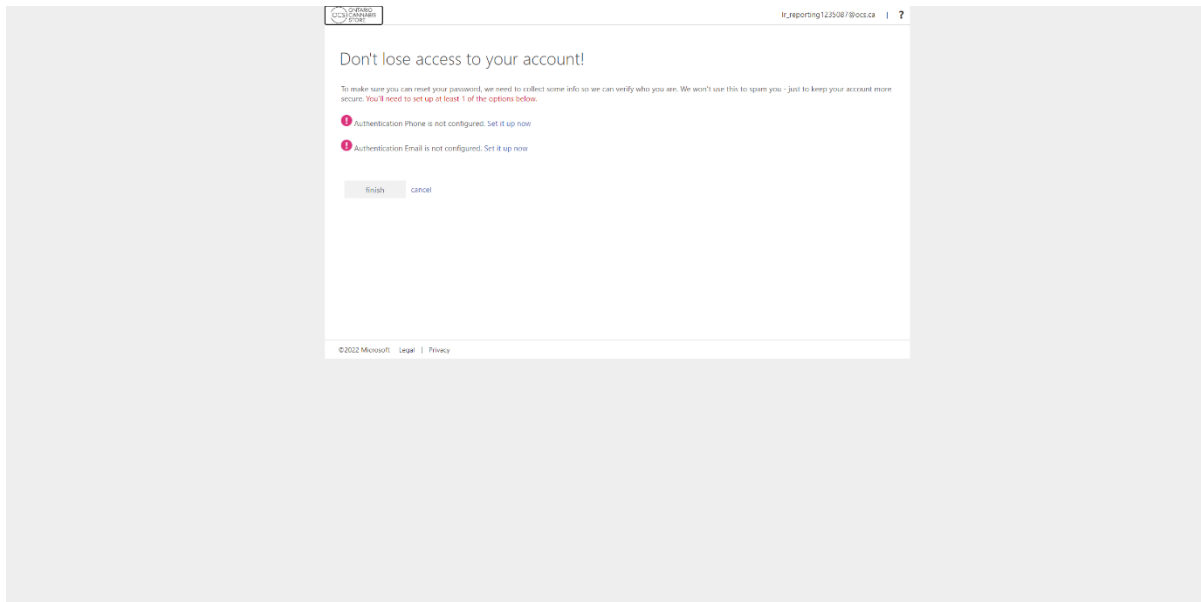
- Must be a minimum of 10 characters in length
- Must contain a capital letter, a number, and a special character
- You cannot reuse the last 3 set passwords
- You cannot set a password within 24 hours of the last reset



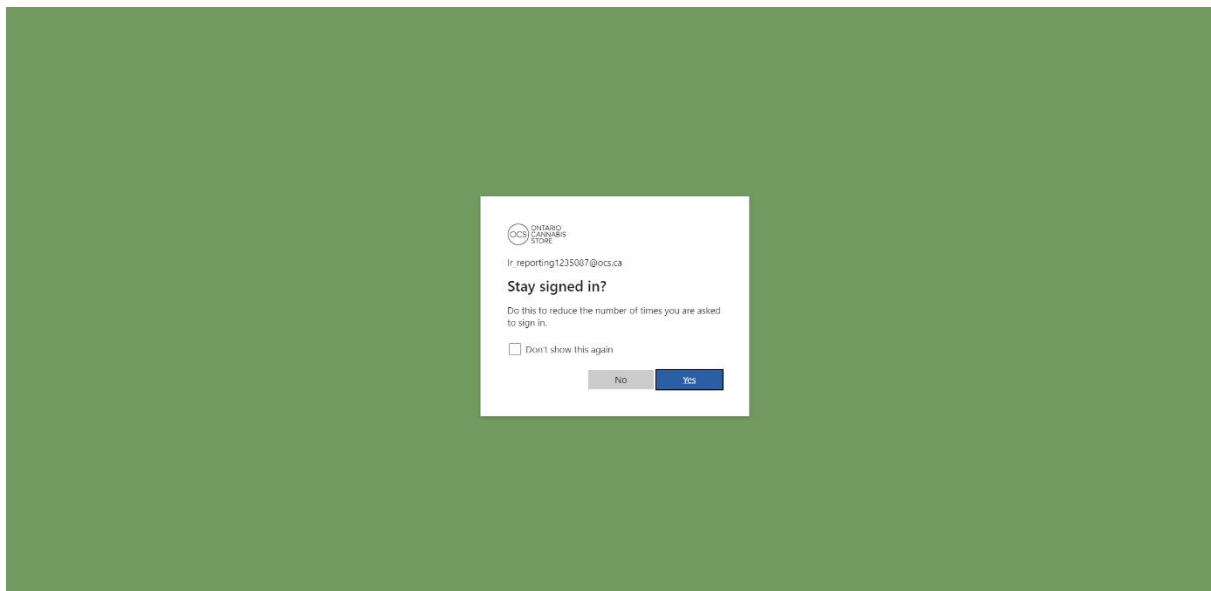
**Step 3** - You will need to authenticate your account, select 'Next' on this screen when prompted to provide the required information.



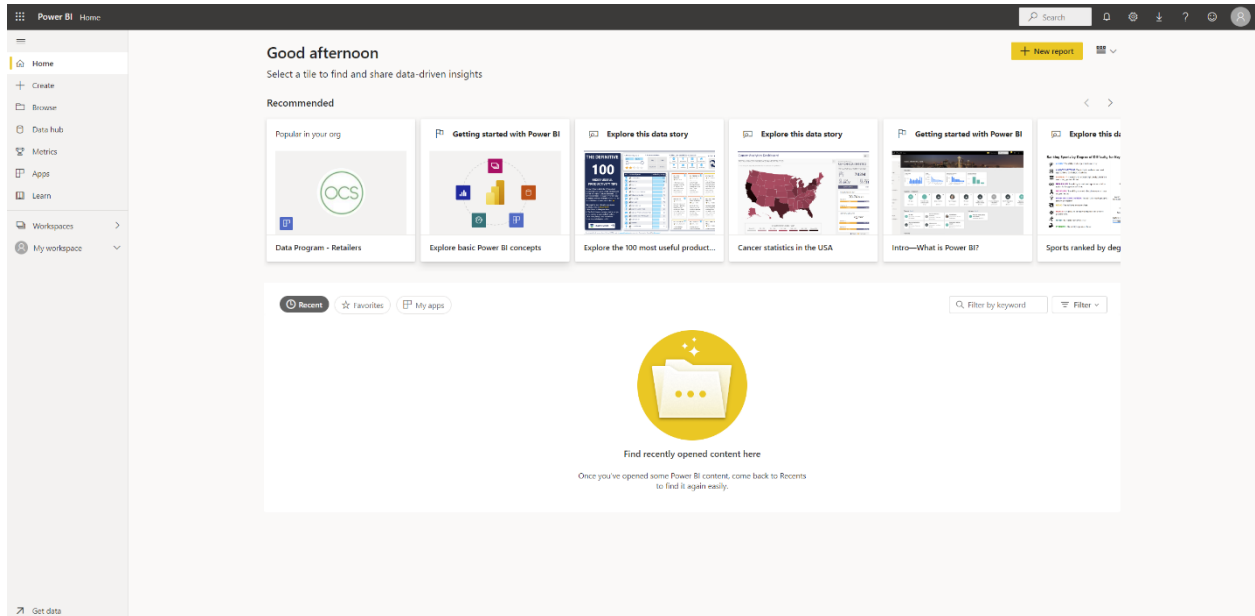
**Step 4** - Please have your phone available for the next step. Select 'set it up now' on the following screen to authenticate your phone number.



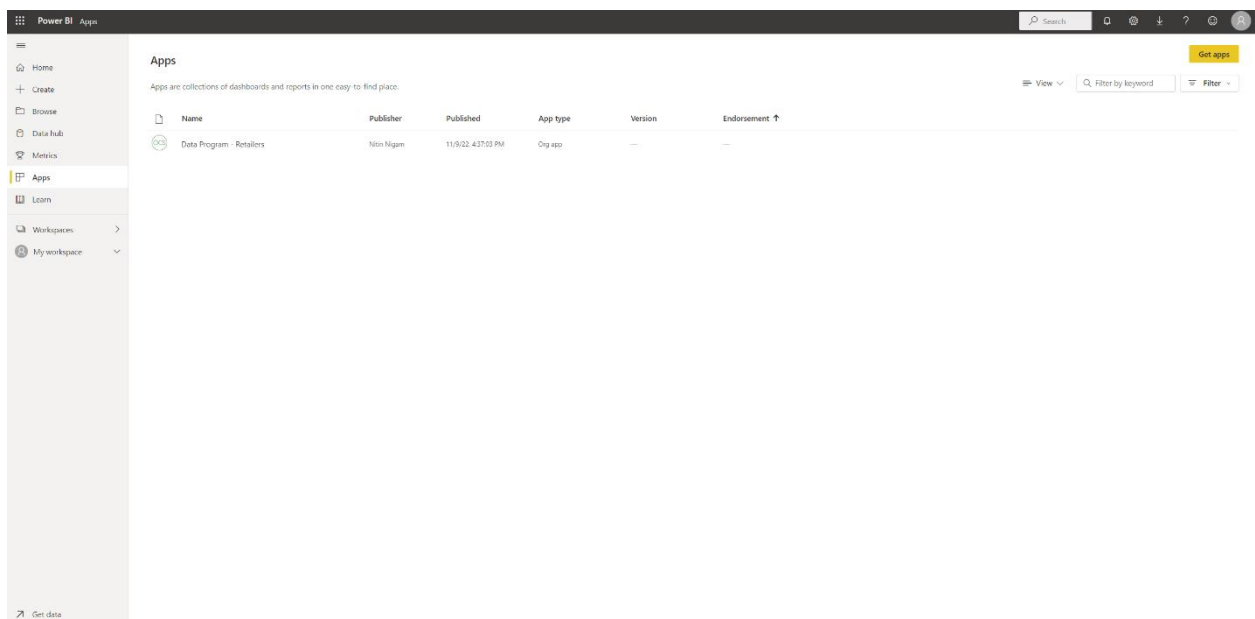
**Step 5** – Select 'set it up now' to authenticate your email address. **Note:** you will need to have access to your email to complete this step.



**Step 6 – From the dashboard select ‘Apps’ from the left-side menu to access the Retailer Data Program.**



**Step 7 - Select 'Data Program - Retailers' from the list of applications available.**

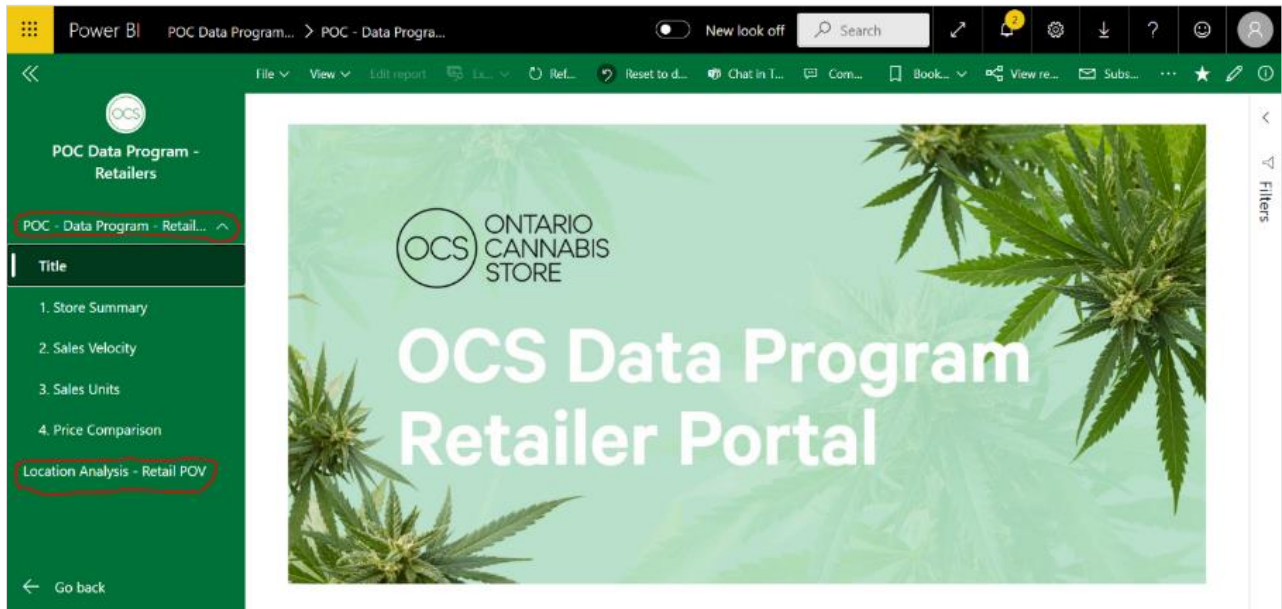


If you need to reset your password, please follow the password reset instructions in the FAQ (Frequently Asked questions) section on page 20. If you experience other issues while logging in, try accessing Power BI with your browser in Incognito Mode.

## 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



## 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 and select a date range for viewing.

If your municipality contains less than 5 stores, **municipal data will not be displayed**. Requiring a larger aggregate keeps your store's sales data anonymous, and also ensures averages and other insights are more reliable.

### Store Summary Page 1

#### 1.1 Past 12 Months of Sales

- Displays selected store sales in green with trend lines for market averages – entire province, region of selected store, and municipality of selected store. This is where you can check how you are doing against market trends on a high level.

#### 1.2 KGs Sold (Dried Flower) by Day

- Displays daily dried flower sales in kilograms for the selected date range and calculates the average daily sales for that date selection. Use this visual to check sales against expectations, and to identify high-level trends.

#### 1.3 Percent of Unit Sales by Day of Week

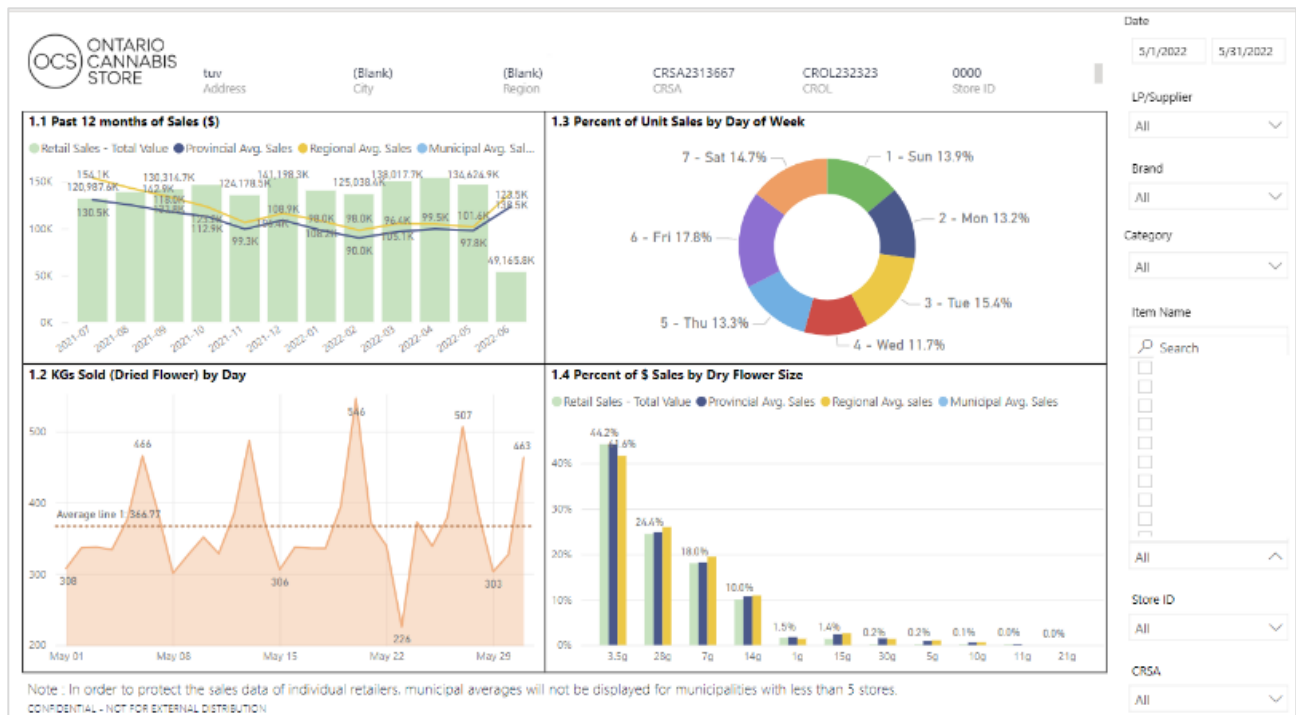
- Displays percent of total unit sales for the selected date range by day of week in order to view busiest days. For best results, select a range that contains an equal number of each day of the week (e.g., 4 full weeks starting on a Sunday and ending on a Saturday)

#### 1.4 Percent of \$ Sales by Dry Flower Size

- Breaks Dried Flower into its variant sizes (3.5g, 28g, etc.) to display your Dried Flower performance against market averages. Intended to provide insight into what differentiators may be driving your success as well as opportunities for growth in the largest category.



Figure 2: Report 1.1 – Store Summary



## Store Summary Page 2

### 1.11 Sales by Subcategory

- Displays units sold, KGs sold, and revenue for your store selection within the selected date range. Provides average revenue per store within the province, your region, and your municipality. Municipal avg will be blank in municipalities with less than 5 stores.

### 1.12 Sales by Brand

- Displays top 10 brands by sales for the store selection in the filters on the right, and compares to the provincial, regional, and municipal store averages.

### 1.5 DF Price/Gram

- Dried Flower price per gram for the store selection within the selected date range.

### 1.6 DF KGs Per Day

- Average kilograms sold of Dried Flower for the store selection within the selected date range.

### 1.7 DF Sales \$ Per Day

- Average retail sales per day of Dried Flower for the store selection within the selected date range.

### 1.8 Sales \$ Per Day

- Total sales [er day for the store selection within the selected date range.

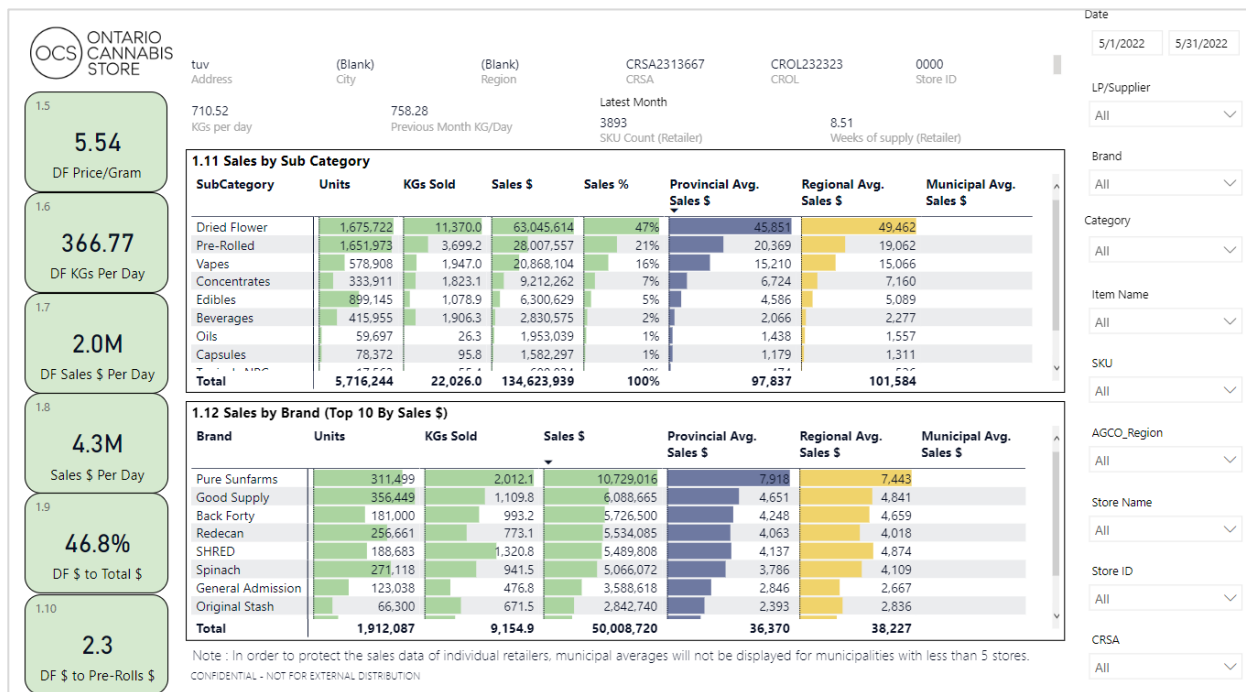
### 1.9 DF\$ to Total \$

- Dried Flower sales as a percentage of total sales for the store selection within the selected date range.

### 1.10 DF \$ to Pre-Rolls

- Dried Flower Sales to Pre-Roll sales expressed as a ratio (ex. DF\$ to Pre-Rolls value of 3 represents a 3:1 Dried Flower Pre-Rolls).

Figure 3: Report 1.1 – Store Summary (2)



## Reports 2.1: Sales Velocity and 2.2: Sales Velocity – Your City

Sales Velocity measures your sales velocity (sales units per SKU per selling day) against other stores, aggregated by region and province. Sales Velocity – Your City reflects your municipality. A selling day is a day where a given SKU had a quantity sold of at least 1 and is intended to exclude out-of-stock days and days that a store may not have been open for business.

Sales velocity calculations are useful to determine which products sell through quickly, which can better help you manage your inventory levels and purchasing decisions. The filters mentioned on Page 1 are carried forward as well.

## Quick Tips

- Click on a column to sort descending and again to sort ascending. Consider clicking on your own store to view how your top SKUs perform in your municipality/region or click on the column for your market to see what opportunities you may have.
- Select a licensed producer, a brand, or a subcategory to narrow the results down to specific products.
- Region and store filters are found on the right to help users with multiple stores navigate.
- A field will be blank when there are no recorded sales for that SKU.
- If your municipality contains less than 5 stores, municipal data will not be displayed.

Figure 4: Report 2.1 – Sales Velocity

OCS

ONTARIO CANNABIS STORE

Provincial Sales Comparison

Daily Sales Velocity

Date

5/1/2022

5/7/2022

2.2 Sales Velocity - Average Daily Sales Units per Store by Municipality							↑ ↓ ↕ ↗ ↘ ↙ ↚	⌕	⌕	⌕	⌕	⌕	⌕	⌕
SKU	Item Name	LP/Supplier	Brand	Size	Rationalized SKUS	Your Store(s)	Your Municipality							
101455_1x0.5g_	Up in the Sky (Denman) Pre-Roll	APHRIA INC.	Broken Coast	1x0.5g	No	7.2								All
300622_1g_	Peach Dream \$10 Thread Cartridge	Velens Agritech Ltd.	Versus	1g	No	6.2								Brand
102997_3x0.5g_	Garlic Jelly Pre-Rolls	WEED ME INC.	Weed Me	3x0.5g	No	4.1								Category
102774_3.5g_	Zombie Kush	Medz Cannabis Incorporated	ROYAL CANNABIS SUPPLY CO.	3.5g	No	4.0								All
320188_350ml_	Mystic Dove	Ember Delta Inc.	Tinneys Classics	350ml	No	4.0								
102681_3.5g_	Gasberry Pie	Aurora Cannabis Enterprises Inc.	Daily Special	3.5g	No	3.9								Item Name
102126_1x0.5g_	Scott's OG RJ Pre-Roll	Supreme Cannabis	Hiway	1x0.5g	No	3.7								All
101336_3.5g_	Sweet Jersey 3	APHRIA INC.	RIFf	3.5g	No	3.6								
102724_1x0.5g_	Jeffrey Pre-Roll	Choice Growers Cannabis Inc.	Choice Growers Cannabis	1x0.5g	No	3.5								SKU
101407_1x1g_	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	3.5								All
101620_1x0.5g_	Blue Dream Pre-Roll	Sensi Brands Ltd.	Station House	1x0.5g	No	3.4								
101408_1x1g_	Grower's Choice Sativa Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	3.3								Core SKU
102249_3.5g_	Nitro Cookies	Agro-Greens Natural Products Ltd.	Organicraft	3.5g	No	3.3								All
102807_1x0.5g_	Pink Kush Pre-Roll	Sensi Brands Ltd.	Station House	1x0.5g	No	3.1								
330175_4x4.5g_	Wild Berry Blaze Soft Chews	ORGANIGRAM INC.	SHRED EMS	4x4.5g	No	3.0								AGCO_Region
100060_1g_	Jean Guy	APHRIA INC.	Good Supply	1g	No	3.0								All
100074_1x1g_	Jean Guy Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	3.0								
330304_2 Pack_	Real Fruit Pear THC/CBG Soft Chews	Galaxie Brands Corporation	Wyld	2 Pack	No	2.9								Store Name
102635_1g_	Glueberry OG	9037136 Canada Inc d.b.a Redcan Pharm	Redcan	1g	No	2.9								All
102630_1x1g_	KK Mints Pre-Roll	8556855 Canada Corp - Will Cannabis Group	Bullrider	1x1g	No	2.8								Store ID
102789_3.5g_	Blue Iguana	ROSE LIFE SCIENCE INC.	Homage	3.5g	No	2.8								
102065_7g_	Funk Master	ORGANIGRAM INC.	SHRED	7g	No	2.8								CRSA
310235_1g_	Animal Cookies Diamond Infused Blunt	CRG Pharma Inc.	Cannons	1g	No	2.7								

Note : In order to protect the sales data of individual retailers, municipal averages will not be displayed for municipalities with less than 5 stores.

OCS

ONTARIO CANNABIS STORE

Provincial Sales Comparison

Daily Sales Velocity

Date

01/03/2022

31/05/2022

2.1 Sales Velocity - Average Daily Sales Units per Store by Region														
SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Rationalized SKU	Your Store(s)	Province	Toronto	GTA	West	East	North	Sales Days
330174_2x4.5g_	Edibles	Sour Megamelon Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	8.1	3.0	2.6	3.4	2.8	3.2	3.1	87
330162_5x5g_	Edibles	SOURCE by Spinach - Blue Raspberry Watermelon Indica	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	7.5	2.9	2.4	3.2	2.9	3.1	3.5	87
330071_2x4.5g_	Edibles	Mango Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	6.9	2.5	2.6	2.8	2.2	2.6	2.4	89
330175_4x4.5g_	Edibles	Wild Berry Blaze Soft Chews	ORGANIGRAM INC.	SHRED EMS	4x4.5g	No	6.9	3.4	2.9	3.9	3.3	3.6	3.7	88
330166_5x5g_	Edibles	SOURCE by Spinach - Strawberry Mango Sativa Soft Chews	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	6.8	2.6	2.4	2.9	2.5	2.8	2.8	91
320111_1x355ml_	Beverages	Strawberry Kiwi	Vortex Cannabis Inc.	PHRESH	1x355ml	No	6.7	2.2	2.1	2.3	2.0	2.3	2.1	61
330002_1x10g_	Edibles	Salted Caramel Chocolate Square	Auxly Charlotteville Inc.	Foray	1x10g	No	6.5	2.4	2.2	2.6	2.2	2.7	2.7	68
101407_1x1g_	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	6.4	3.9	3.8	4.4	3.9	3.8	3.4	81
330173_2x4.5g_	Edibles	Sour Cherry Punch Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	6.0	2.8	2.4	3.2	2.6	3.0	3.2	83
330161_5x5g_	Edibles	SOURCE by Spinach - Peach Orange 1:1	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	5.8	2.5	2.2	2.7	2.5	2.7	2.5	80
101487_10x0.35g_	Pre-Rolled	Raises Wappa Pre-Roll	9037136 Canada Inc d.b.a Redcan Pharm	Redcan	10x0.35g	No	5.8	2.0	1.8	2.4	1.7	2.1	2.1	59
330028_1x10g_	Edibles	THC Milk Chocolate Bar	INDIVA INC.	Bhang	1x10g	No	5.5	3.0	2.8	3.6	2.9	2.9	2.8	73
101660_7g_	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	No	5.1	2.7	2.4	2.7	2.4	3.0	3.4	79
330160_1x7.5g_	Edibles	5 Stores	Auxly Charlotteville Inc.	Back Party	1x7.5g	No	5.0	3.0	2.8	3.1	3.2	2.8	3.2	69
330073_2x4.5g_	Edibles	Strawberry Lemonade 1:1 Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	4.9	2.2	2.0	2.3	2.1	2.4	2.3	76
330133_5x3.5g_	Edibles	Strawberry Soft Chews	Tweed Inc.	TWD.	5x3.5g	No	4.7	2.4	1.9	2.6	2.2	2.6	2.6	70
330240_2 Pack_	Edibles	Real Fruit Raspberry Soft Chew	Galaxie Brands Corporation	Wyld	2 Pack	No	4.6	2.0	1.9	2.0	1.9	2.1	2.5	61

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### Report 3.1: Sales Units and 3.2: Sales Units – Your City

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. 3.1 Sales Units compares your unit sales to the average in your region and the province. 3.2 Sales Units – Your City reflects your municipality.

Where this report differs from Sales Velocity is in how it aggregates the data – sales units displays the units sold for your store in the time range selected and displays the average store sales in province/region/municipality to the right (all units sold divided by number of stores).

#### Quick Tips

- Click on a column to sort descending and again to sort ascending. Consider clicking on your own store to view how your top SKUs perform in your municipality/region or click on the column for your market to see what opportunities you may be missing.
- Select a licensed producer, a brand, or a subcategory to narrow the results down to specific products.
- Region and store filters are found on the right to help users with multiple stores navigate.
- A field will be blank when there are no recorded sales for that SKU.
- If your municipality contains less than 5 stores, municipal data will not be displayed.

Figure 5: Report 3.1 – Sales Units

ONTARIO

CANNABIS

STORE

Provincial Sales Comparison

Average Sales Units per Store

Date

01/03/2022

31/05/2022

LP/Supplier

All

Brand

All

Category

All

Item Name

All

SKU

All

Core SKU

All

Region

All

Store Name

All

Store ID

All

CRSA

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3.1 Average Sales Units per Store by Region

SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Rationalized SKU	Your Store(s)	Province	Toronto	GTA	West	East	North
330176_2x4.5g...	Edibles	Sour Megamelon Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	705	240	216	273	224	258	250
330162_5x5g...	Edibles	SOURZ by Spinach - Blue Raspberry Watermelon Indica	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	656	229	198	249	222	241	273
330166_5x5g...	Edibles	SOURZ by Spinach - Strawberry Mango Sativa Soft Chews	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	618	212	195	233	201	224	228
330175_4x4.5g...	Edibles	Wild Berry Blaze Soft Chews	ORGANIGRAM INC.	SHRED EMS	4x4.5g	No	603	269	236	306	259	264	288
101407_1x1g...	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	517	292	293	337	283	289	256
330071_2x4.5g...	Edibles	Mango Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	476	208	213	222	188	216	201
330161_5x5g...	Edibles	SOURZ by Spinach - Peach Orange 1:1	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	463	203	183	220	201	215	204
330009_1x10g...	Edibles	Salted Caramel Chocolate Square	Aurty Charlottetown Inc.	Foray	1x10g	No	444	201	187	211	184	223	217
320111_1x355ml...	Beverages	Strawberry Kiwi	Vortex Cannabis Inc.	PHRESH	1x355ml	No	411	180	177	191	171	190	180
101660_7g...	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	No	406	203	187	206	182	228	248
330028_1x10g...	Edibles	TWC Milk Chocolate Bar	INDIVA INC.	Bhang	1x10g	No	398	248	231	300	243	242	233
330173_2x4.5g...	Edibles	Sour Cherry Punch Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	381	228	201	259	209	244	258
330073_2x4.5g...	Edibles	Strawberry Lemonade 1:1 Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	376	185	172	195	174	202	188
330148_2x4.5g...	Edibles	Wana Quick Orchard Peach Sativa Soft Chews	INDIVA INC.	Wana	2x4.5g	No	350	175	177	184	180	184	168
101637_2x1g...	Pre-Rolled	Sativa Pre-Roll	Supreme Cannabis	Hixay	2x1g	No	348	198	209	209	200	187	158
330180_1x7.5g...	Edibles	S'Mores	Aurty Charlottetown Inc.	Back Forty	1x7.5g	No	348	244	235	256	252	233	256
300201_1g...	Vapes	Kush Mint \$10 Thread Cartridge	Aurty Charlottetown Inc.	Back Forty	1g	No	345	125	108	143	125	126	130
101487_10x0.35g...	Pre-Rolled	Recess Wappa Pre-Roll	9037136 Canada Inc d.b.a Redcan Pharm	Redcan	10x0.35g	No	340	157	147	186	141	166	159

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Provincial Sales Comparison Average Sales Units per Store								
3.2 Average Sales Units per Store by Municipality								
SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Rationalized SKUs	Your Store(s)	Your Municipality
330174_2x4.5g	Edibles	Sour Megamelon Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	705	293
330162_5x5g	Edibles	SOURLZ by Spinach - Blue Raspberry Watermelon Indica	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	695	262
330166_5x5g	Edibles	SOURLZ by Spinach - Strawberry Mango Sativa Soft Chews	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	618	244
330175_4x4.5g	Edibles	Wild Berry Blaze Soft Chews	ORGANIGRAM INC.	SHRED EMS	4x4.5g	No	603	283
101407_1x1g	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	517	317
330071_2x4.5g	Edibles	Mango Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	479	251
330161_5x5g	Edibles	SOURLZ by Spinach - Peach Orange 1:1	PEACE NATURALS PROJECT INC.	Spinach	5x5g	No	463	223
330003_1x10g	Edibles	Salted Caramel Chocolate Square	Ausly Charlottetown Inc.	Foray	1x10g	No	444	363
330111_1x355ml	Beverages	Strawberry Kiwi	Vortex Cannabis Inc.	SHRED	1x355ml	No	411	216
101860_7g	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	No	406	237
330028_1x10g	Edibles	TNC Milk Chocolate Bar	INDIVA INC.	Bhang	1x10g	No	390	304
330173_2x4.5g	Edibles	Sour Cherry Punch Soft Chews	ORGANIGRAM INC.	SHRED EMS	2x4.5g	No	381	241
330073_2x4.5g	Edibles	Strawberry Lemonade 1:1 Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	375	212
330146_2x4.5g	Edibles	Wana Quick Orchard Peach Sativa Soft Chews	INDIVA INC.	Wana	2x4.5g	No	330	193
101637_2x1g	Pre-Rolled	Sativa Pre-Roll	Supreme Cannabis	Hivvy	2x1g	No	348	211
330180_1x7.5g	Edibles	5 Stores	Ausly Charlottetown Inc.	Back Forty	1x7.5g	No	348	238
300261_7g	Vapes	Kush Mint 510 Thread Cartridge	Ausly Charlottetown Inc.	Back Forty	7g	No	345	149
101487_10x0.35g	Pre-Rolled	Redeers Wappa Pre-Roll	0037136 Canada Inc d.b.a. Redecan Shamm	Redecan	10x0.35g	No	340	137
101638_2x1g	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hivvy	2x1g	No	335	209
330076_2x4.5g	Edibles	Pomegranate Blueberry Acai 5:1 Sour Soft Chews	INDIVA INC.	Wana	2x4.5g	No	330	296
330133_5x3.5g	Edibles	Strawberry Soft Chews	Twined Inc.	TWID	5x3.5g	No	330	345
101662_7g	Dried Flower	Gnarberry	ORGANIGRAM INC.	SHRED	7g	No	322	198
102065_7g	Dried Flower	Funk Master	ORGANIGRAM INC.	SHRED	7g	No	319	227
101408_1x1g	Pre-Rolled	Grower's Choice Sativa Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	310	277
300389_0.95g	Vapes	Pineapple Daze 510 Thread Cartridge	Westleaf Labs LP	General Admission	0.95g	No	309	141
101406_1x1g	Pre-Rolled	Grower's Choice Hybrid Pre-Roll	APHRIA INC.	Good Supply	1x1g	No	295	217

## Report 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.

### 3.1 Pricing Comparison

- Displays all SKUs with your average selling price for the selected time period next to the OCS.ca price, as well as provincial, regional, and (where there are more than 5 stores) municipal average price.

### 3.2-3.5 Price Per Gram

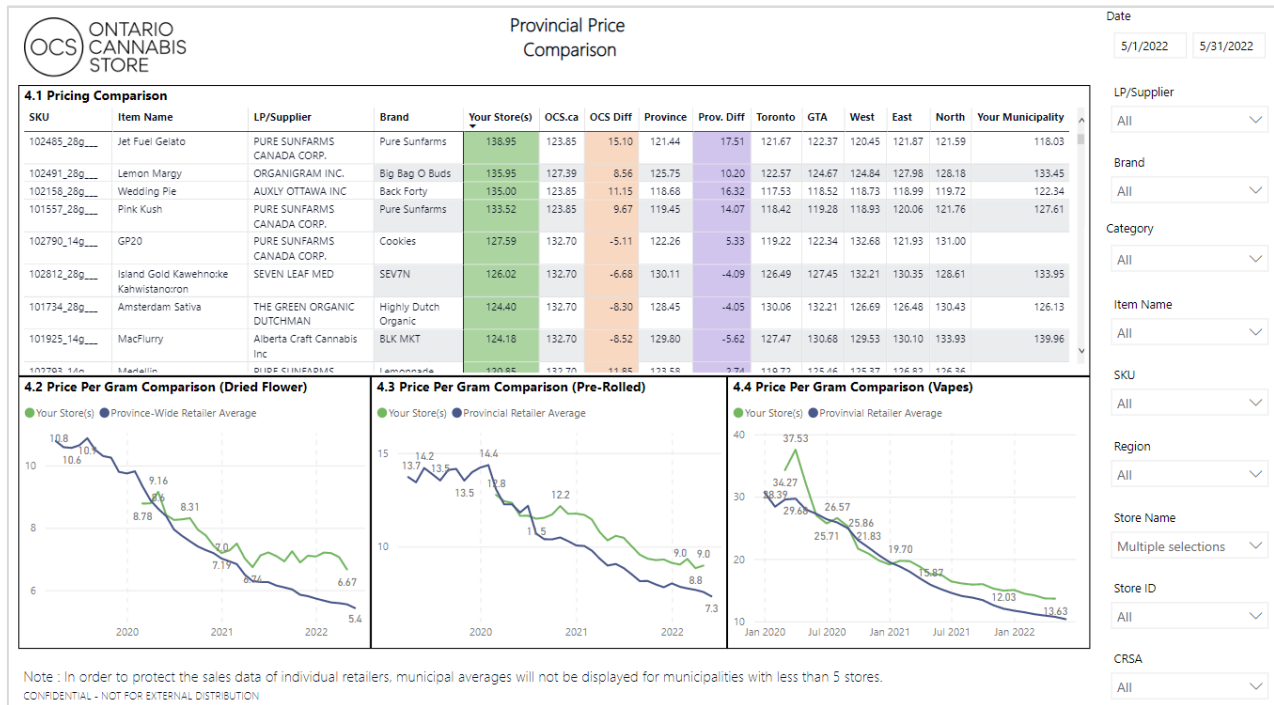
- Displays average price per gram over time for the three top-selling subcategories.

### Quick Tips

- Click on a column to sort descending and again to sort ascending. Consider clicking on your own store to view how your top SKUs are priced in your market or click on the column for your market to see where there might be differences.
- Select a licensed producer, a brand, or a subcategory to narrow the results down to specific products.
- Region and store filters are found on the right to help users with multiple stores navigate.
- A field will be blank when there are no recorded sales for that SKU.

- If your municipality contains less than 5 stores, municipal data will not be displayed.

Figure 6: Report 4 - Price Comparison



## Report 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.

### 5.1 Max Pricing

- Displays your average price for the selected date range next to the highest prices for that SKU in the market.

### 5.2 Min Pricing

- Same as above but displays the lowest prices for that SKU.


## Quick Tips

- Click on a column to sort descending and again to sort ascending. Consider clicking on your own store to view how your SKUs are priced against your market or click on the column for your market to see where there might be differences.
- Select a licensed producer, a brand, or a subcategory to narrow the results down to specific products.
- Region and store filters are found on the right to help users with multiple stores navigate.
- A field will be blank when there are no recorded sales for that SKU.



- If your municipality contains less than 5 stores, municipal data will not be displayed.

Figure 7: Report 5 – Min/Max Pricing



### Min/Max Pricing Comparison

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

Date

5.1 Max Pricing													
SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Max	Discount	Toronto	GTA	West	East	North	Your Municipality
101933_28g_	CannTx Life Sciences Inc.	Royal City Cannabis Co.	28g	RC Oz Cola Royal Goddess	234.20	215.04	-9%	215.01	231.49	214.95	215.25	211.96	234.20
102092_28g_	APHRIA INC.	RIFF	28g	Gilded Grams	147.50	154.99	5%	143.36	167.99	148.36	143.44	144.65	156.11
102484_28g_	SEVEN LEAF MED	SEV7N	28g	Island Sugar Kawehnoke Otsi kheta	146.37	154.00	5%	153.99	149.30	154.99	148.66	152.99	146.37
102483_28g_	SEVEN LEAF MED	SEV7N	28g	Island Cherry Kawehnoke Eri kowa	141.96	154.95	8%	153.99	149.95	154.99	159.99	149.99	146.37
102761_28g_	AUXLY OTTAWA INC	Back Forty	28g	Mandarin Cookies	141.55	142.91	1%	141.03	139.97	144.00	142.91	139.99	143.98
101925_14g_	Alberta Craft Cannabis Inc	BLK MKT	14g	MacFlurry	141.41	157.95	10%	153.99	159.90	159.58	157.95	157.06	150.54
102147_28g_	PEACE NATURALS PROJECT INC.	Spinach	28g	Wedding Cake	137.95	145.00	5%	145.00	144.91	149.63	144.99	144.99	146.62
102574_28g_	PEACE NATURALS PROJECT INC.	Spinach	28g	Tangerine Twist	137.69	145.89	6%	149.25	145.43	144.61	145.00	148.45	141.50
102131_28g_	DIOR CANNABIS CANADA	Dior Cannabis	28g	Blue Dream	131.84	130.08	6%	137.25	140.00	130.92	130.95	146.02	136.50

5.2 Min Pricing													
SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Min	Premium	Toronto	GTA	West	East	North	Your Municipality
101933_28g_	CannTx Life Sciences Inc.	Royal City Cannabis Co.	28g	RC Oz Cola Royal Goddess	234.20	151.97	54%	164.00	182.70	151.64	149.19	158.70	234.20
102092_28g_	APHRIA INC.	RIFF	28g	Gilded Grams	147.50	104.97	41%	104.97	104.97	104.97	105.00	101.78	127.08
102484_28g_	SEVEN LEAF MED	SEV7N	28g	Island Sugar Kawehnoke Otsi kheta	146.37	110.42	33%	109.99	111.91	113.09	111.38	113.09	146.37
102483_28g_	SEVEN LEAF MED	SEV7N	28g	Island Cherry Kawehnoke Eri kowa	141.96	113.09	26%	112.99	114.90	114.75	113.04	113.09	119.47
102761_28g_	AUXLY OTTAWA INC	Back Forty	28g	Mandarin Cookies	141.55	105.56	34%	104.99	103.36	105.56	103.99	106.15	105.56
101925_14g_	Alberta Craft Cannabis Inc	BLK MKT	14g	MacFlurry	141.41	109.48	29%	108.49	111.61	113.09	106.21	110.05	113.53
102147_28g_	PEACE NATURALS PROJECT INC.	Spinach	28g	Wedding Cake	137.95	106.95	27%	108.91	108.95	108.64	108.95	108.95	106.72
102574_28g_	PEACE NATURALS PROJECT INC.	Spinach	28g	Tangerine Twist	137.69	26.00	430%	32.95	102.25	25.35	24.70	24.00	109.33
102131_28g_	DIOR CANNABIS CANADA	Dior Cannabis	28g	Blue Dream	131.84	60.00	91%	60.00	60.00	60.00	83.50	78.60	80.95

Note : In order to protect the sales data of individual retailers, municipal averages will not be displayed for municipalities with less than 5 stores.

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LP/Supplier

Brand

Category

Item Name

SKU

Region

Store Name

Store ID

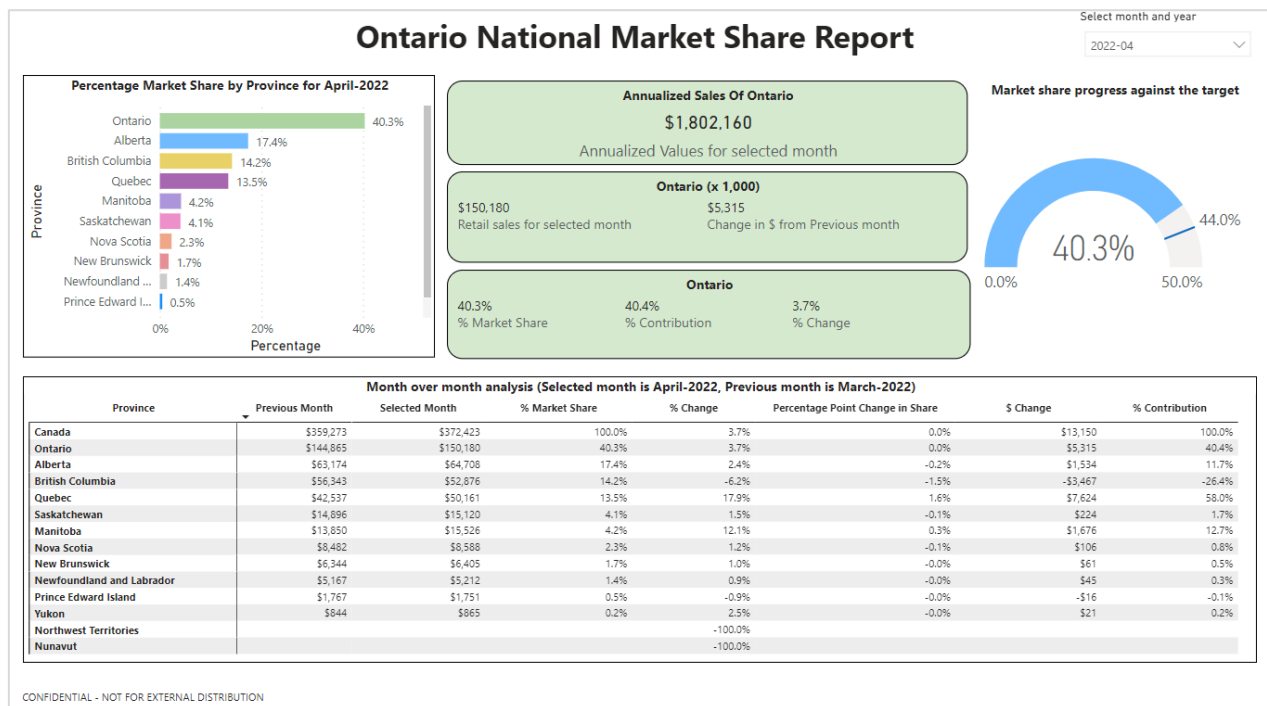
CRSA

## Report 6: Ontario National Market Share Report

This report provides an overview of the legal market share based on reporting from Statistics Canada. Below you will find the estimated percentage of total cannabis purchased through legal channels, in dollars. The report was previously titled, "Statistics Canada Retail Sales."

In the report below you can view Ontario's performance in comparison to the OCS's target performance. You can also compare Ontario's performance to the other provinces. Select the month you're interested in and use the date filter at the top right.

Figure 8: Report 6 – Ontario National Market Share Report





## Report 7: OCS Similar Product Report – Dried Flower

This report groups dried flower SKUs into clusters based on similarities in price, THC, and CBD content. You can use this report to find alternate SKUs for products that perform especially well, or to identify products that fit your assortment strategy. You can also use it as a companion when ordering if a product you are looking for is out of stock, or if you want to add similar SKUs from another brand to your offerings.

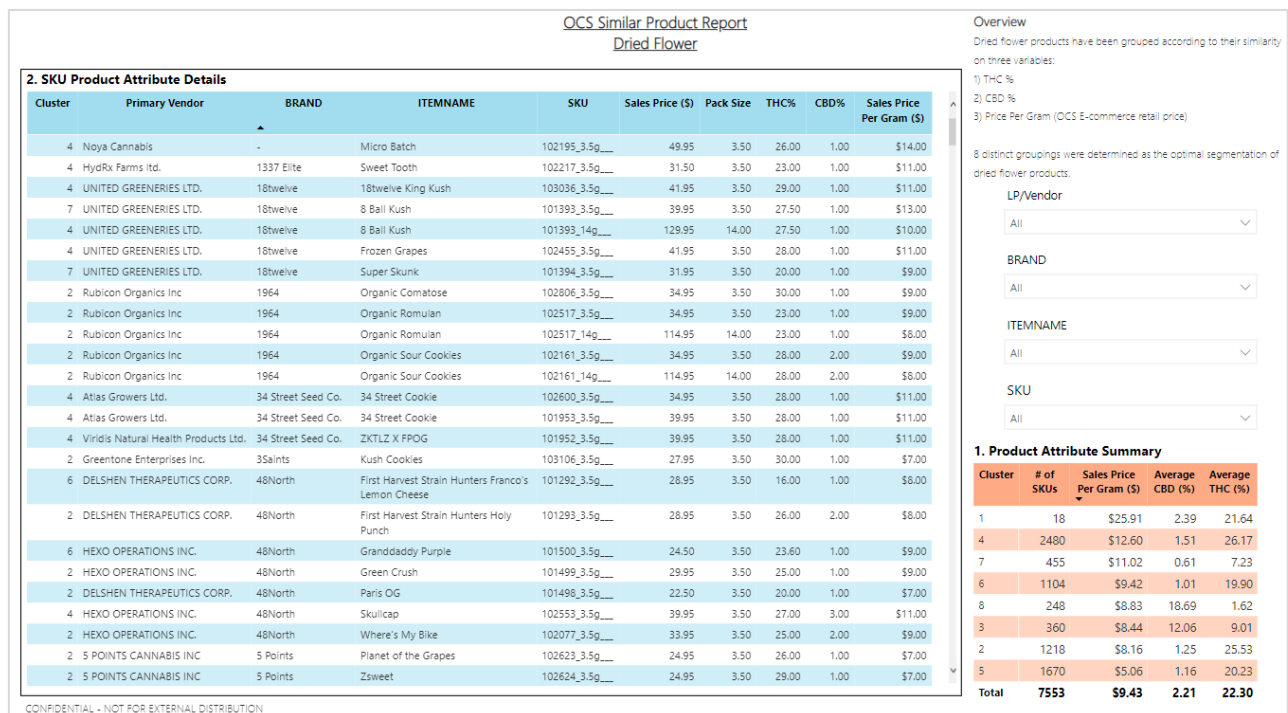
The “Product Attribute Summary” visual shows the different clusters and their attributes. The “SKU Product Attribute Details” visual lists all SKUs and their attributes and allows you to filter SKUs by cluster (leftmost column).

This report was previously titled “Substitute and Product Comparison.” Please note, only active, non-clearance SKUs are displayed in this report.

### Quick Tips:

- Select a cluster in “1. Product Attribute Summary” and the larger SKU table will display only SKUs of that cluster.
- Use the ITEMNAME or SKU filters on the right to find a particular SKU and identify its cluster. Clear filters and select a cluster from “Product Attribute Summary” to view SKUs with a similar combination of price, THC content, and CBD content.

Figure 9: Report 7 – OCS Similar Product Report – Dried Flower

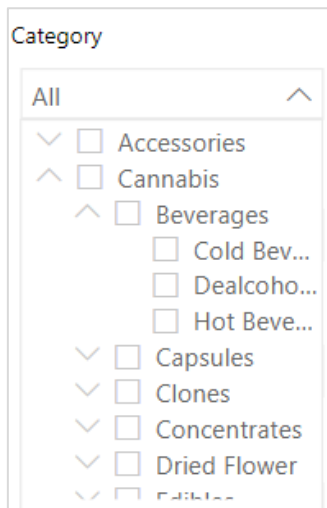


## FILTERING

### Working with Filters

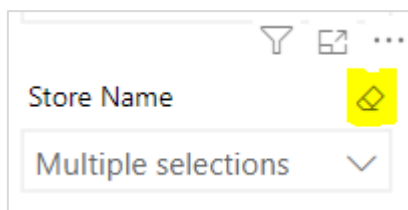
Filters applied on one page are automatically carried over to subsequent pages of the same report. Additionally, some filters are multi-layered and permit the ability to drill through:

Figure 11: Nested Filters



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

Figure 12: Clear Filter



**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 13: Filter by Clicking Element (1)

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
Smoke	923	3.7	48,960
<b>Total</b>	<b>1,453,524</b>	<b>3,962.0</b>	<b>38,059,143</b>

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, clicking on a Brand in 1.8 will affect all other visualizations, such as the Sales by Subcategory in 1.7:

Figure 14: Filter by Clicking Element (2)

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>

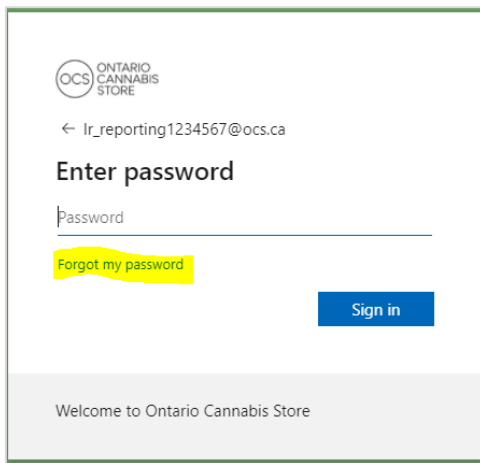
Brand	Units	KGs Sold	Sales \$
<b>Redecan</b>	<b>174,789</b>	<b>473.1</b>	<b>4,874,309</b>
Good Supply	120,856	288.5	2,871,656
RIFF	87,428	199.0	2,111,590
Pure Sunfarms	57,692	368.8	2,082,021
Daily Special	47,709	313.6	1,796,023
San Rafael '71	42,914	108.6	1,266,550
Edison	69,201	124.7	1,216,954
Solei	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>

## 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.

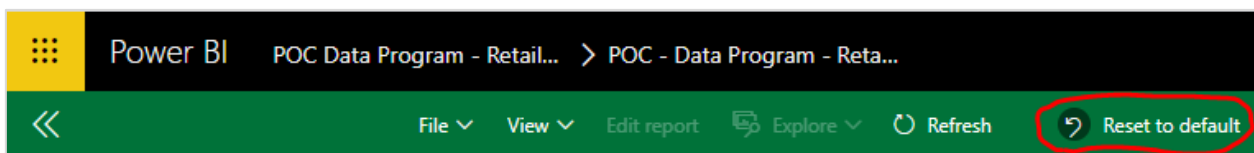
Figure 15: Password Reset



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 16: Reset to Default



## CONTACT US

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

More information can also be found on our website: <https://www.doingbusinesswithocs.ca/data-program-retailers/>