

Retailer Data Program App User Guide

VERSION 5 April 2023



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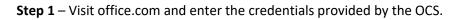
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SUMMARY

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



Microsoft Sign in Ir reporting111111@ocs.ca Carl across your account?
Not Q Sign in options

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: <a href="https://www.user.ic.au/licence-commutation-commutati

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



6	S CANAAG S CANAAG STORE	
	lr_reporting1235087@ocs.ca	
En	ter password	
For	got my password	
	Sign in	

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

COS CANAGES STORE Ir_reporting1235007@ocs.ca
More information required
Your organization needs more information to keep your account secure
Use a different account
Learn more
Next

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.



	NIRARO AMINARS	Ir_reporting1235087@ocs.ca ?	
	005		
D	on't lose access to your account!		
Tor	make sure you can reset your password, we need to collect some info so we can verify who you are. We won't use this to spam y ure. You'll need to set up at least 1 of the options below.	ou - just to keep your account more	
	Authentication Phone is not configured. Set it up now		
	Authentication Email is not configured. Set it up now		
	finish cancel		
020	122 Microsoft Legal Privacy		

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.

ONTARO_	
CONSTRAINTS In reporting 1235007@ocs.ca Stay signed in?	
Do this to reduce the number of times you are asked to sign in. Don't show this again No Yes	



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

Power BI Home					, <u>,</u>	Search	≥ ⊻ ? © 😣
■ 命 Home	Good afternoon Select a tile to find and shar	e data driven insights			+	New report 🛛 🗮 🗸	
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7 Get døta							

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

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+ Create	Apps are collections of dashboards and reports in one easy	to find place.				
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7 Get data						

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 precalculated 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).

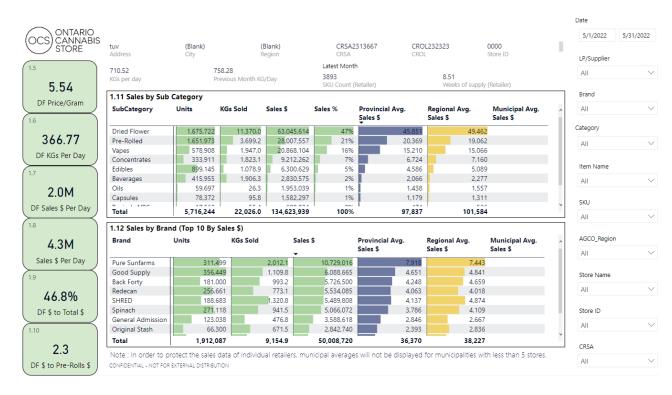


Figure 3: Report 1.1 – Store Summary (2)

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

	NNABIS DRE				Daily Sa	ales Velocity	4								2/26/2023	3/4/2023
\smile		Daily Sales Units	ner Store by Regi	on											LP/Supplier	
SKU	Subcategory		LP/Supplier	Brand	Size	Your Store(s)	Province	Toronto	GTA	West	East	North	Sales Days		All	```
100001	Seeds	Wilma Seeds	Tweed Inc.	Tweed		0.0	0.0	0.0	0.0	0.0	0.0	0.0	29	<u></u>	Brand	
100013_1q	Dried Flower	Sunset	Tweed Inc.	LBS	1g	0.0	0.0	0.0	0.0	0.0	0.0	0.0	25		All	×
100013_3.5q	Dried Flower	Sunset	Tweed Inc.	LBS	3.5g		0.0	0.0	0.0	0.0		0.0			All	
100013_7g	Dried Flower	Sunset	Tweed Inc.	LBS	7g		0.0	010	0.0	0.0	0.0	0.0			Category	
100019_1g	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	1g		0.4	0.8	0.5	0.3	0.2	0.0				
100019_3.5q	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	3.5a		0.1	0.3	0.0	0.0	0.0				All	×
100019_7q	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	7g		0.0	015	0.0	010	010					
100021_15 caps	Capsules	Bakerstreet Softgels 10 mg	Tweed Inc.	Tweed	15 caps	0.0	0.8	0.7	1.1	0.8	0.9	0.6	2		Item Name	
100023_1g	Dried Flower	C-LAND	Tweed Inc.	Tweed	1g		0.3	0.0	1.0		0.0				All	×
100023_3.5g	Dried Flower	C-LAND	Tweed Inc.	Tweed	3.5g		0.0	0.0								
100027_3.5g	Dried Flower	Skunk Haze	Tweed Inc.	Tweed	3.5g		0.1		0.0	0.1	0.0	0.0				
100029_15 caps	Capsules	Penelope Softgels 10 mg	Tweed Inc.	Tweed	15 caps	0.7	0.7	0.6	0.8	0.7	0.7	1.0	6		SKU	\ \
100031_3.5g	Dried Flower	Afghan Kush	Tweed Inc.	Tweed	3.5g		0.0			0.0					A0	
100031_7g	Dried Flower	Afghan Kush	Tweed Inc.	Tweed	7g		0.0		0.0						Core SKU	
100035_3.5g	Dried Flower	Solar Power	EMBLEM CANNABIS CORP.	Symbl	3.5g		0.0			0.0					All	~
100049_1g	Dried Flower	Sensi Star	Supreme Cannabis	7Acres	1g		0.0				0.0					
100059_3x0.33g	Pre-Rolled	Balance Pre-Roll	APHRIA INC.	Solei	3x0.33g		0.4	0.3	0.4	0.5	0.4	1.0			Region	
100059_4x0.33g	Pre-Rolled	Balance Pre-Roll	APHRIA INC.	Solei	4x0.33g		0.0	0.0							All	~
100060_1x0.5g	Pre-Rolled	Unplug Pre-Roll	APHRIA INC.	Solei	1x0.5g		0.0	0.0							Store Name	
100060_3x0.33g	Pre-Rolled	Unplug Pre-Roll	APHRIA INC.	Solei	3x0.33g		0.0	0.0	0.0						All	\ \
100061_0.5g	Pre-Rolled	Free Pre-Roll	APHRIA INC.	Solei	0.5g		0.0	0.0								
100062_3x0.33g_	Pre-Rolled	Gather Pre-Roll	APHRIA INC.	Solei	3x0.33g		0.0			0.0	0.0				Store ID	
- 100063_1g	Dried Flower	Balance	APHRIA INC.	Solei	1g		0.0			0.0					All	×
100063_3.5g	Dried Flower	Balance	APHRIA INC.	Solei	3.5g	0.0	0.1	0.1	0.2	0.1	0.1	0.0	2	~	CRSA	
100064_3.5g	Dried Flower	Unplug	APHRIA INC.	Solei	3.5g		1.0			1.0					CKSA	

OCS) CAN	INABIS		Daily Sale	s Velocity					2/26/2023	3/4/2023
\bigcirc		it. Color Holton and Character	- Marine I day						LP/Supplier	
SKU	Subcategory	ily Sales Units per Store by Item Name	y Municipality LP/Supplier	Brand	Size	Your Store(s)	Your Municipality	Sales Days	All	`
104035 10x0.35g	Pre-Rolled	Lions Breath Pre-Roll	Cannacure Corp	Cali Slimz	10x0.35g	5.0		1	Brand	
320307_1 Pack	Beverages	Blue Razz Shocker Beverage Powder	Motif Labs Ltd	BOXHOT Killer-Ade	1 Pack	4.0		1	All	×
101618_1x0.5g	Pre-Rolled	Amnesia Haze Pre-Roll	Sensi Brands Ltd.	Station House	1x0.5g	3.0		2	Category	
310107_2g	Concentrates	Old School Pressed Hash	Trichome JWC Acquisition Corp. dba JWC	WAGNERS	2g	3.0		2		
330086_1x10g	Edibles	Raspberry Milk Chocolate	INDIVA INC.	Legend - Powered by Indiva	1x10g	2.5		2	All	~
100073_1g	Pre-Rolled	Subway Scientist Pre-Roll	APHRIA INC.	RIFF	1g	2.0		1	Item Name	
101404_10x0.35g	Pre-Rolled	Limelight Pre-Roll	ORGANIGRAM INC.	Edison Cannabis Co	10x0.35g	2.0		2	item Name	
103165_1g	Dried Flower	The Snack Pack: Sour OG Cheese	Candre Cannabis Inc	Calyptra Light	1g	2.0		1	All	~
103209_12x0.5g	Pre-Rolled	Citrus Rush x K-Smorz Pre- Roll	BZAM MANAGEMENT INC. D.B.A. BZAM CANNABIS	-ness	12x0.5g	2.0		1	SKU	
103645_10x0.44g	Pre-Rolled	Free Slims Pre-Roll	APHRIA INC.	Solei	10x0.44g	2.0		1		
307005_1g	Vapes	Blueberry Lemon Haze Sativa 510 Thread Cartridge	INDIVA INC.	Dime Industries	1g	2.0		1	All Core SKU	~
101615_3.5g	Dried Flower	Lemon Ziddy	AB LABORATORIES INC	Steel City Green	3.5g	1.7		3	Core SKU	
103142_7g	Dried Flower	Quarter Mill Black Mountain Skunk	Valens Agritech Ltd.	Versus	7g	1.7		3	All	×
112015_7g	Dried Flower	Chance	Agripharm Corp	Community C/O Purple Hills	7g	1.7		3	Region	
101352_3x0.5g	Pre-Rolled	Pacific OG Pre-Roll	TANTALUS LABS LTD	Tantalus Labs	3x0.5g	1.5		4		· · · · · · · · · · · · · · · · · · ·
106015_10x0.3g	Pre-Rolled	Berry Cream Puff Pre-Roll	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	10x0.3g	1.5		2	All	`
112012_3.5g	Dried Flower	Valencia	ABBA MEDIX CORP	Artiznl	3.5g	1.5		2		
300737_1g	Vapes	Nightmare Fuel Full Spectrum 510 Thread Cartridge	Aurora Cannabis Enterprises Inc.	Daily Special	1g	1.5		2	Store Name	
330477_1 Pack	Edibles	Irish White Chocolate THC	INDIVA INC.	Indiva Life	1 Pack	1.5		2	All	
101407_1x1g	Pre-Rolled	Grower's Choice Indica Pre- Roll	APHRIA INC.	Good Supply	1x1g	1.4		27	Store ID	
103162_1g	Dried Flower	TF Pink Kush	CANWE GROWERS INC.	CanWe	1g	1.4		5	V AII	×
101638_2x1g	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hiway	2x1g	1.4		21	CRSA	

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.

	TARIO NNABIS					Comparisor							Date 2/26/2023	3/4/2023
STC				Averag	je Sales Ul	nits per Stor	e							5/4/2025
\bigcirc													LP/Supplier	
3.1 Average Sale SKU	Subcategory		LP/Supplier	Brand	Size	Your Store(s)	Province	Toronto	GTA	West	East	North	All	~
101407_1x1g	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	39	7	7	7	6	6	6	Brand	
101662_7g	Dried Flower	Gnarberry	ORGANIGRAM INC.	SHRED	7g	38	5	4	5	4	5	6	All	\
102065_7g	Dried Flower	Funk Master	ORGANIGRAM INC.	SHRED	7g	35	4	4	4	4	5	4		
101638_2x1g	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hiway	2x1g	29	6	7	6	6	6	4	Category	
310295_3x0.5g	Concentrates	Distillate Infused Pre- Roll Taster Pack	WestLeaf Labs LP	General Admission	3x0.5g	28	5	4	5	4	5	5	All	
101660_7g	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	27	5	4	5	4	6	5		
101408_1x1g	Pre-Rolled	Grower's Choice Sativa Pre-Roll	APHRIA INC.	Good Supply	1x1g	26	5	6	6	5	5	4	Item Name	
100074_1x1g	Pre-Rolled	Jean Guy Pre-Roll	APHRIA INC.	Good Supply	1x1g	22	4	5	5	4	4	4	All	\
102103_3.5g	Dried Flower	GMO Cookies	PEACE NATURALS PROJECT INC.	Spinach	3.5g	22	5	5	5	4	6	4	sкu	
103293_10 caps	Capsules	Pomegranate Berry Glitches	Aurora Cannabis Enterprises Inc.	Drift	10 caps	21	4	4	4	4	4	5	All	~
310258_1g	Concentrates	Banana Kush Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1g	21	3	4	4	3	3	3	Core SKU	
313013_1x1g	Concentrates	Mango High-Chew Distillate Infused Pre- Roll	WestLeaf Labs LP	General Admission	1x1g	20	4	5	4	3	4	3	All Region	~
330395_5 Pack	Edibles	Blackberry Lemonade 1:1:1 CBN/CBD/THC	INDIVA INC.	Pearls by grön	5 Pack	18	5	5	5	5	5	6	All	~
101637_2x1g	Pre-Rolled	Sativa Pre-Roll	Supreme Cannabis	Hiway	2x1g	17	4	5	4	4	5	4		
101557_3.5g	Dried Flower	Pink Kush	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3.5g	16	4	5	5	3	4	3	Store Name	
102232_10x0.35g	Pre-Rolled	Wedding Pie Pre-Roll	AUXLY OTTAWA INC	Back Forty	10x0.35g	16	4	3	4	4	4	4	All	~
310294_3x0.5g	Concentrates	Peach Ringz Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	16	3	4	3	3	3	4	Store ID	
310432_3x0.5g	Concentrates	Tiger Blood Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	15	4	4	4	4	4	4	All	×
101697_3.5g	Dried Flower	Starwalker Kush	APHRIA INC.	Good Supply	3.5g	14	3	3	3	4	3	4	CRSA	
102724_1x0.5g	Pre-Rolled	The Jeffrey Pre-Roll	Choice Growers	Choice Growers	1x0.5g	14	6	6	6	5	6	5	CR3A	

Figure 5: Report 3.1 – Sales Units



		TARIO		Provincial Sales	s Comparison				Date	
(00		NABIS		Average Sales L	Jnits per Store				2/26/2023	3/4/2023
Summar	∕ sto	RE							LP/Supplier	
	erage Sale	es Units per Sto	re by Municipality						All	
Summar SKU		Subcategory	Item Name	LP/Supplier	Brand	Size	Your Store(s)	Your Municipality	^	
V 10140	7_1x1g	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	39		Brand	
10166	2_7g	Dried Flower	Gnarberry	ORGANIGRAM INC.	SHRED	7g	38			
v Your C 10206	5_7g	Dried Flower	Funk Master	ORGANIGRAM INC.	SHRED	7g	35		All	
	3_2x1g	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hiway	2x1g	29			
31029	5_3x0.5g	Concentrates	Distillate Infused Pre-Roll Taster Pack	WestLeaf Labs LP	General Admission	3x0.5g	28		Category	
10140	3_1x1g	Pre-Rolled	Grower's Choice Sativa Pre-Roll	APHRIA INC.	Good Supply	1x1g	26			
City 10166)_7g	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	26		All	
10210	3_3.5g	Dried Flower	GMO Cookies	PEACE NATURALS PROJECT INC.	Spinach	3.5g	22			
10007	4_1x1g	Pre-Rolled	Jean Guy Pre-Roll	APHRIA INC.	Good Supply	1x1g	21		Item Name	
10329	8_10 caps	Capsules	Pomegranate Berry Glitches	Aurora Cannabis Enterprises Inc.	Drift	10 caps	21		All	
31025	3_1g	Concentrates	Banana Kush Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1g	21		All	
31301	3_1x1g	Concentrates	Mango High-Chew Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1x1g	20		SKU	
33039	5_5 Pack	Edibles	Blackberry Lemonade 1:1:1 CBN/CBD/THC	INDIVA INC.	Pearls by grön	5 Pack	18		All	
10163	7_2x1g	Pre-Rolled	Sativa Pre-Roll	Supreme Cannabis	Hiway	2x1g	17		Core SKU	
10223	2_10x0.35g	Pre-Rolled	Wedding Pie Pre-Roll	AUXLY OTTAWA INC	Back Forty	10x0.35g	16			
31029	4_3x0.5g	Concentrates	Peach Ringz Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	16		All	
10155	7_3.5g	Dried Flower	Pink Kush	PURE SUNFARMS CANADA CORP.	Pure Sunfarms	3.5g	15		Region	
31043	2 3x0.5g	Concentrates	Tiger Blood Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	15		All	
10169	7_3.5q	Dried Flower	Starwalker Kush	APHRIA INC.	Good Supply	3.5g	14			
30046	7_1g	Vapes	Ninja Fruit 510 Thread Cartridge	BZAM MANAGEMENT INC. D.B.A. BZAM CANNABIS	-ness	1g	14		Store Name	
33039	4 5 Pack	Edibles	Blue Razzleberry 3:1 CBG/THC	INDIVA INC.	Pearls by grön	5 Pack	14		All	
10272	4 1x0.5g	Pre-Rolled	The Jeffrey Pre-Roll	Choice Growers Cannabis Inc	Choice Growers Cannabis	1x0.5g	13			
33016	2_5x5g	Edibles	SOURZ by Spinach - Blue Raspberry Watermelon Indica	PEACE NATURALS PROJECT INC.	Spinach	5x5g	13		Store ID	
33016	5_5x5g	Edibles	SOURZ by Spinach - Strawberry Mango Sativa Soft Chews	PEACE NATURALS PROJECT INC.	Spinach	5x5g	13		. All	
30062	1 1-	Vanec	Dank Berry 510 Thread Cartridge	Valenc Agritech Ltd	Versus	10	12		CRSA	

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

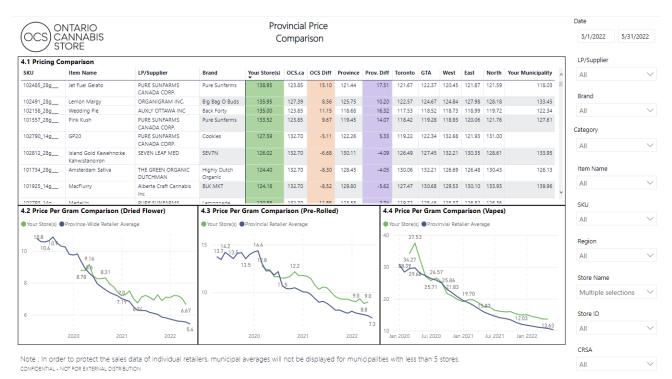
• Displays average price per gram over time for the three top-selling subcategories.

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

	ANNABIS TORE			Corr	parison				.op 55		concr pr	1005 10	account for outlier		5/1/2022 5/31/2	2022
5.1 Max Prici	ng														LP/Supplier	
SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Max	Discount	Toronto	GTA	West	East	North	Your Municipality	^	All	
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	1	Brand	
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		branc	
102484_28g	SEVEN LEAF MED	SEV7N	28g	Island Sugar Kawehno:ke Otsi kheta	146.37	154.00	5%	153.99	149.30	154.99	148.66	152.99	146.37		All	
102483_28g	SEVEN LEAF MED	SEV7N	28g	Island Cherry Kawehno:ke Eri ko:wa	141.98	154.95	8%	153.99	149.95	154.99	159.99	149.99	146.37		Category	
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		All	
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		Item Name	
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	~	All	
102131-28n	PLIRE SLINIFARMS CANADA	Pure Sunfarms	28n	Blue Dream	131.84	139.98	696	137.25	140.00	139.92	139.95	146.02	136.59	_		
															SKU	
5.2 Min Pricir	ng														All	
SKU	LP/Supplier	Brand	Size	Item Name	Your Store(s)	Prov. Min	Premium	Toronto	GTA	West	East	North	Your Municipality	^	All	
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	1	Region	
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		All	
102484_28g	SEVEN LEAF MED	SEV7N	28g	Island Sugar Kawehno:ke Otsi kheta	146.37	110.42	33%	109.99	111.91	113.09	111.38	113.09	146.37		All	
102483_28g	SEVEN LEAF MED	SEV7N	28g	Island Cherry Kawehno:ke Eri ko:wa	141.98	113.09	26%	112.99	114.90	114.75	113.04	113.09	119.47		Store Name	
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		Multiple selections	
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	108.95	27%	108.91	108.95	108.64	108.95	108.95	106.72		Store ID	
102147_209	PEACE NATURALS PROJECT	Spinach	28g	Tangerine Twist	137.69	26.00	430%	32.95	102.25	25.35	24.70	24.00	109.33	~	All	
02574_28g	INC.															

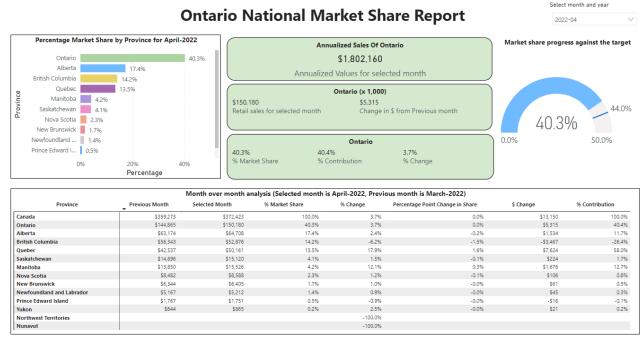


Report 6: Ontario National Market Share Report

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



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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, nonclearance 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.

				[Dried Flower						Dried flowe on three va		have been group	ed accordin	g to their s
SKU P	Product Attribute Details									1) THC %				
luster	Primary Vendor	BRAND	ITEMNAME	SKU	Sales Price (\$)	Pack Size	THC%	CBD%	Sales Price Per Gram (\$)	^	2) CBD % 3) Price Per	Gram (OC	5 E-commerce re	tail price)	
4	Noya Cannabis	-	Micro Batch	102195_3.5g	49.95	3.50	26.00	1.00	\$14.00		distinct o		ere determined a	s the entire	
4	HydRx Farms Itd.	1337 Elite	Sweet Tooth	102217_3.5g	31.50	3.50	23.00	1.00	\$11.00		-	r products.	ere determined a	s trie optime	rsegment
4	UNITED GREENERIES LTD.	18tweive	18twelve King Kush	103036_3.5g	41.95	3.50	29.00	1.00	\$11.00			Vendor			
7	UNITED GREENERIES LTD.	18tweive	8 Ball Kush	101393_3.5g	39.95	3.50	27.50	1.00	\$13.00						
4	UNITED GREENERIES LTD.	18twelve	8 Ball Kush	101393_14g	129.95	14.00	27.50	1.00	\$10.00		All				×
4	UNITED GREENERIES LTD.	18twelve	Frozen Grapes	102455_3.5g	41.95	3.50	28.00	1.00	\$11.00		DD	AND			
7	UNITED GREENERIES LTD.	18twelve	Super Skunk	101394_3.5g	31.95	3.50	20.00	1.00	\$9.00		ВК	AND			
2	Rubicon Organics Inc	1964	Organic Comatose	102806_3.5g	34.95	3.50	30.00	1.00	\$9.00		All				`
2	Rubicon Organics Inc	1964	Organic Romulan	102517_3.5g	34.95	3.50	23.00	1.00	\$9.00						
2	Rubicon Organics Inc	1964	Organic Romulan	102517_14g	114.95	14.00	23.00	1.00	\$8.00		ITE	MNAME			
2	Rubicon Organics Inc	1964	Organic Sour Cookies	102161_3.5g	34.95	3.50	28.00	2.00	\$9.00		All				
2	Rubicon Organics Inc	1964	Organic Sour Cookies	102161_14g	114.95	14.00	28.00	2.00	\$8.00						
4	Atlas Growers Ltd.	34 Street Seed Co.	34 Street Cookie	102600_3.5g	34.95	3.50	28.00	1.00	\$11.00		SK	U			
4	Atlas Growers Ltd.	34 Street Seed Co.	34 Street Cookie	101953_3.5g	39.95	3.50	28.00	1.00	\$11.00		All				
4	Viridis Natural Health Products Ltd.	34 Street Seed Co.	ZKTLZ X FPOG	101952_3.5g	39.95	3.50	28.00	1.00	\$11.00				_		
2	Greentone Enterprises Inc.	3Saints	Kush Cookies	103106_3.5g	27.95	3.50	30.00	1.00	\$7.00	11	1. Produ	ict Attri	oute Summa	iry	
6	DELSHEN THERAPEUTICS CORP.	48North	First Harvest Strain Hunters Franco's Lemon Cheese	101292_3.5g	28.95	3.50	16.00	1.00	\$8.00	Ш	Cluster	# of SKUs	Sales Price Per Gram (\$)	Average CBD (%)	Averag THC (9
2	DELSHEN THERAPEUTICS CORP.	48North	First Harvest Strain Hunters Holy Punch	101293_3.5g	28.95	3.50	26.00	2.00	\$8.00	11	1	18	\$25.91	2.39	21.
6	HEXO OPERATIONS INC.	48North	Granddaddy Purple	101500 3.5g	24.50	3.50	23.60	1.00	\$9.00		4	2480	\$12.60	1.51	26.
-	HEXO OPERATIONS INC.	48North	Green Crush	101499_3.5g	29.95	3.50	25.00	1.00	\$9.00	П.	7	455	\$11.02	0.61	7.
-	DELSHEN THERAPEUTICS CORP.	48North	Paris OG	101498 3.5g	22.50	3.50	20.00	1.00	\$7.00		6	1104	\$9.42	1.01	19.
	HEXO OPERATIONS INC.	48North	Skullcap	102553 3.5g	39.95	3.50	27.00	3.00	\$11.00		8	248	\$8.83	18.69	1.
	HEXO OPERATIONS INC.	48North	Where's My Bike	102077 3.5g	33.95	3.50	25.00	2,00	\$9.00		3	360	\$8.44	12.06	9.
	5 POINTS CANNABIS INC	5 Points	Planet of the Grapes	102623 3.5g	24.95	3.50	26.00	1.00	\$7.00		2	1218	\$8.16	1.25	25.
	5 POINTS CANNABIS INC	5 Points	Zsweet	102624_3.5g	24.95	3.50	29.00	1.00	\$7.00	~	5	1670	\$5.06	1.16	20.
-											Total	7553	\$9.43	2.21	22.3

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

Categ	Jory
All	^
\sim	Accessories
^	Cannabis
	△ □ Beverages
	Cold Bev
	Dealcoho
	Hot Beve
	✓ □ Capsules
	✓ □ Clones
	✓ □ Concentrates
	✓ □ Dried Flower

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

Figure 12: Clear Filter

	-	67
Store Name		\diamond
All		\sim

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)

1.7 Sales by S	ub Cat	egory	/	\$	D	Y	62		
SubCategory	Units		KGs	Sold	Sale	s \$		^	
Dried Flower	692	,916	2,7	75.3	23,	251,4	186	1	
Vapes	118	,484	2	05.9	5,	609,1	97		
Pre-Rolled	322	,084	3	91.9	4,	4,631,770			
Edibles	180	,507	1	78.5	1,	516,1	68		
Oils	35	,846		98.2	1, 1,	424,3	86		
Capsules	25	,230		24.2		567,8	809		
Beverages	64	,499	2	22.9		515,6	666		
Concentrates		,984		58.8			68		
Topicals NPC	3	,051		2.7		97,5	34	1	
Seeds		923		3.7		48.9		\sim	
Total	1,453	,524	3,9	62.0	38,0)59,1	43		
1.8 Sales by B									
	rand (I	op 10	D By S	Sales	\$)				
Brand	rand (I	op 1(Units	- T	Sales KGs S		Sale	s \$		
	rand (I	Units	- T	KGs S		-	s \$ 94,05	6	
Brand	rand (I	Units		KGs S	Sold	3			
Brand Aurora Drift		Units 36, 32,	911	KGs S	63.0	3	94,05	D	
Brand Aurora Drift Affirma	rand (I	Units 36, 32, 43,	911 024	KGs S	63.0 6.4	3 2 2	94,05 63,54	0 4	
Brand Aurora Drift Affirma Bhang		Units 36, 32, 43, 16,	911 024 612	KGs	63.0 6.4 28.8	3 2 2 1	94,05 63,54 38,90	0 4 3	
Brand Aurora Drift Affirma Bhang San Rafael '71		Units 36, 32, 43, 16, 17,	911 024 612 267	KGs S	50ld 63.0 6.4 28.8 24.3	3 2 2 1	94,05 63,54 38,90 66,14	0 4 3 0	
Brand Aurora Drift Affirma Bhang San Rafael '71 Foray		Units 36, 32, 43, 16, 17, 13,	911 024 612 267 237	KGs S	50ld 63.0 6.4 28.8 24.3 12.0	3 2 2 1 1	94,05 63,54 38,90 66,14 34,63	0 4 3 0 2	
Brand Aurora Drift Affirma Bhang San Rafael '71 Foray Chowie Wowie		Units 36, 32, 43, 16, 17, 13, 5,	911 024 612 267 237 684	KGs S	50ld 63.0 6.4 28.8 24.3 12.0 13.7	3 2 2 1 1	94,05 63,54 38,90 66,14 34,63 07,13	0 4 3 0 2	
Brand Aurora Drift Affirma Bhang San Rafael '71 Foray Chowie Wowie Tweed		Units 36, 32, 43, 16, 17, 13, 5, 4,	911 024 612 267 237 684 360	KGs S	50ld 63.0 6.4 28.8 24.3 12.0 13.7 11.3	3 2 2 1 1	94,05 63,54 38,90 66,14 34,63 07,13 53,81	0 4 3 0 2 6 4	
Brand Aurora Drift Affirma Bhang San Rafael '71 Foray Chowie Wowie Tweed Edison Bytes		Units 36, 32, 43, 16, 17, 13, 5, 4, 3,	911 024 612 267 237 684 360 959	KGs S	50ld 63.0 6.4 28.8 24.3 12.0 13.7 11.3 6.4	3 2 2 1 1	94,05 63,54 38,90 66,14 34,63 07,13 53,81 53,71	0 4 3 0 2 6 4 9	

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



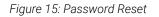
Figure 14: Filter by Clicking Element (2)

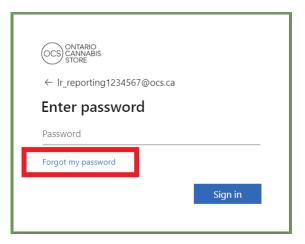
1.7 Sales by S	ub Categ	ory		
SubCategory	Units	KGs So	Id Sales	S
Dried Flower	100,154	290).6 2,451	,109
Vapes	26,410	44	1.4 9 <mark>9</mark> 4	4,677
Pre-Rolled	25,213	88	8.6 697	,210
Oils	10,577	40	0.1 502	2,410
Capsules	12,435	9	.5 228	3,905
Total	174,789	473	.1 4,874	,309
1.8 Sales by B Brand		10 By S	5 ☆ ि KGs Sold	
	Ur		_	
Brand	Ur 1	nits	KGs Sold	Sales \$
Brand Redecan	Ur 1	nits 74,789	KGs Sold 473.1	Sales \$ 4,874,309
Brand Redecan Good Supply	Ur 1	nits 74,789 20,856	KGs Sold 473.1 288.5	Sales \$ 4,874,309 2,871,656
Brand Redecan Good Supply RIFF	Ur 1	74,789 20,856 87,428	KGs Sold 473.1 288.5 199.0	Sales \$ 4,874,309 2,871,656 2,111,590
Brand Redecan Good Supply RIFF Pure Sunfarms	U1 1	nits 74,789 20,856 87,428 57,692	KGs Sold 473.1 288.5 199.0 368.8	Sales \$ 4,874,309 2,871,656 2,111,590 2,082,021
Brand Redecan Good Supply RIFF Pure Sunfarms Daily Special	Un 1	nits 74,789 20,856 87,428 57,692 47,709	KGs Sold 473.1 288.5 199.0 368.8 313.6	Sales S 4,874,309 2,871,656 2,111,590 2,082,021 1,796,023
Brand Redecan Good Supply RIFF Pure Sunfarms Daily Special San Rafael '71	Ur 1	nits 74,789 20,856 87,428 57,692 47,709 42,914	KGs Sold 473.1 288.5 199.0 368.8 313.6 108.6	Sales S 4,874,309 2,871,656 2,111,590 2,082,021 1,796,023 1,266,550
Brand Redecan Good Supply RIFF Pure Sunfarms Daily Special San Rafael '71 Edison	Un 1	nits 74,789 20,856 87,428 57,692 47,709 42,914 69,201	KGs Sold 473.1 288.5 199.0 368.8 313.6 108.6 124.7	Sales \$ 4,874,309 2,871,656 2,111,590 2,082,021 1,796,023 1,266,550 1,216,954
Brand Redecan Good Supply RIFF Pure Sunfarm: Daily Special San Rafael '71 Edison Solei	Un 1 3 5	74,789 20,856 87,428 57,692 47,709 42,914 69,201 69,958	KGs Sold 473.1 288.5 199.0 368.8 313.6 108.6 124.7 93.5	Sales \$ 4,874,309 2,877,656 2,111,590 2,082,021 1,796,023 1,266,550 1,216,954 1,165,540

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.







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

::: Power Bl Data Program - Retailers	1. Data Program - Retailers Data updated 3/30/23 \vee	Q Search ♀ ✿ ᆇ ? ©
≪ 🗅 File ∨ I← Export ∨	♀ Get insights 🕞 Subscribe to report 🛛 …	
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