

INFORMATION FOR
AUTHORIZED RETAILERS



RETAILER DATA PROGRAM APP USER GUIDE

VERSION 7 | January 2026

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SUMMARY

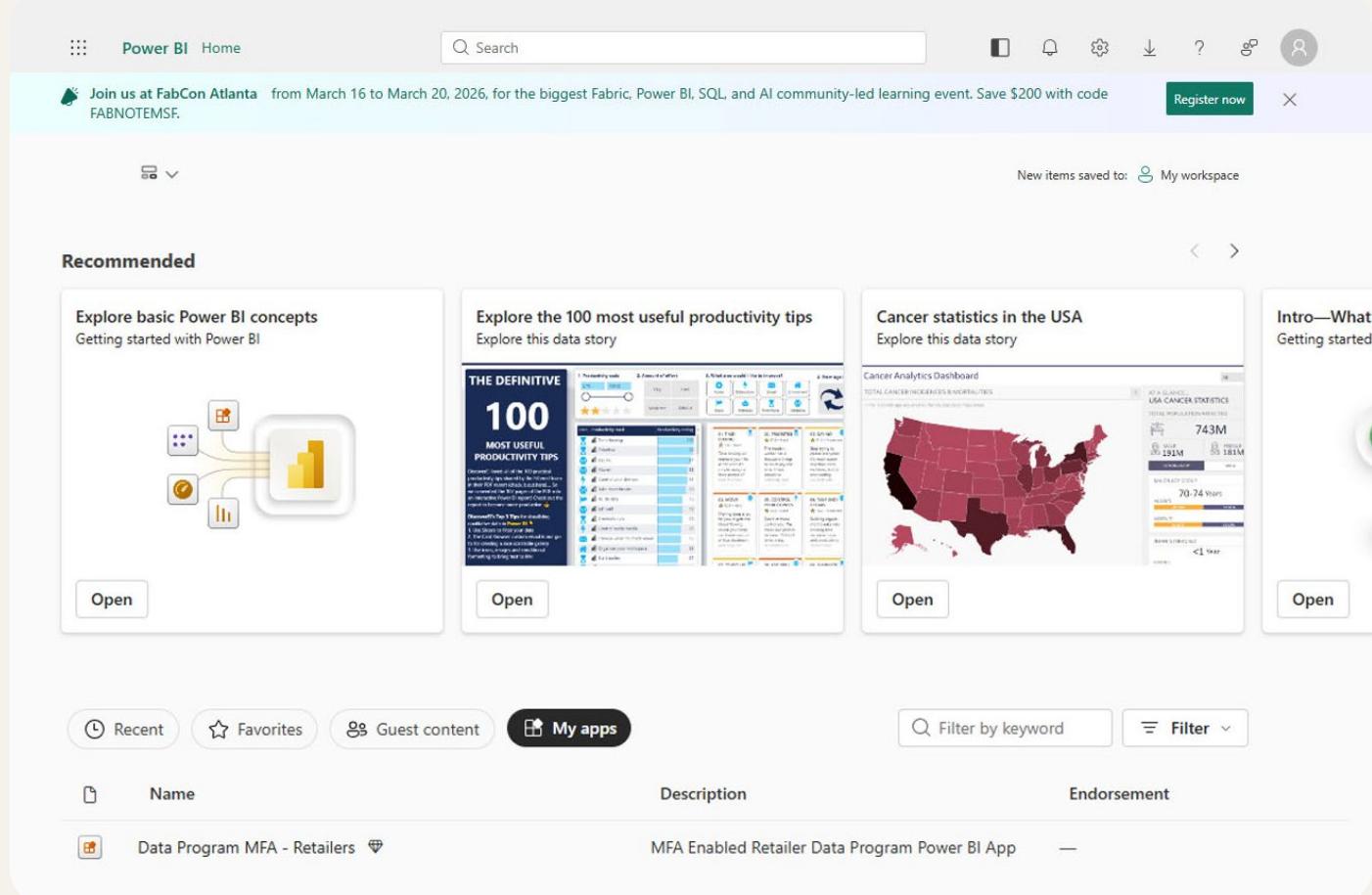
The Data Program is created by the OCS (Ontario Cannabis Store) to aggregate Authorized Retailer data to present a picture of the legal cannabis retail market in Ontario. The app allows you to view sales for a selected date range up to two days prior to the current date. Its purpose is to provide a snapshot of your sales and compare product performance to your region and the provincial market.



HOW TO ACCESS THE RETAILER DATA PROGRAM

STEP 1: Visit office.com and enter your credentials. If you don't know your credentials, please contact our Customer Care team at 1-877-627-1627.

STEP 2: From the dashboard, select “My apps” from the centre menu to access the Retailer Data Program.



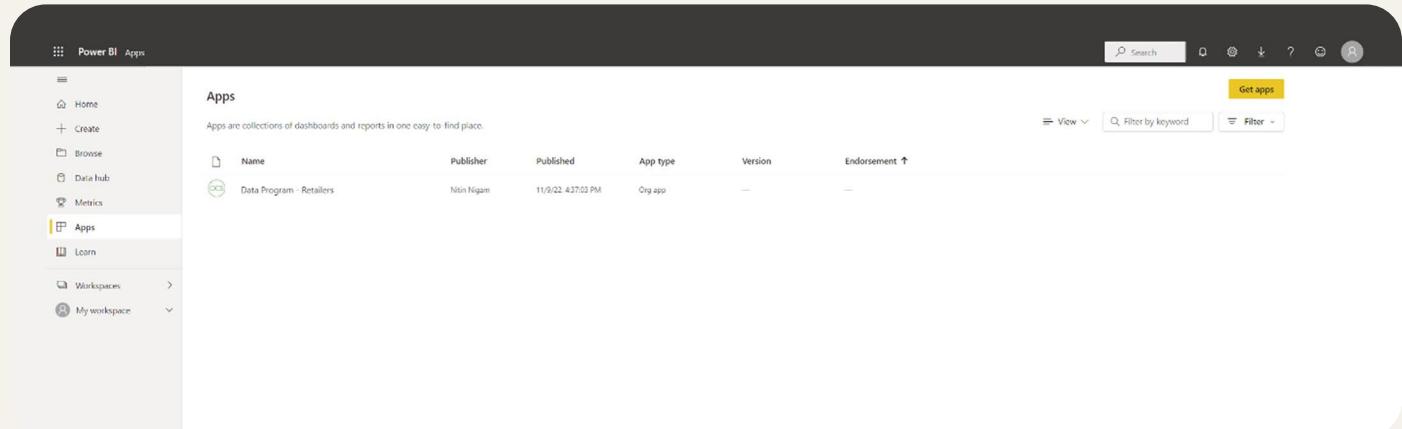
The screenshot shows the Power BI Home page. At the top, there is a search bar and a banner for 'FabCon Atlanta'. Below the banner, a message says 'New items saved to: My workspace'. The main area is titled 'Recommended' and features four cards:

- Explore basic Power BI concepts** (Getting started with Power BI): An icon of a data flow with a bar chart. **Open** button.
- Explore the 100 most useful productivity tips** (Explore this data story): An icon of a bar chart with the number 100. **Open** button.
- Cancer statistics in the USA** (Explore this data story): An icon of a map of the USA. **Open** button.
- Intro—What Getting started**: An icon of a document. **Open** button.

Below the recommended section, there is a navigation bar with buttons for 'Recent', 'Favorites', 'Guest content', and 'My apps' (which is highlighted). There is also a search bar for 'Filter by keyword' and a 'Filter' button. The 'My apps' section lists one application:

Name	Description	Endorsement
Data Program MFA - Retailers	MFA Enabled Retailer Data Program Power BI App	—

STEP 3: Select “Data Program – Retailers” from the list of applications available.



The screenshot shows the Power BI Apps page. The left sidebar has a 'Apps' section selected. The main area shows a table of applications:

Name	Publisher	Published	App type	Version	Endorsement
Data Program - Retailers	Nitin Nigam	11/6/22 4:27:03 PM	Org app	—	—

At the top of the main area, there is a 'Get apps' button and a 'View' dropdown. There is also a search bar for 'Filter by keyword' and a 'Filter' button.



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 contribute to presenting you with a holistic picture of the legal cannabis market.

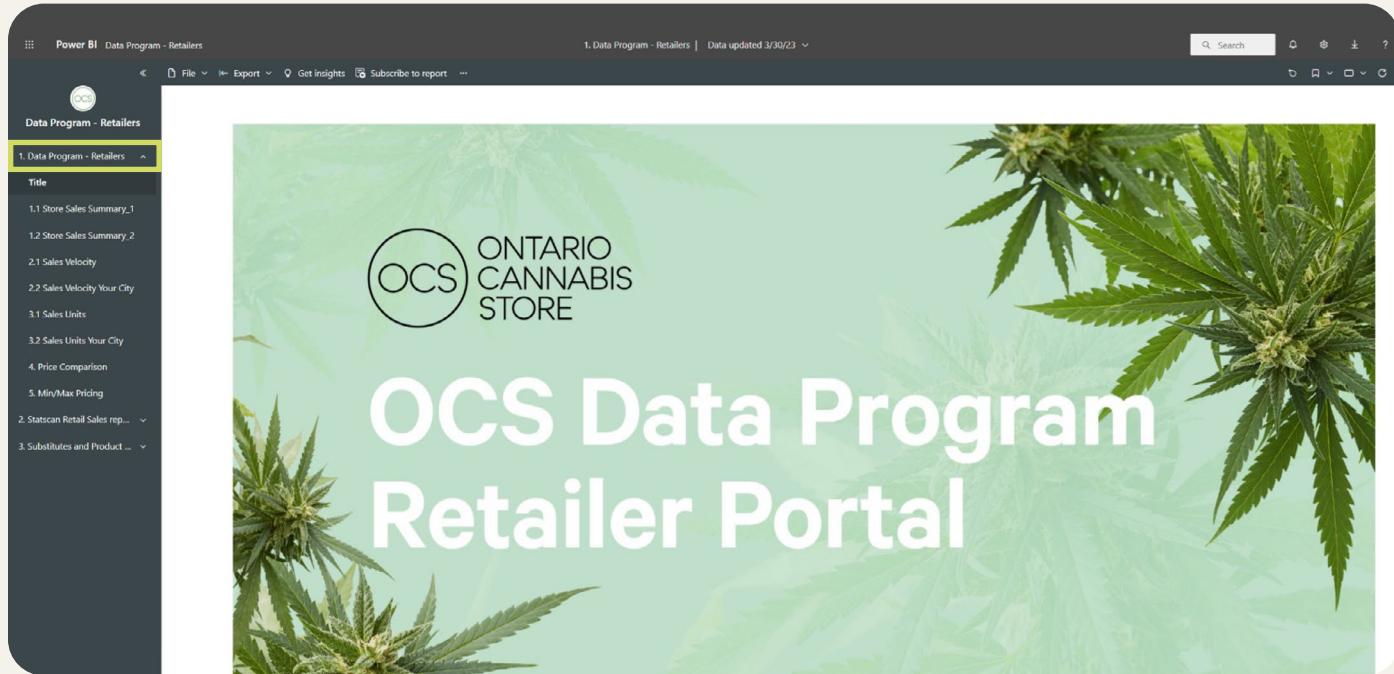


Figure 1: Landing Page

DATA PROGRAM – RETAILERS

REPORT 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 daily. 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 fewer than five 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 bars with trend lines for market averages — for the 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 on a dotted trend line 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., four full weeks starting on a Sunday and ending on a Saturday).

1.4 Percent of \$ Sales by Dry Flower Size

- Breaks Dried Flower sales into its variant sizes (3.5 g, 28 g, 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 – Store Summary



Store Summary Page 2

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 per 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 (e.g., DF \$ to Pre-Rolls value of 3 represents a 3:1 Dried Flower to Pre-Rolls).

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 fewer than five stores.

1.12 Sales by Brand (Top 10 by Sales \$)

- 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.



Figure 3: Report 1 – Store Summary (2)



REPORT 2: SALES VELOCITY

Report 2.1: Sales Velocity measures your sales velocity (sales units per SKU per selling day) against other stores, aggregated by region and province. Report 2.2: 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, brand or 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 fewer than five stores, municipal data will not be displayed.



ONTARIO
CANNABIS
STORE

Provincial Sales Comparison
Daily Sales Velocity

Date
2/26/2023 3/4/2023

LP/Supplier
All

Brand
All

Category
All

Item Name
All

SKU
All

Core SKU
All

Region
All

Store Name
All

Store ID
All

CRSA
(Blank)

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

SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Your Store(s)	Province	Toronto	GTA	West	East	North	Sales Days
100001_	Seeds	Wilma Seeds	Tweed Inc.	Tweed		0.0	0.0	0.0	0.0	0.0	0.0	0.0	29
100012_1g_	Dried Flower	Sunset	Tweed Inc.	LBS	1g		0.0	0.0					
100013_3.5g_	Dried Flower	Sunset	Tweed Inc.	LBS	3.5g		0.0	0.0	0.0	0.0	0.0	0.0	
100013_7g_	Dried Flower	Sunset	Tweed Inc.	LBS	7g		0.0			0.0	0.0	0.0	
100019_1g_	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	1g		0.4	0.8	0.5	0.3	0.2	0.0	
100019_3.5g_	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	3.5g		0.1	0.3		0.0	0.0		
100019_7g_	Dried Flower	Hindu Kush	Tweed Inc.	Tweed	7g		0.0		0.0				
100021_15caps_	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
100022_1g_	Dried Flower	C-LAND	Tweed Inc.	Tweed	1g		0.3	0.0	1.0		0.0		
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_15caps_	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
100031_3.5g_	Dried Flower	Afghan Kush	Tweed Inc.	Tweed	3.5g		0.0		0.0				
100031_7g_	Dried Flower	Afghan Kush	Tweed Inc.	Tweed	7g		0.0		0.0				
100035_3.5g_	Dried Flower	Solar Power	EMBLEM CANNABIS CORP.	Symbol	3.5g		0.0		0.0				
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	
100059_4x0.33g_	Pre-Rolled	Balance Pre-Roll	APHRIA INC.	Solei	4x0.33g		0.0	0.0					
100060_1x0.5g_	Pre-Rolled	Unplug Pre-Roll	APHRIA INC.	Solei	1x0.5g		0.0	0.0					
100060_3x0.33g_	Pre-Rolled	Unplug Pre-Roll	APHRIA INC.	Solei	3x0.33g		0.0	0.0	0.0				
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		
100063_1g_	Dried Flower	Balance	APHRIA INC.	Solei	1g		0.0		0.0				
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
100064_3.5g_	Dried Flower	Unplug	APHRIA INC.	Solei	3.5g	1.0				1.0			

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**2.2 Sales Velocity - Average Daily Sales Units per Store by Municipality**

SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Your Store(s)	Your Municipality	Sales Days
104035_10x0.35g_	Pre-Rolled	Lions Breath Pre-Roll	Cannasure Corp	Cali Slimz	10x0.35g	5.0		1
320307_1 Pack_	Beverages	Blue Razz Shocker Beverage Powder	Motif Labs Ltd	BOXIHOT Killer-Ade	1 Pack	4.0		1
101618_1x0.5g_	Pre-Rolled	Amnesia Haze Pre-Roll	Sensi Brands Ltd.	Station House	1x0.5g	3.0		2
310107_2g_	Concentrates	Old School Pressed Hash	Trichome JWC Acquisition Corp. dba JWC	WAGNER'S	2g	3.0		2
330086_1x10g_	Edibles	Raspberry Milk Chocolate	INDIVA INC.	Legend - Powered by Indiva	1x10g	2.5		2
100073_1g_	Pre-Rolled	Subway Scientist Pre-Roll	APHRIA INC.	RIFF	1g	2.0		1
101404_10x0.35g_	Pre-Rolled	Limelight Pre-Roll	ORGANIGRAM INC.	Edison Cannabis Co	10x0.35g	2.0		2
103165_1g_	Dried Flower	The Snack Pack Sour OG Cheese	Candre Cannabis Inc	Calyptra Light	1g	2.0		1
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
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
101615_3.5g_	Dried Flower	Lemon Ziddy	AB LABORATORIES INC	Steel City Green	3.5g	1.7		3
103142_7g_	Dried Flower	Quarter Mill Black Mountain Skunk	Valens Agritech Ltd.	Versus	7g	1.7		3
112015_7g_	Dried Flower	Chance	Agripharm Corp	Community C/O Purple Hills	7g	1.7		3
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 SUN FARMS CANADA CORP.	Pure Sunfarms	10x0.3g	1.5		2
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
330477_1 Pack_	Edibles	Irish White Chocolate THC	INDIVA INC.	Indiva Life	1 Pack	1.5		2
101407_1x1g_	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	1.4		27
103162_1g_	Dried Flower	TF Pink Kush	CANWE GROWERS INC.	CanWe	1g	1.4		5
101638_2x1g_	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hiway	2x1g	1.4		21

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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Figure 4: Report 2 – Sales Velocity**REPORT 3: SALES UNITS**

This page provides the total sales units per SKU based on the 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. Report 3.1: Sales Units compares your unit sales to the average in your region and the province. Report 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 or 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, brand or 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 fewer than five stores, municipal data will not be displayed.





Provincial Sales Comparison Average Sales Units per Store

Date

2/26/2023 3/4/2023

LP/Supplier

All

Brand

All

Category

All

Item Name

All

SKU

All

Core SKU

All

Region

All

Store Name

All

Store ID

All

CRSA

(Blank)

3.1 Average Sales Units per Store by Region

SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Your Store(s)	Province	Toronto	GTA	West	East	North
101407_1x1g	Pre-Rolled	Grower's Choice Indica	APHRIA INC.	Good Supply	1x1g	39	7	7	7	6	6	6
101662_7g	Dried Flower	Gnarberry	ORGANIGRAM INC.	SHRED	7g	38	5	4	5	4	5	6
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
310295_3x0.5g	Concentrates	Distillate Infused Pre-Roll Taster Pack	WestLeaf Labs LP	General Admission	3x0.5g	28	5	4	5	4	5	5
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	APHRIA INC.	Good Supply	1x1g	26	5	6	6	5	5	4
100074_1x1g	Pre-Rolled	Jean Guy Pre-Roll	APHRIA INC.	Good Supply	1x1g	22	4	5	5	4	4	4
102103_3.5g	Dried Flower	GMO Cookies	PEACE NATURALS PROJECT INC.	Spinach	3.5g	22	5	5	5	4	6	4
103293_10 caps	Capsules	Pomegranate Berry Glitches	Aurora Cannabis Enterprises Inc.	Drift	10 caps	21	4	4	4	4	4	5
310258_1g	Concentrates	Banana Kush Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1g	21	3	4	4	3	3	3
313013_1x1g	Concentrates	Mango High-Chew Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1x1g	20	4	5	4	3	4	3
330395_5 Pack	Edibles	Blackberry Lemonade 1:1 CBN/CBD/THC	INDIVA INC.	Pearls by grön	5 Pack	18	5	5	5	5	5	6
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 SUN FARMS CANADA CORP.	Pure Sunfarms	3.5g	16	4	5	5	3	4	3
102232_10x0.35g	Pre-Rolled	Wedding Pie Pre-Roll	AUXLY OTTAWA INC	Back Forty	10x0.35g	16	4	3	4	4	4	4
310294_3x0.5g	Concentrates	Peach Ringz Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	16	3	4	3	3	3	4
310432_3x0.5g	Concentrates	Tiger Blood Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	15	4	4	4	4	4	4
101697_3.5g	Dried Flower	Stanwalker Kush	APHRIA INC.	Good Supply	3.5g	14	3	3	3	4	3	4
102724_1x0.5g	Pre-Rolled	The Jeffrey Pre-Roll	Choice Growers	Choice Growers	1x0.5g	14	6	6	5	6	5	5

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Title
1.1 Store Sales Summary
1.2 Store Sales Summary
2.1 Sales Velocity
2.2 Sales Velocity Your City
3.1 Sales Units
3.2 Sales Units Your City
4. Price Comparison
5. Min/Max Pricing



Provincial Sales Comparison Average Sales Units per Store

Date

2/26/2023 3/4/2023

All

Brand

All

Category

All

Item Name

All

SKU

All

Core SKU

All

Region

All

Store Name

All

Store ID

All

CRSA

(Blank)

3.2 Average Sales Units per Store by Municipality

SKU	Subcategory	Item Name	LP/Supplier	Brand	Size	Your Store(s)	Your Municipality
101407_1x1g	Pre-Rolled	Grower's Choice Indica Pre-Roll	APHRIA INC.	Good Supply	1x1g	39	
101662_7g	Dried Flower	Gnarberry	ORGANIGRAM INC.	SHRED	7g	38	
102065_7g	Dried Flower	Funk Master	ORGANIGRAM INC.	SHRED	7g	35	
101638_2x1g	Pre-Rolled	Indica Pre-Roll	Supreme Cannabis	Hiway	2x1g	29	
310295_3x0.5g	Concentrates	Distillate Infused Pre-Roll Taster Pack	WestLeaf Labs LP	General Admission	3x0.5g	28	
101408_1x1g	Pre-Rolled	Grower's Choice Sativa Pre-Roll	APHRIA INC.	Good Supply	1x1g	26	
101660_7g	Dried Flower	Tropic Thunder	ORGANIGRAM INC.	SHRED	7g	26	
102103_3.5g	Dried Flower	GMO Cookies	PEACE NATURALS PROJECT INC.	Spinach	3.5g	22	
100074_1x1g	Pre-Rolled	Jean Guy Pre-Roll	APHRIA INC.	Good Supply	1x1g	21	
103293_10 caps	Capsules	Pomegranate Berry Glitches	Aurora Cannabis Enterprises Inc.	Drift	10 caps	21	
310258_1g	Concentrates	Banana Kush Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1g	21	
313013_1x1g	Concentrates	Mango High-Chew Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	1x1g	20	
330395_5 Pack	Edibles	Blackberry Lemonade 1:1 CBN/CBD/THC	INDIVA INC.	Pearls by grön	5 Pack	18	
101637_2x1g	Pre-Rolled	Sativa Pre-Roll	Supreme Cannabis	Hiway	2x1g	17	
102232_10x0.35g	Pre-Rolled	Wedding Pie Pre-Roll	AUXLY OTTAWA INC	Back Forty	10x0.35g	16	
310294_3x0.5g	Concentrates	Peach Ringz Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	16	
101557_3.5g	Dried Flower	Pink Kush	PURE SUN FARMS CANADA CORP.	Pure Sunfarms	3.5g	15	
310432_3x0.5g	Concentrates	Tiger Blood Distillate Infused Pre-Roll	WestLeaf Labs LP	General Admission	3x0.5g	15	
101697_3.5g	Dried Flower	Stanwalker Kush	APHRIA INC.	Good Supply	3.5g	14	
300467_1g	Vapes	Ninja Fruit 510 Thread Cartridge	BZAM MANAGEMENT INC. D.B.A. BZAM CANNABIS	-ness	1g	14	
330394_5 Pack	Edibles	Blue Razzleberry 3:1 CBG/THC	INDIVA INC.	Pearls by grön	5 Pack	14	
102724_1x0.5g	Pre-Rolled	The Jeffrey Pre-Roll	Choice Growers Cannabis Inc	Choice Growers Cannabis	1x0.5g	13	
330162_5x5g	Edibles	SOURZ by Spinach - Blue Raspberry	PEACE NATURALS PROJECT INC.	Spinach	5x5g	13	
330166_5x5g	Edibles	SOURZ by Spinach - Strawberry Mango	PEACE NATURALS PROJECT INC.	Spinach	5x5g	13	
200022_1m	Vendor	Flask Razz 510 Thread Cartridge	Valence Beverage Ltd	Marijuana	1m	13	

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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Figure 5: Report 3 – Sales Units



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.

4.1 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 five stores) municipal average price.

4.2-4.5 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, brand or 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 fewer than five stores, municipal data will not be displayed.

ONTARIO CANNABIS STORE

Provincial Price Comparison

4.1 Pricing Comparison

SKU	Item Name	LP/Supplier	Brand	Your Store(s)	OCS.ca	OCS Diff	Province	Prov. Diff	Toronto	GTA	West	East	North	Your Municipality
102485_28g___	Jet Fuel Gelato	PURE SUN FARMS CANADA CORP.	Pure Sunfarms	138.95	123.85	15.10	121.44	17.51	121.67	122.37	120.45	121.87	121.59	118.03
102491_28g___	Lemon Margy	ORGANIGRAM INC.	Big Bag O Buds	135.95	127.39	8.56	125.75	10.20	122.57	124.67	124.84	127.98	128.18	133.45
102158_28g___	Wedding Pie	AUXLY OTTAWA INC	Back Forty	135.00	123.85	11.15	118.68	16.32	117.53	118.52	118.73	116.99	119.72	122.34
101557_28g___	Pink Kush	PURE SUN FARMS CANADA CORP.	Pure Sunfarms	133.52	123.85	9.67	119.45	14.07	118.42	119.28	118.93	120.06	121.76	127.61
102790_14g___	GP20	PURE SUN FARMS CANADA CORP.	Cookies	127.59	132.70	-5.11	122.26	5.33	119.22	122.34	122.68	121.93	131.00	
102812_28g___	Island Gold Kawehnoke Kahwistahronon	SEVEN LEAF MED	SEV7N	126.02	132.70	-6.68	130.11	-4.09	126.49	127.45	123.21	130.35	128.61	133.95
101734_28g___	Amsterdam Sativa	THE GREEN ORGANIC DUTCHMAN	Highly Dutch Organic	124.40	132.70	-8.30	128.45	-4.05	130.06	132.21	126.69	126.48	130.43	126.13
101925_14g___	MacFlurry	Alberta Craft Cannabis Inc	BLK MKT	124.18	132.70	-8.52	129.80	-5.62	127.47	130.68	129.53	130.10	133.93	139.96
102702_14g___	Marijuana	BLK MKT	Lemonade	120.25	132.70	-11.45	122.52	-0.74	110.72	125.42	122.37	125.82	126.26	

4.2 Price Per Gram Comparison (Dried Flower)

4.3 Price Per Gram Comparison (Pre-Rolled)

4.4 Price Per Gram Comparison (Vapes)

Date
5/1/2022 5/31/2022

LP/Supplier
All

Brand
All

Category
All

Item Name
All

SKU
All

Region
All

Store Name
Multiple selections

Store ID
All

CRSA
All

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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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 Licensed Producer, brand or 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 fewer than five stores, municipal data will not be displayed.



ONTARIO
CANNABIS
STORE

Min/Max Pricing
Comparison

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

Date
5/1/2022 / 5/31/2022

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 khetia	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	141.98	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	159.99	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_28n_...	BLUERUN FARMS CANADA	Blue Sunfarms	28g	Blue Dream	131.84	130.98	6%	137.25	140.00	139.02	139.95	146.02	136.59

LP/Supplier
All

Brand
All

Category
All

Item Name
All

SKU
All

Region
All

Store Name
Multiple selections

Store ID
All

CRSA
All

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 khetia	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	141.98	113.09	26%	112.99	114.90	114.75	115.04	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	108.95	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_28n_...	BLUERUN FARMS CANADA	Blue Sunfarms	28g	Blue Dream	131.84	60.00	61%	60.00	60.00	60.00	62.50	78.60	60.00

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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Figure 7: Report 5 – Min/Max Pricing



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.

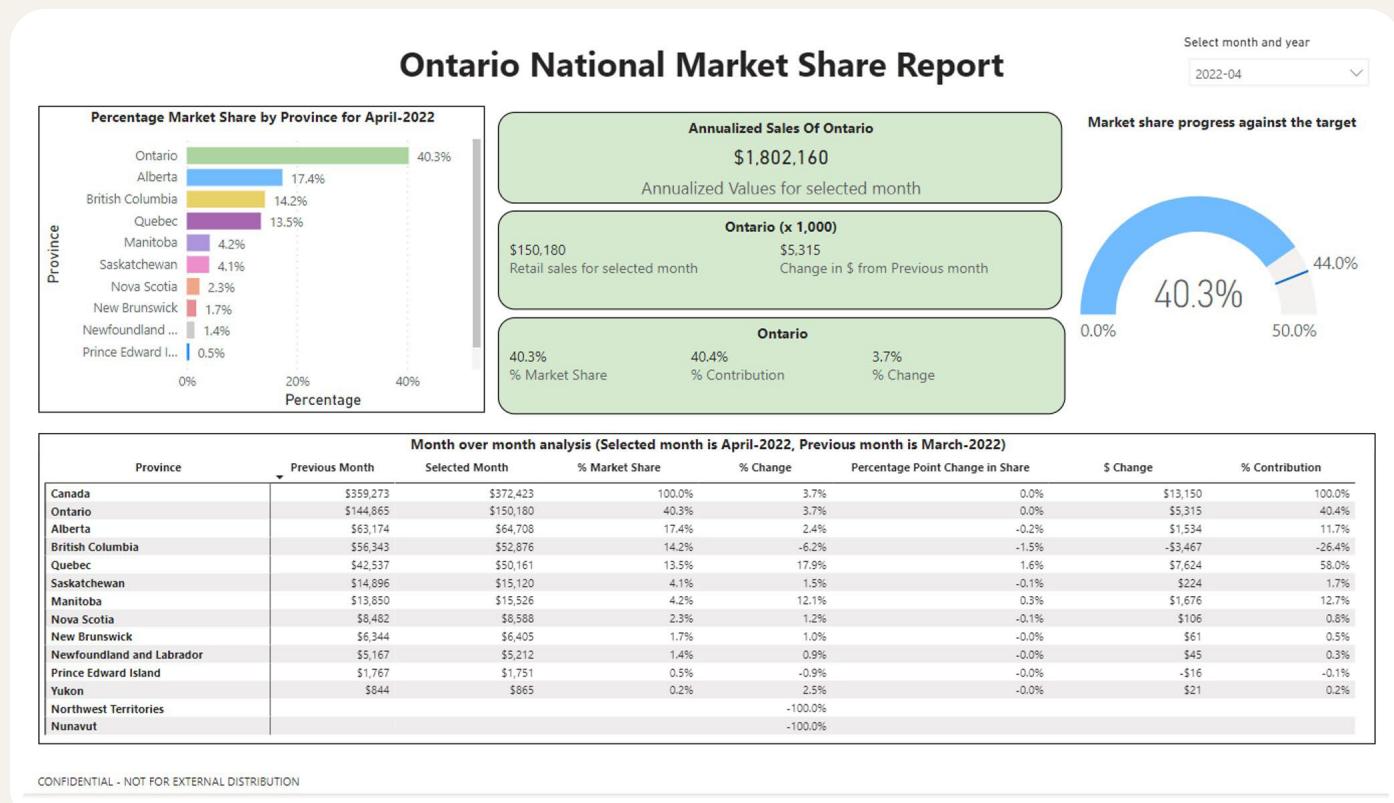


Figure 8: Report 6 – Ontario National Market Share Report

REPORT 7: OCS SIMILAR PRODUCT REPORT – DRIED FLOWER

This report groups Dried Flower SKUs into clusters based on similarities in price, and 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 (far left column).

This report was previously titled “Substitutes 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.

OCS Similar Product Report
Dried Flower

2. SKU Product Attribute Details								
Cluster	Primary Vendor	BRAND	ITEMNAME	SKU	Sales Price (\$)	Pack Size	THC%	CBD%
4	Noya Cannabis	-	Micro Batch	102195_3.5g_	49.95	3.50	26.00	1.00
4	HydRx Farms Ltd.	1337 Elite	Sweet Tooth	102217_3.5g_	31.50	3.50	23.00	1.00
4	UNITED GREENERIES LTD.	18twelve	18twelve King Kush	103036_3.5g_	41.95	3.50	29.00	1.00
7	UNITED GREENERIES LTD.	18twelve	8 Ball Kush	101393_3.5g_	39.95	3.50	27.50	1.00
4	UNITED GREENERIES LTD.	18twelve	8 Ball Kush	101393_14g_	129.95	14.00	27.50	1.00
4	UNITED GREENERIES LTD.	18twelve	Frozen Grapes	102455_3.5g_	41.95	3.50	26.00	1.00
7	UNITED GREENERIES LTD.	18twelve	Super Skunk	101394_3.5g_	31.95	3.50	20.00	1.00
2	Rubicon Organics Inc	1964	Organic Comatose	102806_3.5g_	34.95	3.50	30.00	1.00
2	Rubicon Organics Inc	1964	Organic Romulan	102517_3.5g_	34.95	3.50	23.00	1.00
2	Rubicon Organics Inc	1964	Organic Romulan	102517_14g_	114.95	14.00	23.00	1.00
2	Rubicon Organics Inc	1964	Organic Sour Cookies	102161_3.5g_	34.95	3.50	28.00	2.00
2	Rubicon Organics Inc	1964	Organic Sour Cookies	102161_14g_	114.95	14.00	28.00	2.00
4	Atlas Growers Ltd.	34 Street Seed Co.	34 Street Cookie	102600_3.5g_	34.95	3.50	28.00	1.00
4	Atlas Growers Ltd.	34 Street Seed Co.	34 Street Cookie	101953_3.5g_	39.95	3.50	28.00	1.00
4	Viridis Natural Health Products Ltd.	34 Street Seed Co.	ZKTLZ X POG	101952_3.5g_	39.95	3.50	28.00	1.00
2	Greentone Enterprises Inc.	3Saints	Kush Cookies	103106_3.5g_	27.95	3.50	30.00	1.00
6	DELSHEN THERAPEUTICS CORP.	48North	First Harvest Strain Hunters Franco's Lemon Cheese Punch	101292_3.5g_	28.95	3.50	16.00	1.00
2	DELSHEN THERAPEUTICS CORP.	48North	First Harvest Strain Hunters Holy Punch	101293_3.5g_	28.95	3.50	26.00	2.00
6	HEXO OPERATIONS INC.	48North	Granddaddy Purple	101500_3.5g_	24.50	3.50	23.60	1.00
2	HEXO OPERATIONS INC.	48North	Green Crush	101499_3.5g_	29.95	3.50	25.00	1.00
2	DELSHEN THERAPEUTICS CORP.	48North	Paris OG	101498_3.5g_	22.50	3.50	20.00	1.00
4	HEXO OPERATIONS INC.	48North	Skullicap	102553_3.5g_	39.95	3.50	27.00	3.00
2	HEXO OPERATIONS INC.	48North	Where's My Bike	102077_3.5g_	33.95	3.50	25.00	2.00
2	5 POINTS CANNABIS INC	5 Points	Planet of the Grapes	102623_3.5g_	24.95	3.50	26.00	1.00
2	5 POINTS CANNABIS INC	5 Points	Zsweet	102624_3.5g_	24.95	3.50	29.00	1.00

Overview
Dried flower products have been grouped according to their similarity on three variables:
1) THC %
2) CBD %
3) Price Per Gram (OCS E-commerce retail price)

8 distinct groupings were determined as the optimal segmentation of dried flower products.

LP/Vendor: All

BRAND: All

ITEMNAME: All

SKU: All

1. Product Attribute Summary

Cluster	# of SKUs	Sales Price Per Gram (\$)	Average CBD (%)	Average THC (%)
1	18	\$25.91	2.39	21.64
4	2480	\$12.60	1.51	26.17
7	455	\$11.02	0.61	7.23
6	1104	\$9.42	1.01	19.90
8	248	\$8.83	18.69	1.62
3	360	\$8.44	12.06	9.01
2	1218	\$8.16	1.25	25.53
5	1670	\$5.06	1.16	20.23
Total	7553	\$9.43	2.21	22.30

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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.

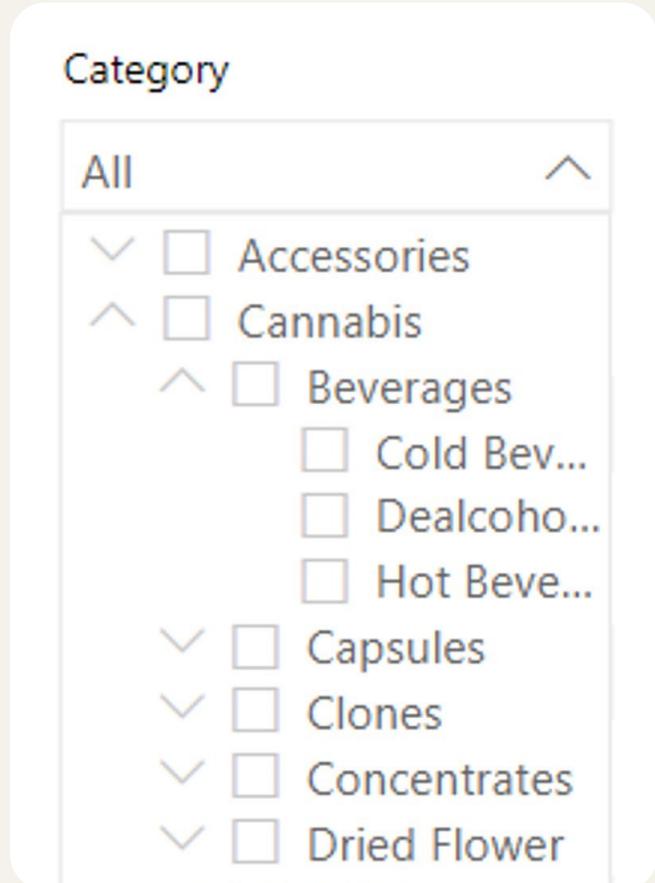


Figure 10: Nested Filters

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

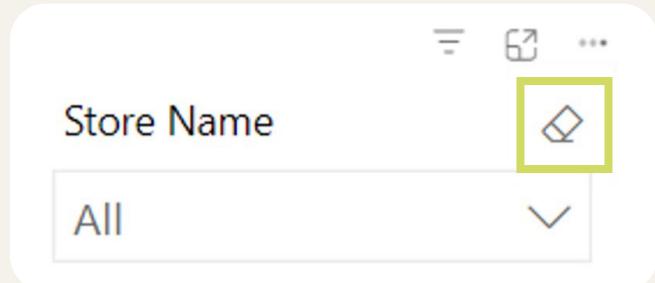


Figure 11: Clear Filter



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 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.

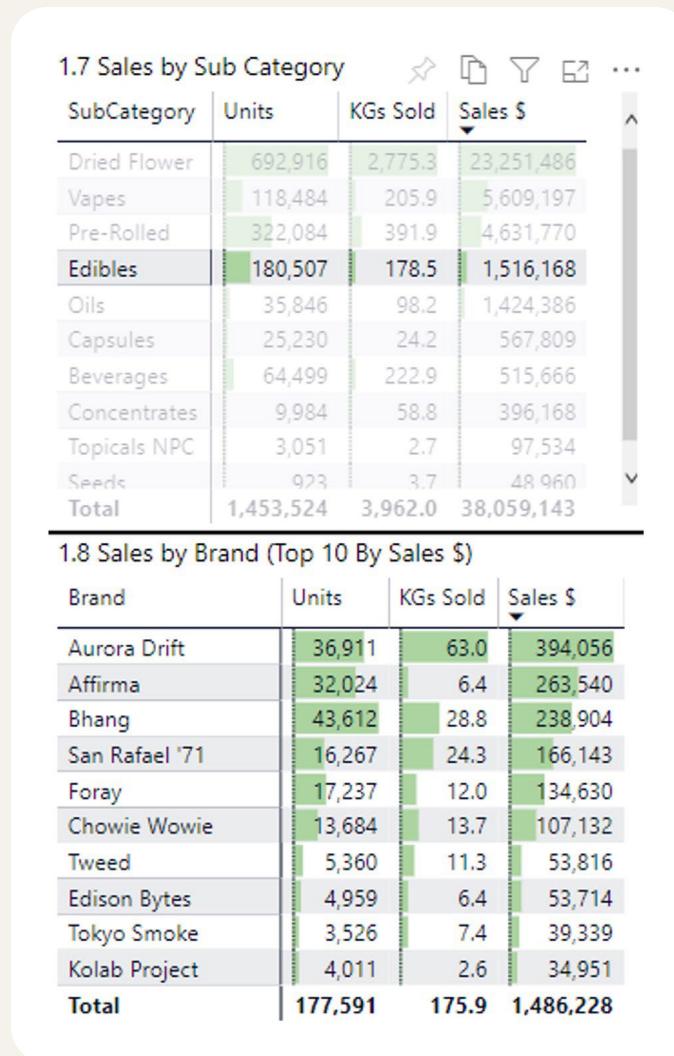


Figure 12: Filter by Clicking Element (1)

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

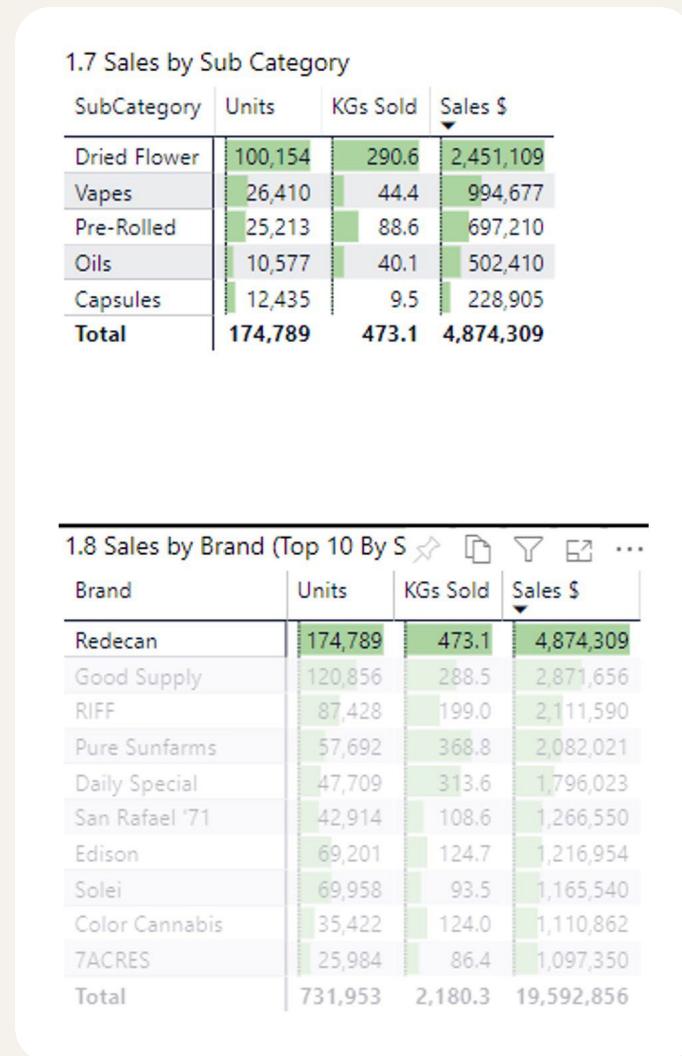


Figure 13: Filter by Clicking Element (2)



FREQUENTLY ASKED QUESTIONS

How do I reset my password, or what do I do if my account is locked?

Please contact the Customer Care team at 1-877-627-1627 for support.

What do I do if data is missing or I am unable to see any data?

First, try clicking the “Reset to Default” icon as shown below to clear all filters. If that does not work, please contact the Customer Care team at 1-877-627-1627 for support.

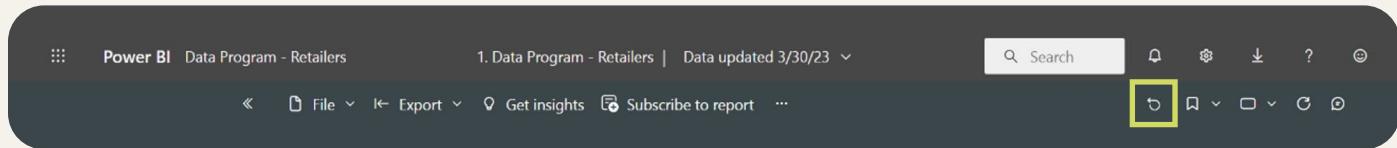


Figure 14: Reset to Default

CONTACT US

For any questions or support, please contact us at 1-877-627-1627.

More information can be found on [OCS Wholesale Learn](#).



