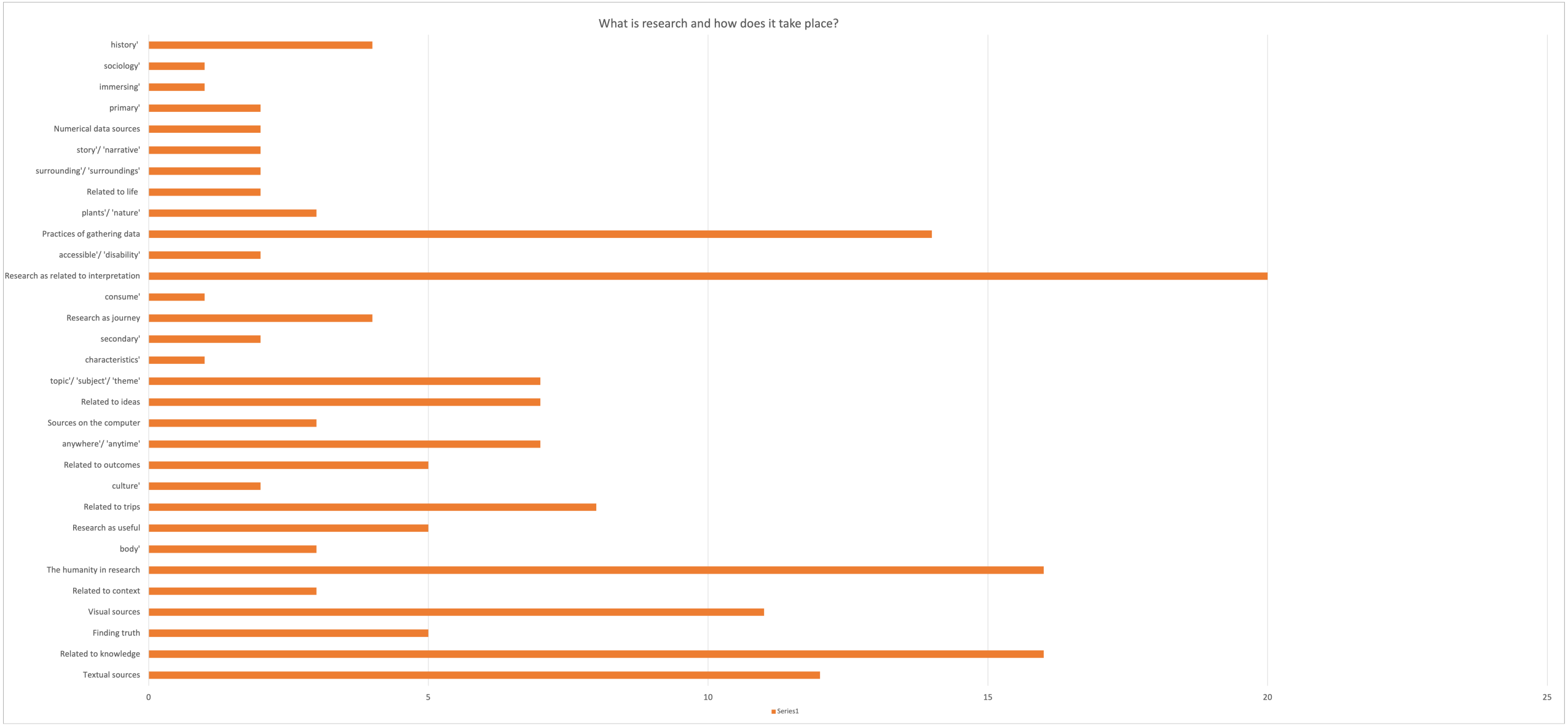Data Point A: Analysis