Thanks, Leah. We are almost there. The format is looking good and I like the idea of using a color-coded list on the right. But in that list, make sure that on each page the title of each report is just one line; for instance, in the first table, the "eMall Prices and Promotion Intensity" title is truncated over two lines. Each line on each page in the list should refer to a separate report section.

Some comments:

1. Performance Highlights

-this table is aggregated and NOT by category. ONLY the value market share is by category (since we cannot aggregate that). Hence, we have one aggregate table with 6 lines: the 4 aggregate and then two lines for value market share in Elecssories and in HealthBeauties, respectively. Hence, only the last two lines are in the respective category colors. For the two lines, we can use:

Elecssories - Value Market Share (%)

HealthBeauties - Value Market Share (%)

2. Market Shares

-the tables are fine but as I indicated last time, ALL bars will go to 100%. Hence, in the respective sub areas (eg. rural), the shares are rescaled to add up to 100% in that sub area (rural). Hence, all the 10 bars in each graph should go to 100%.

3. Sales

-this looks fine

4. Segment Leadership

-this looks fine

5. Cross-Segment Sales Volumes

-this looks fine

6. Product Portfolio

-drop the column-headings line above HealthBeauties. No need to repeat as it is on the top already

7. eMall Prices and Promotion Intensity

-this looks fine