

Vendor

Direct Match

982/9,270 (10.6%)

Case Insensitive

2,500/8,838 (28.3%)

Product

Direct Match

2,530/35,111 (7.2%)

Case Insensitive

5,819/34,585 (16.8%)

Both

Direct Match

481/33,074 (1.5%)

Case Insensitive

2,053/32,571 (6.3%)

Percent of Unique Values