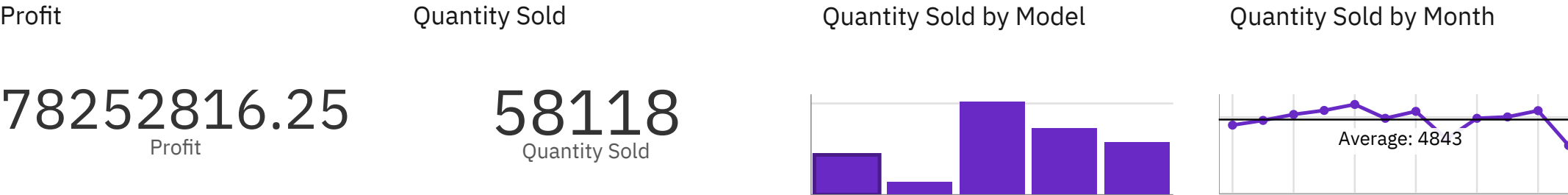


Figure 4a. Cognos IBM: KPI metrics



Profit by Dealer ID

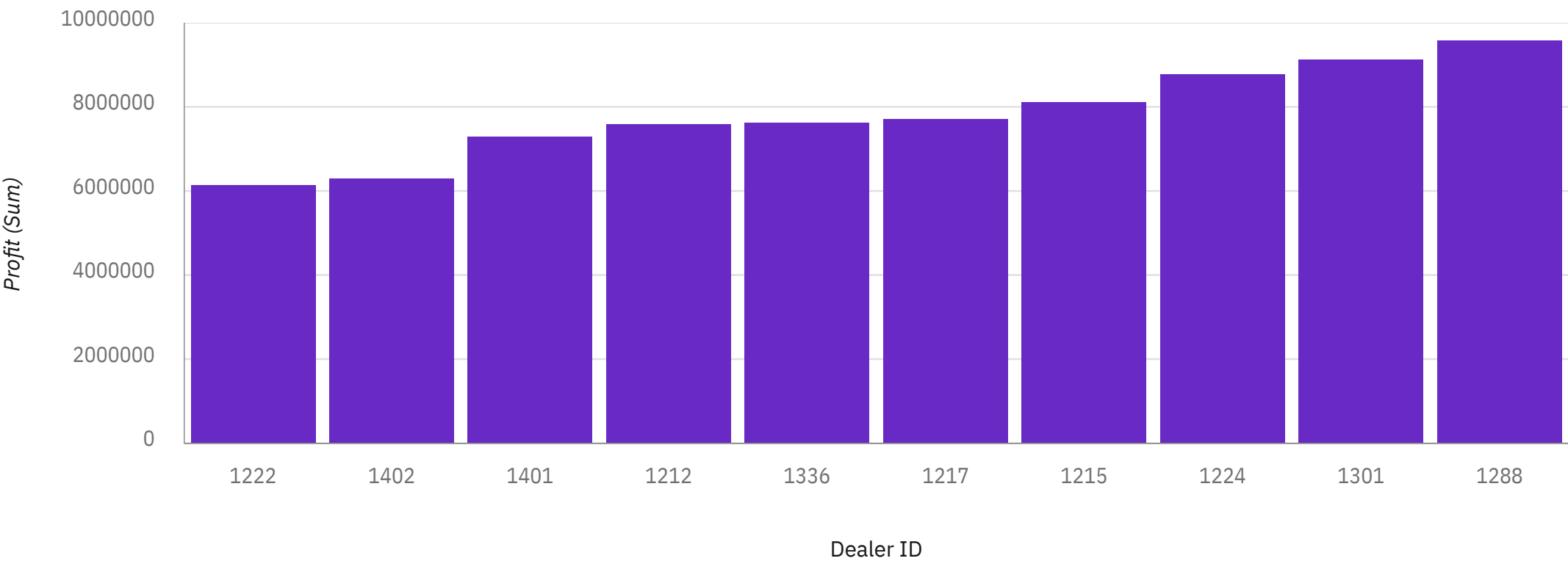


Figure 4b. Cognos IBM: Car Sales

