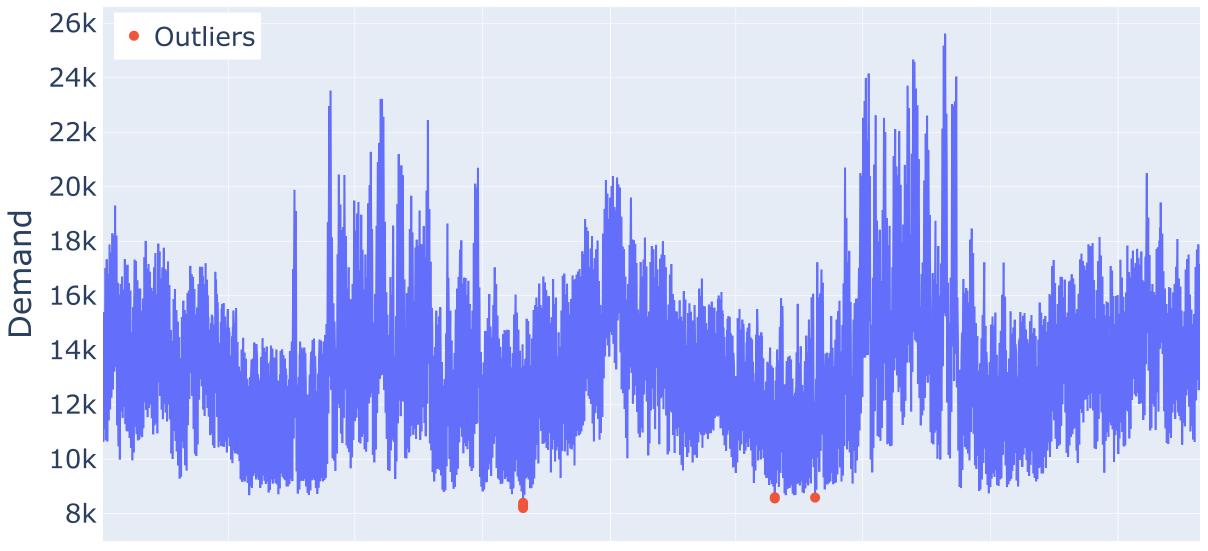DEMAND Demand outliers