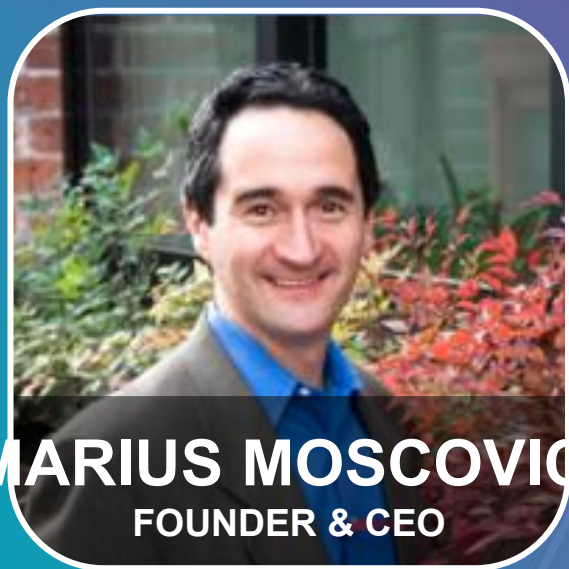


AI FOR BI

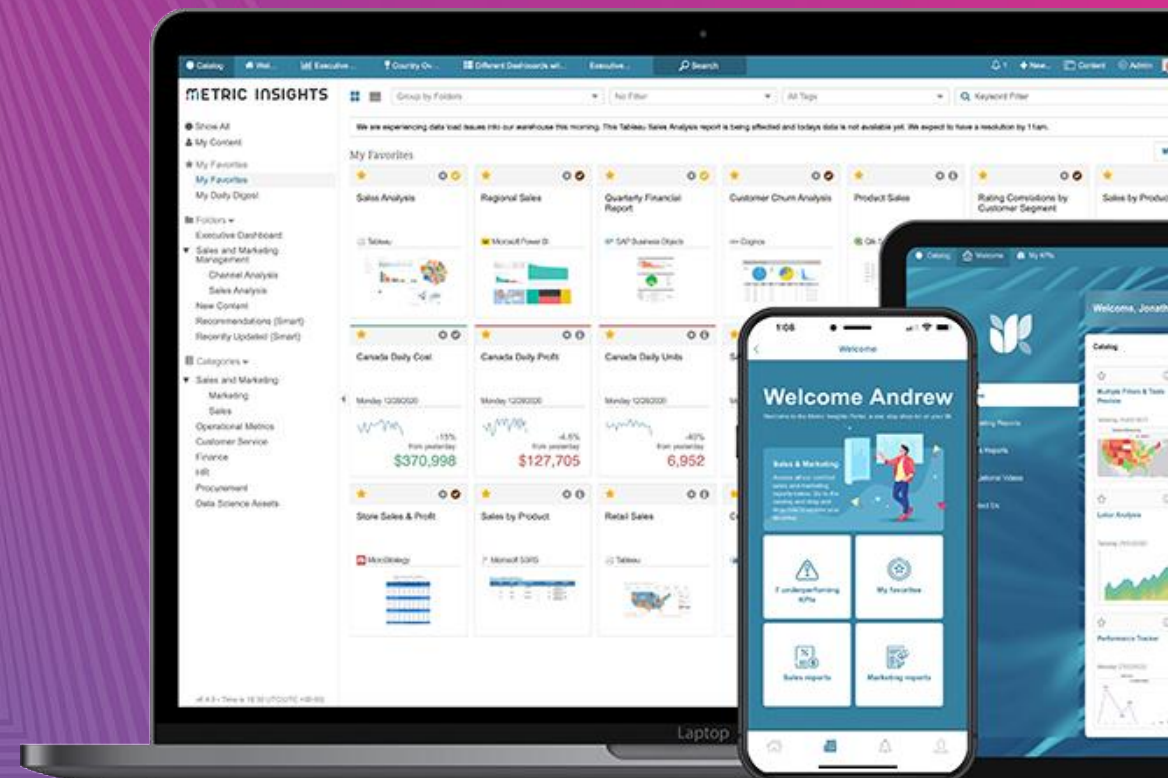
AVOIDING THE COMMON PITFALLS



MARIUS MOSCOVICI
FOUNDER & CEO

METRIC INSIGHTS

BOOTH #703





EVERY TOOL IS INTRODUCING AN “ASK YOUR DATA” SOLUTION INTO THEIR PLATFORM

Turning these on seems like an easy first step...

AI FEATURES ≠ AI READINESS

AI FEATURES ≠ AI READINESS



**LACK OF
BUSINESS CONTEXT**



Leads to incorrect
answers

AI FEATURES ≠ AI READINESS



**LACK OF
BUSINESS CONTEXT**



Leads to incorrect
answers



**SILOED
DOMAINS**



Impossible to do root
cause analysis

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**LACK OF
BUSINESS CONTEXT**



Leads to incorrect
answers



**SILOED
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Impossible to do root
cause analysis



**POOR USER
EXPERIENCE**



Hard to verify results

1

AI FOR BI STARTS WITH GOVERNED BI

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Executive

Country Manager
- Categories

+ Sales

+ Customer Support

Finance

Human Resources

Supply Chain

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Monthly Sales Summary

Monthly Customer Support Overview

Product Category Inventory Insights

Customer Segmentation

Statement of Cash Flows

Global Employee Distribution Map

Friday 03/06/2026

Balance Sheet

Cost Analysis

Employee Directory

Support Ticket Performance Monitor

Customer Lifecycle Overview

Finance Dossier

Revenue and Expense Summary

Monthly Support Ticket Volume - All Types

August 2025

+50%

5,478

Metric Insights

Group By Folders

No Filter

All Tags

Keyword Filter

Show All

My Content

Favorites

My Favorites

Folders

Executive

Country Manager

Categories

Sales

Customer Support

Finance

Human Resources

Supply Chain

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Tableau

Monthly Customer Support Overview

Power BI

Product Category Inventory Insights

Power BI

Customer Segmentation

SAP Analytics Cloud

Statement of Cash Flows

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Global Employee Distribution Map

Friday 03/06/2026

Balance Sheet

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Cost Analysis

SAP BusinessObjects

Employee Directory

Power BI

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MicroStrategy

Monthly Support Ticket Volume - All Types

August 2025

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- Categories
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- Customer Support
- Finance
- Human Resources
- Supply Chain

< Previous

Next Preview >

Monthly Customer Support Overview

Customer Support Metrics Analysis

Ticket Volume

5478

Count of Distinct Tickets

Average First Response Time

12.07

Average of first_response_hours

Average Resolution Time

36.5

Avg Resolution Time

Avg Satisfaction Score by category

Shipping	3.1
Order Issues	3.0
Product Info	3.0
Technical Support	3.0
Payment	3.0

Satisfaction Trend by date

Avg Resolution Time by priority

Critical	40
High	35
Medium	30
Low	25

Channel Effectiveness Score by channel

Email	2.7
Chat	2.7
Social Media	2.7
Phone	2.6

Summary

This report provides a comprehensive overview of customer support operations, employee details, customer demographics, and geographic distribution within the retail business. It enables users to analyze support ticket trends, satisfaction scores, resolution times, and workforce

Show More

Glossary Terms

Customer Support Metrics

Support Ticket Volume

Resolution Hours

Satisfaction Score

Details

Business Owner

Blair Brooks

Data Steward

Daniel Dawson

Technical Owner

Andrew Adams

Engagement

26

Data Security

Data Classification

Internal

PII Data

No

Data Catalog

Refresh Frequency

Daily

View in Collibra

<https://techpartner-dev.collibra.com/asset/019a997d-8c48-7ca5-a216-2e6e2d47f9fb>



Data Steward	
Technical Owner	Andrew Adams
 Engagement	26
Data Security	
Data Classification	Internal
PII Data	No
Data Catalog	
Refresh Frequency	Daily
View in Collibra	https://techpartner-dev.collibra.com/asset/019a997d-8c48-7ca5-a216-2e6e2d47f9fb





Show More

Glossary Terms

Customer Support Metrics

Support Ticket Volume

Resolution Hours

Satisfaction Score

Details

 Business Owner	Blair Brooks
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Show More	
Glossary Terms	
Customer Support Metrics	
Support Ticket Volume	Resolution Hours
Satisfaction Score	
Details	
Business Owner	Blair Brooks
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Technical Owner	Andrew Adams
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Data Security	
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Data Catalog	



Glossary Terms

Search...



Customer Support Metrics

Satisfaction Score

Support Ticket Volume

Resolution Hours

Satisfaction Score

Definition

Sum of Satisfaction Scores / Number of Responses

Description

Satisfaction Score measures the average customer rating provided after support interactions, reflecting overall customer sentiment and perceived service quality.

[View Related](#)

Business Intelligence Objects: 3 Tiles
2 Microsoft Power BI Objects
1 Sigma Object

Data Steward:

 Daniel Dawson

Technical Owner:

 Taylor Thompson

Support Ticket Volume

Definition

Count of the distinct tickets for the period

Description

Total support requests (tickets) submitted by customers within a specific period of time. It is used to measure demand for support and assess workload, service performance, and operational efficiency.

[View Related](#)

Business Owner:

 Blair Brooks

Data Steward:

 Daniel Dawson

Technical Owner:

 Taylor Thompson

Resolution Hours

Definition

Business Owner:
7d-8c48-7ca5-a21b-
2e6e2d47f9fb

Monthly Customer Support Overview

This report provides a comprehensive overview of customer support operations, employee details, customer demographics, and geographic distribution within the retail business. It enables use...

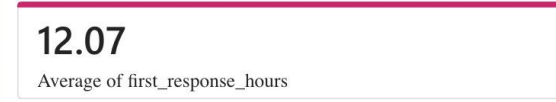
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Customer Support Metrics Analysis

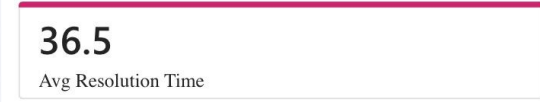
Ticket Volume



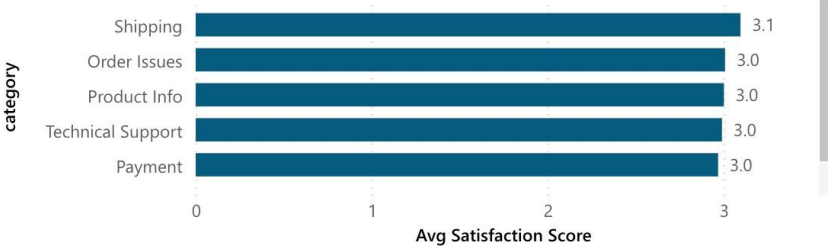
Average First Response Time



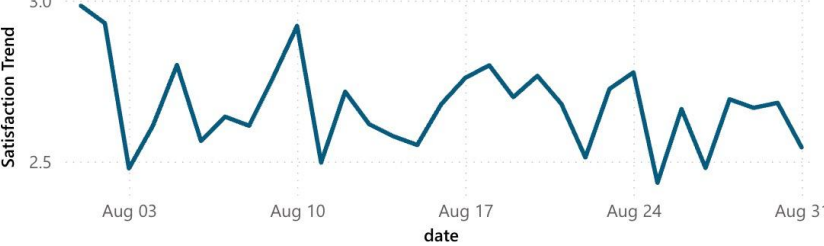
Average Resolution Time



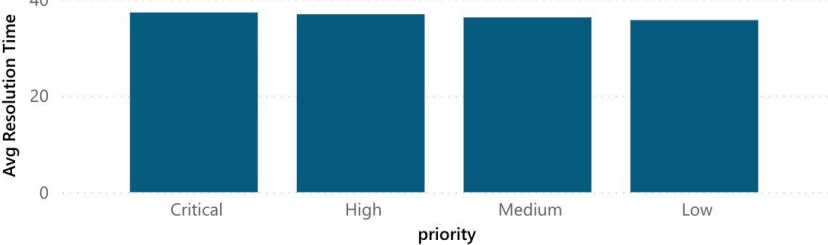
Avg Satisfaction Score by category



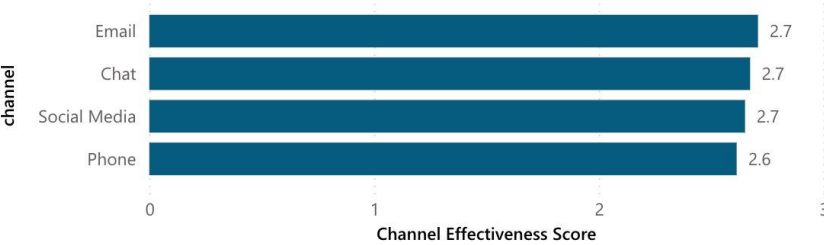
Satisfaction Trend by date



Avg Resolution Time by priority



Channel Effectiveness Score by channel



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Finance Dossier

MicroStrategy

Revenue and Expense Summary

MicroStrategy

Monthly Support Ticket Volume - All Types

August 2025

Concierge

Welcome to MI Concierge

I can help you find reports or answer questions about your documentation!

Examples

Which marketing reports are built from the Sales Datamart?

Can you find me some customer churn reports?

Where do we have sales by product?

How do I add a Tableau report to the portal?

Can I set up an alert on a Power BI dashboard?

What Sales Reports use the EDW?

Ask your question

All Sources

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SAP BusinessObjects

✓  All Sources

 Tiles

 Glossary Definitions

 MI Help Docs

 Sales (Fabric) 

 Customer Support (Fabric) 

 Costs (Fabric) 

 Finance (Databricks) 

 Supply Chain (Fabric)

ing reports are built from the Sales →

ne some customer churn reports? →

ave sales by product? →

Tableau report to the portal? →

alert on a Power BI dashboard? →

ports use the EDW? →

All Sources ✓

We are experiencing data load issues into our warehouse this morning. Reports are being affected and today's data is not yet available. A resolution is expected by 11 AM.

Suppress

⚙️

Monthly Customer Support Overview

👍

📄

👤

|

★

📎

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✂️

|

⚙️

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More

▼

This Monthly Customer Support Overview report provides a comprehensive overview of customer support operat...

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✕

👤

How is satisfaction score defined?

🔍

Satisfaction Score is defined as:

Sum of Satisfaction Scores / Number of Responses

It measures the **average customer rating** given after support interactions, reflecting overall customer sentiment and perceived service quality.

Ask your question

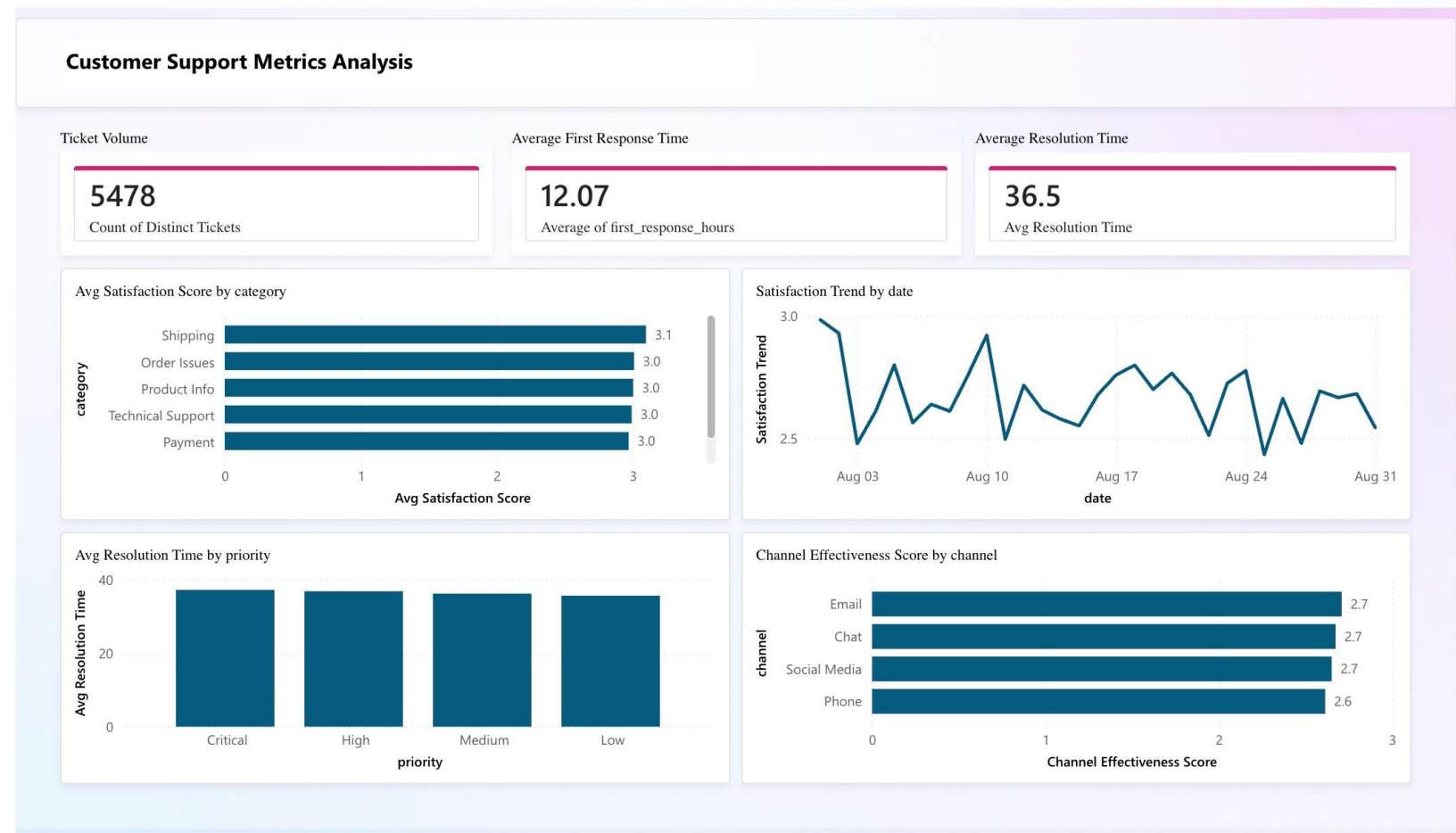
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ABC Glossary Definitions

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Start a new chat



able. A resolution is

Suppress



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Resolution Time

5

Resolution Time

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How is satisfaction score defined?



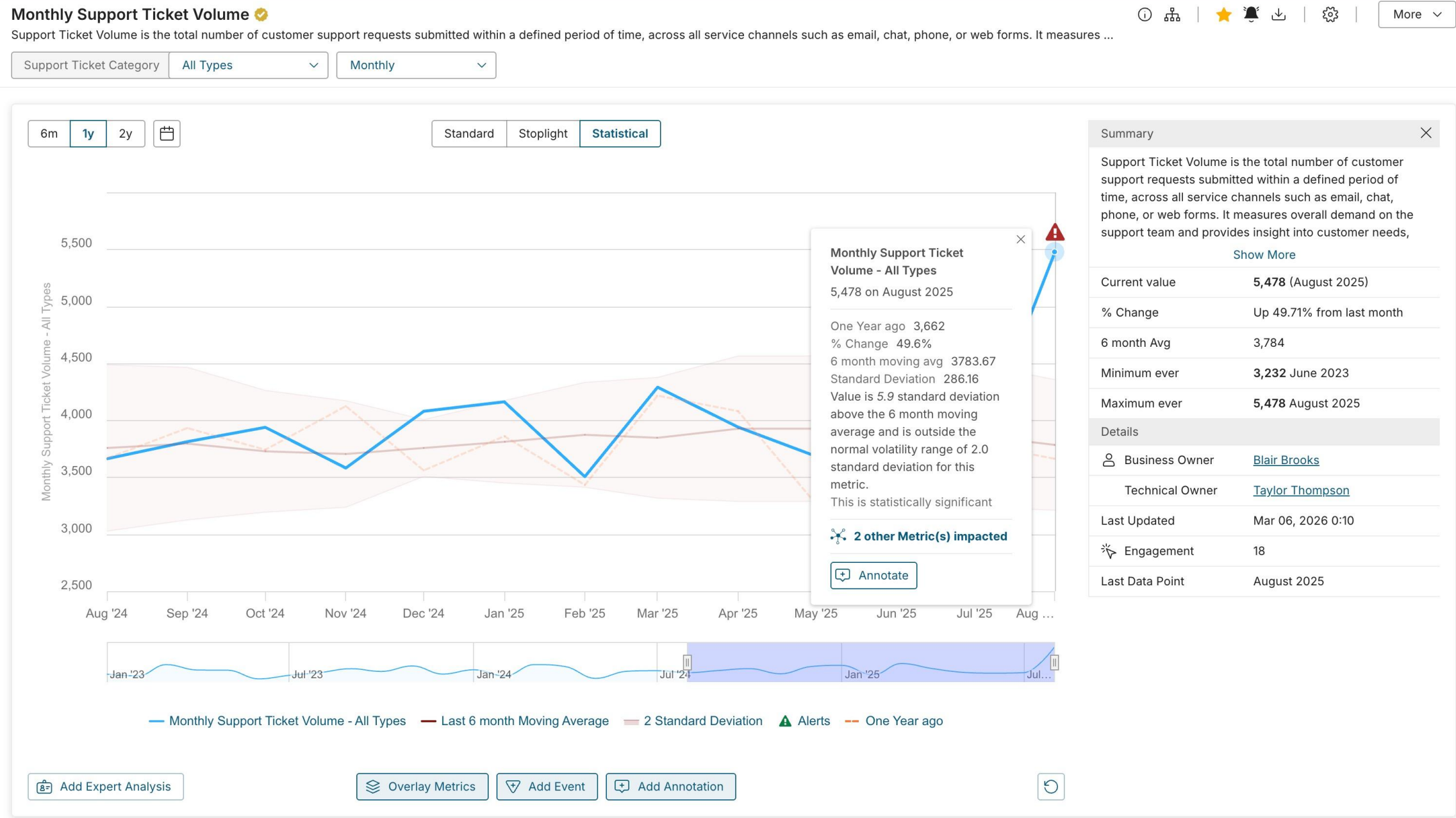
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It measures the **average customer rating** given after support interactions, reflecting overall customer sentiment and perceived service quality.



“ASK YOUR DATA” A METRICS FIRST APPROACH



Welcome, Andrew Adams

Analyze and optimize your key performance indicators across various departments with KPI Launchpad



Country: All Region: All City: All				
Sales	UNITS SOLD	SALES	ORDERS	AVG SALES PRICE
	92.01K ▲ 4.88% up from last month	\$ 10.95M ▲ 4.88% up from last month	65.71K ▲ 4.59% up from last month	\$ 118.99 no change
Customer Support	TICKET VOLUME ▲ 49.71% up from last month	AVG RESOLUTION HOURS 36.49 ▼ 0.92% down from last month	AVG FIRST RESPONSE 12.07 ▼ 0.26% down from last month	AVG SATISFACTION SCORE 2.66 ▼ 11.87% down from last month
Supply Chain	PURCHASE ORDERS	ON-TIME DELIVERIES	LATE DELIVERIES	ORDER QUALITY
	215 ▲ 30.3% up from last month	40.93% ▲ 8.91% up from last month	58.6% ▼ 1.33% down from last month	4.27 ▲ 1.64% up from last month
Inventory	AVG TURNOVER RATE	AVG STOCK DAYS OUTSTANDING	AVG INVENTORY	AVG ENDING INVENTORY
	1.27 ▲ 0.1% up from last month	15.51 ▲ 0.06% up from last month	38.3 ▼ 0.1% down from last month	31.85 no change

Announcements

Performance Improvements Deployed

We have successfully deployed backend optimizations aimed at improving query response times and overall system stability. Users may notice faster report loading and improved responsiveness across dashboards. No action is required from users. As always, we welcome feedback to help us continue improving the platform experience.

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Country	Region	City		
All	All	All		
All				
Australia	ITEMS SOLD	SALES	ORDERS	AVG SALES PR
Brazil	10.01K ▲	\$ 10.95M ▲	65.71K ▲	\$ 118.9
Canada	from last month	4.88% up from last month	4.59% up from last month	no change
France				
Germany				
Italy	NET VOLUME	AVG RESOLUTION HOURS	AVG FIRST RESPONSE	AVG SATISFACT SCORE
Japan	48K ▲	36.49 ▼	12.07 ▼	2.66 ▼
Mexico	from last month	0.92% down from last month	0.26% down from last month	11.87% down from month
Netherlands				
Spain				
	PURCHASE ORDERS	ON-TIME DELIVERIES	LATE DELIVERIES	ORDER QUAL
	215 ▲	40.93% ▲	58.6% ▼	4.27 ▲

Welcome, Andrew Adams

Analyze and optimize your key performance indicators across various departments with KPI Launchpad



Country

United States

Region

All

City

All

Sales	UNITS SOLD	SALES	ORDERS	AVG SALES PRICE
	28.88K ▲	\$ 3.43M ▲	20.64K ▲	\$ 118.76 ▼
	4.25% up from last month	4.01% up from last month	4.48% up from last month	0.23% down from last month
Customer Support	TICKET VOLUME	AVG RESOLUTION HOURS	AVG FIRST RESPONSE	AVG SATISFACTION SCORE
	1.56K ▲	36.7 ▼	12.08 ▲	2.66 ▼
	53.25% up from last month	0.14% down from last month	0.42% up from last month	12.55% down from last month
Supply Chain	PURCHASE ORDERS	ON-TIME DELIVERIES	LATE DELIVERIES	ORDER QUALITY
	63 ▲	36.51% ▲	63.49% ▼	4.25 ▲
	21.15% up from last month	11.69% up from last month	5.68% down from last month	3.36% up from last month
Inventory	AVG TURNOVER RATE	AVG STOCK DAYS OUTSTANDING	AVG INVENTORY	AVG ENDING INVENTORY
	1.27	15.48 ▼	38.28 ▼	31.81 ▼
	no change	0.06% down from last month	0.05% down from last month	0.09% down from last month

Announcements

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OLD

SALES

ORDERS

AVG SALES PRICE

K ▲

\$ 3.43M ▲

20.64K ▲

\$ 118.76 ▼

last month

4.01% up from last month

4.48% up from last month

0.23% down from last month

VOLUME

AVG RESOLUTION
HOURS

AVG FIRST RESPONSE

AVG SATISFACTION
SCORE

K ▲

36.7 ▼

12.08 ▲

2.66 ▼

last month

0.14% down from last month

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12.55% down from last
month

ORDERS

ON-TIME DELIVERIES

LATE DELIVERIES

ORDER QUALITY

▲

36.51% ▲

63.49% ▼

4.25 ▲

last month

11.69% up from last month

5.68% down from last month

3.36% up from last month

AVG STOCK DAYS

AVG ENDING

Performance Improvements Deployed

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ms

various departments with KPI Launchpad

l

S

ORDERS

AVG SALES PRICE

M ▲

20.64K ▲

\$ 118.76 ▼

last month

4.48% up from last month

0.23% down from last month

UTION
S

AVG FIRST RESPONSE

AVG SATISFACTION
SCORE



Concierge



Explain why Avg Satisfaction Score for month starting August 1 2025 was 2.66 12.55% down from last month. Question is being asked for Country: United States, Region: All, City: All



The main cause of the 12.55% drop in Avg Satisfaction Score (to 2.66) in August 2025 for the United States was not driven by changes in Avg Resolution Time or Avg First Response Time, both of which remained essentially flat compared to the previous month.

Supporting evidence:

- Avg Resolution Time stayed almost unchanged (36.70 hours vs. 36.75 hours previously).
- Avg First Response Time was also stable (12.08 hours vs. 12.03 hours previously).
- Analysis of ticket categories does not reveal any singular category with a dramatic spike that directly explains the satisfaction drop. "Returns" had the highest ticket count (683), with a lower satisfaction score (2.24), but this alone wasn't flagged as a spike compared to last month.

Areas for further investigation:

- Explore whether there were changes to ticket handling processes or staff availability in August

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Country: All Region: All City: All				
Sales	UNITS SOLD	SALES	ORDERS	AVG SALES PRICE
	92.01K ▲ 4.88% up from last month	\$ 10.95M ▲ 4.88% up from last month	65.71K ▲ 4.59% up from last month	\$ 118.99 no change
Customer Support	TICKET VOLUME	AVG RESOLUTION	AVG FIRST RESPONSE	AVG SATISFACTION SCORE
	5.48K ▲ 49.71% up from last month	Current value date: August 1 2025 The total number of customer support inquiries received (email/chat/phone) - Count of total support cases created	2.07 ▼ down from last month	2.66 ▼ 11.87% down from last month
Supply Chain	PURCHASE ORDERS	ON-TIME DELIVERIES	LATE DELIVERIES	ORDER QUALITY
	215 ▲ 30.3% up from last month	40.93% ▲ 8.91% up from last month	58.6% ▼ 1.33% down from last month	4.27 ▲ 1.64% up from last month
Inventory	AVG TURNOVER RATE	AVG STOCK DAYS OUTSTANDING	AVG INVENTORY	AVG ENDING INVENTORY
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Announcements

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Chain	PURCHASE ORDERS	ON-TIME DELIVERIES	LATE DELIVERIES	ORDE
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es	UNITS SOLD 92.01K ▲ 4.88% up from last month	SALES \$ 10.95M ▲ 4.88% up from last month	ORDERS 65.71K ▲ 4.59% up from last month	AVG S \$ 1 no
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rew Adams

formance indicators across various departments with KPI Launchpad

City

All

SALES

\$ 10.95M ▲

4.88% up from last month

ORDERS

65.71K ▲

4.59% up from last month

AVG SALES PRICE

\$ 118.99

no change

AVG RESOLUTION

Current value date: August 1 2025

The total number of customer support inquiries received (email/chat/phone) - Count of total support cases created

AVG FIRST RESPONSE

2.07 ▼

down from last month

AVG SATISFACTION SCORE

2.66 ▼

11.87% down from last month

Concierge



The main cause of the **49.71%** increase in Ticket Volume in August 2025 (**5.48K tickets**) was a large spike in **Returns-related tickets**.

**

Supporting evidence:

- **Returns tickets** jumped from **617** to **2,451**, making up the majority of the overall increase (1,834 more tickets). This category dwarfed all others in volume added.
- Other common support categories like Technical Support, Payment, Order Issues, Shipping, and Product Info stayed flat or declined slightly compared to last month.

Next Steps

Check whether any underlying supply chain issues, product launches, or promotional campaigns, occurred that may have caused the spike.

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formance indicators across various departments with KPI Launchpad

City

All

SALES

\$ 10.95M ▲

4.88% up from last month

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65.71K ▲

4.59% up from last month

AVG SALES PRICE

\$ 118.99

no change

AVG RESOLUTION
HOURS

36.49 ▼

0.92% down from last month

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12.07 ▼

0.26% down from last month

AVG SATISFACTION
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Did any suppliers see a significant increase in returns in August?



In August 2025, supplier ID 3 experienced a significant increase in returns, with 508 returned orders compared to an average of approximately 177 returned orders in the previous three months. This represents an increase of about 188% (more than double the typical monthly volume).

This spike suggests that supply chain issues or problems related to products delivered by supplier 3 may have contributed significantly to the increase in returns-related ticket volume in August. It is recommended to further investigate this supplier's

Welcome, Andrew Adams

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Country All Region All City All				
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This spike suggests that supply chain issues or problems related to products delivered by supplier 3 may have contributed significantly to the increase in returns-related ticket volume in August. It is recommended to further investigate this supplier's shipments, recent product launches, or any related promotional campaigns to determine the root cause of the increased returns. Source: Supply Chain (Fabric)

Ask your question

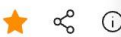


Supply Chain (Fabric)

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Monthly Customer Support Overview



Customer Support Metrics Analysis

Ticket Volume



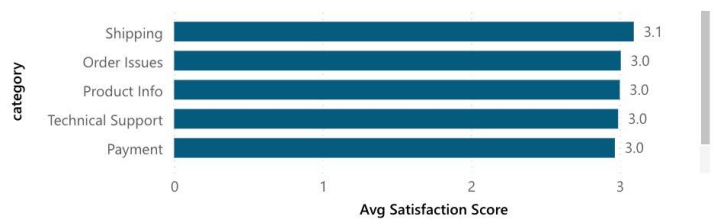
Average First Response Time



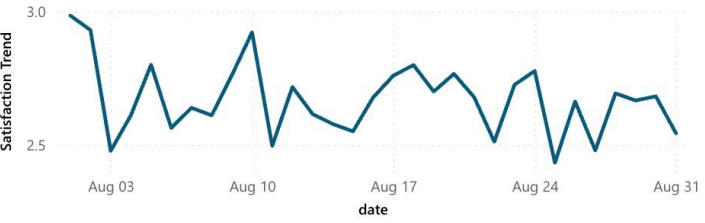
Average Resolution Time



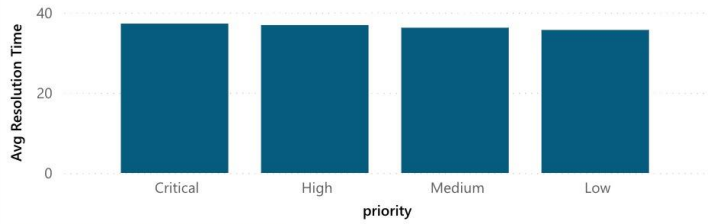
Avg Satisfaction Score by category



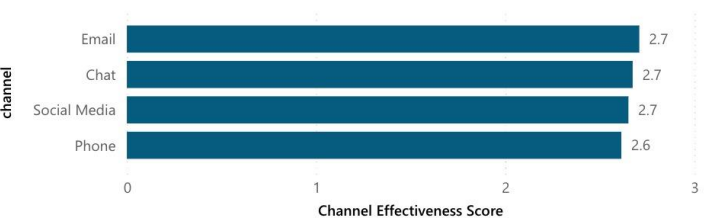
Satisfaction Trend by date



Avg Resolution Time by priority



Channel Effectiveness Score by channel



Concierge



🔍 The main cause of the **49.71%** increase in Ticket Volume in August 2025 (**5.48K tickets**) was a large spike in **Returns-related tickets**. **

Supporting evidence:

- **Returns tickets** jumped from **617** to **2,451**, making up the majority of the overall increase (1,834 more tickets). This category dwarfed all others in volume added.
- Other common support categories like Technical Support, Payment, Order Issues, Shipping, and Product Info stayed flat or declined slightly compared to last month.

Next Steps

Check whether any underlying supply chain issues, product launches, or promotional campaigns, occurred that may have caused the spike.

👤 Did any suppliers see a significant increase in returns in August?

🔍 In August 2025, supplier ID 3 experienced a significant increase in returns, with 508 returned orders compared to an average of approximately 177 returned orders in the previous three months. This represents an increase of about 188% (more than double the typical monthly volume). This spike suggests that supply chain issues or problems related to products delivered by supplier 3 may have contributed significantly to the increase in returns-related ticket volume in August. It is recommended to further investigate this supplier's shipments, recent product launches, or any related promotional campaigns to determine the root cause of the increased returns. Source: Supply Chain (Fabric)

Ask your question



+ Supply Chain (Fabric) X

+ Start a new chat

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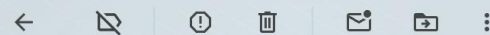
Drafts

More

Labels

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Sales Demo



1 of 2 < > ⌵

31

💡

🔄

👤

+

Alert for Support Ticket Volume – Unusual Value in August 2025



Metric Insights Sales <notifications@app.metricinsights.com>

Fri, Mar 6, 4:00 PM (3 days ago)



to me ▾

METRIC INSIGHTS



From Monthly Support Ticket Volume - All Types:

Monthly Support Ticket Volume - All Types: **5,478** on August 2025 is unusually high

The main cause of the **49.71%** increase in Ticket Volume in August 2025 (**5.48K tickets**) was a large spike in **Returns-related tickets**.

Returns tickets jumped from **617** to **2,451**, making up the majority of the overall increase (1,834 more tickets). This category dwarfed all others in volume added. Other common support categories like Technical Support, Payment, Order Issues, Shipping, and Product Info stayed flat or declined slightly compared to last month.

Check whether any supply chain issues, product launches, or promotional campaigns occurred that may have caused the spike.

Customer Support Metrics Analysis

Ticket Volume

5478

Count of Distinct Tickets

Average First Response Time

12.07

Average of first_response_hours

Average Resolution Time

36.5

Avg Resolution Time

Avg Satisfaction Score by category



Satisfaction Trend by date



↩ Reply

➦ Forward



KEYS TO AI FOR BI SUCCESS

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AI & BI
work hand
in glove

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in glove



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SCAN TO JOIN US FOR AN
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MARCH 24th

METRIC INSIGHTS
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