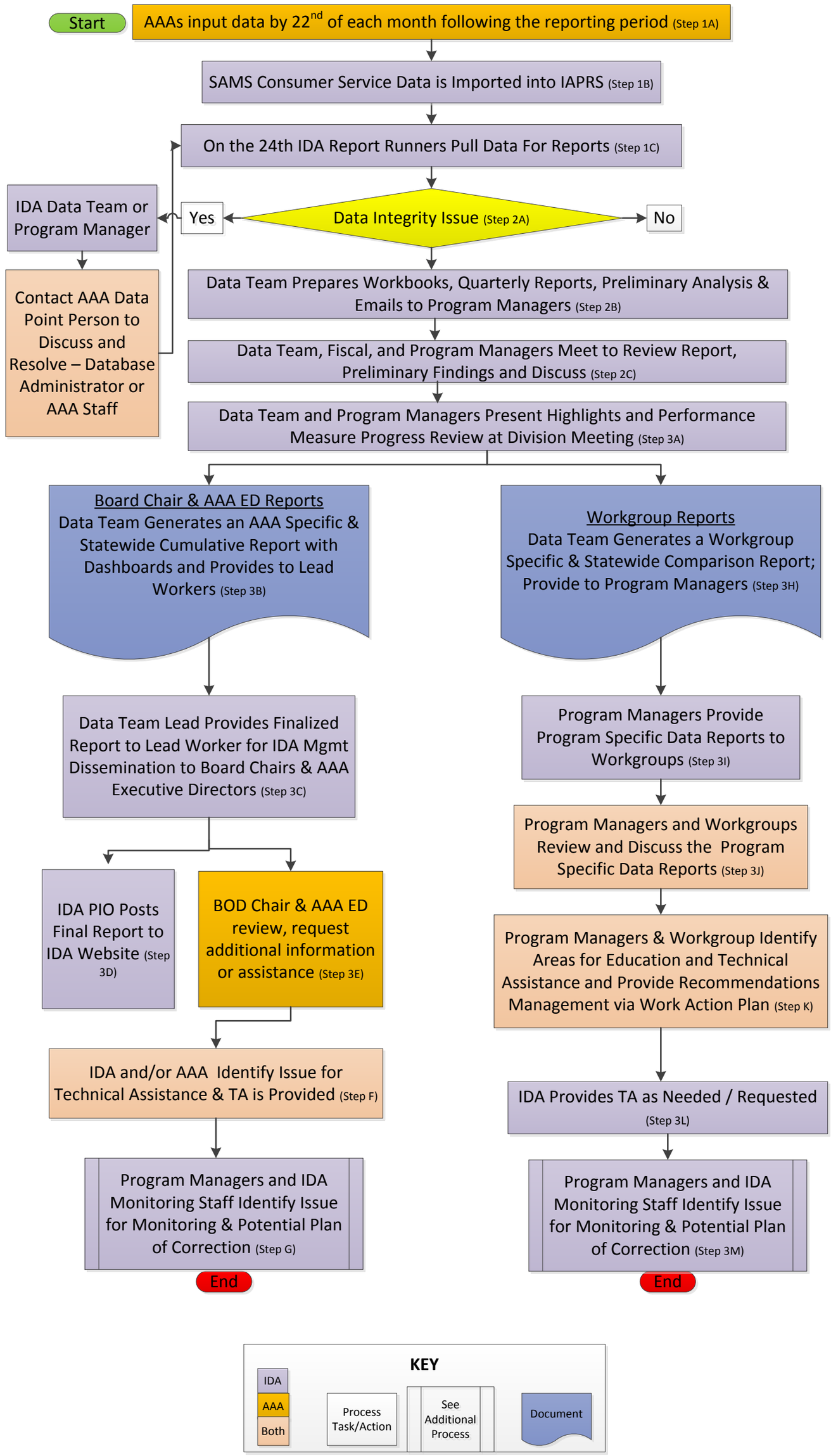Data Analysis & Reporting System