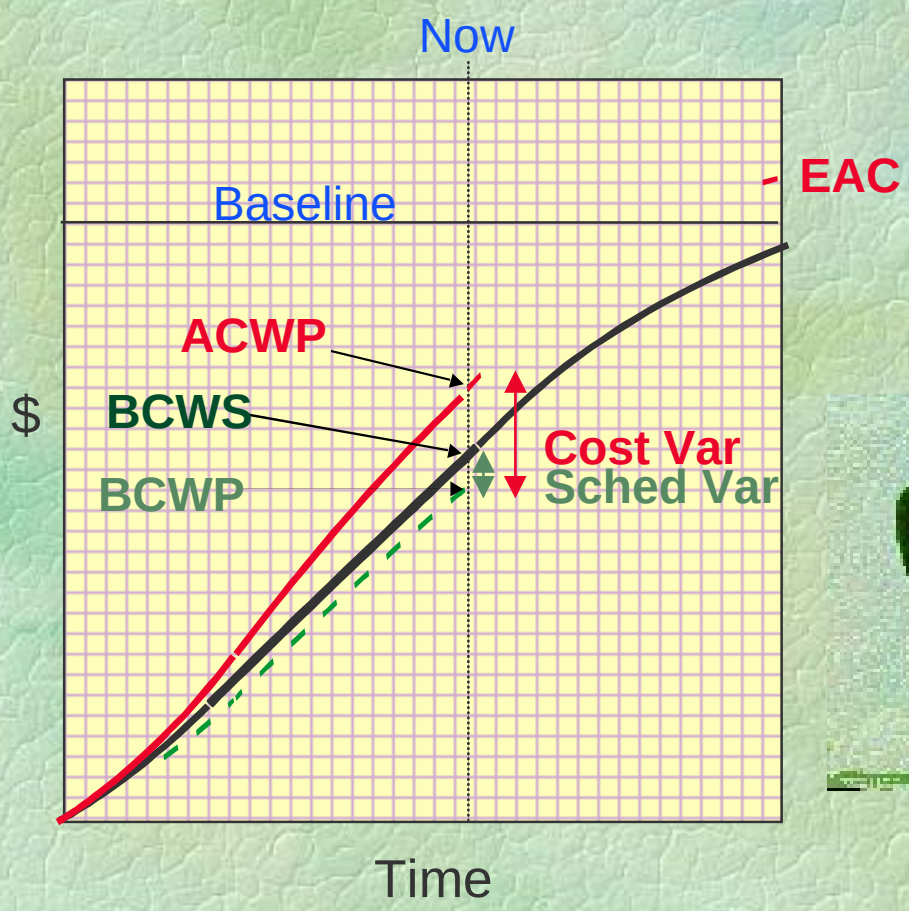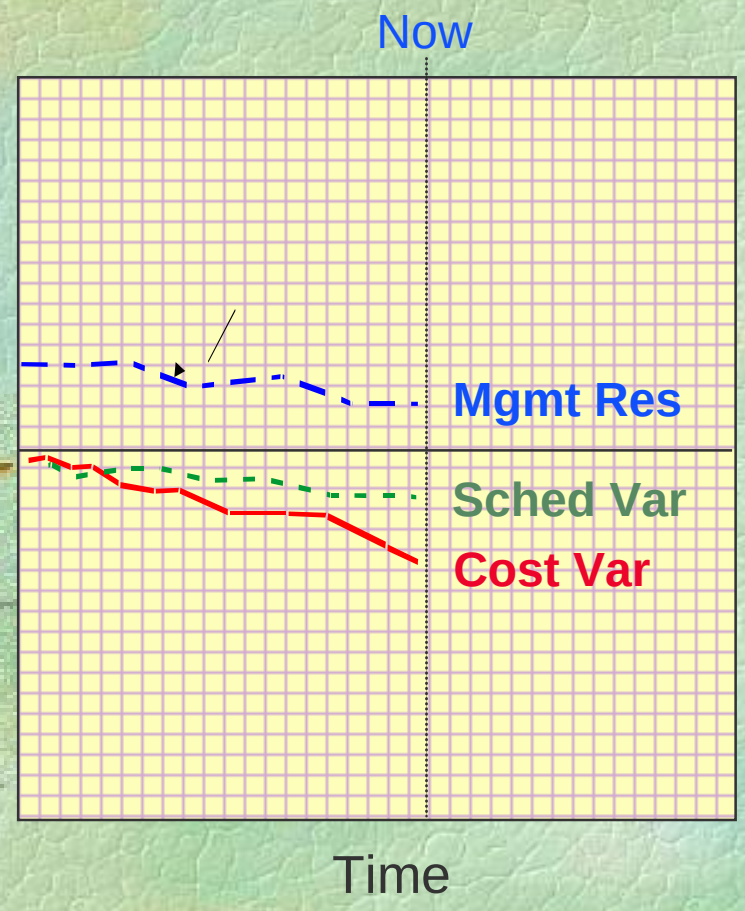Graphic Analysis: Key Data Elements