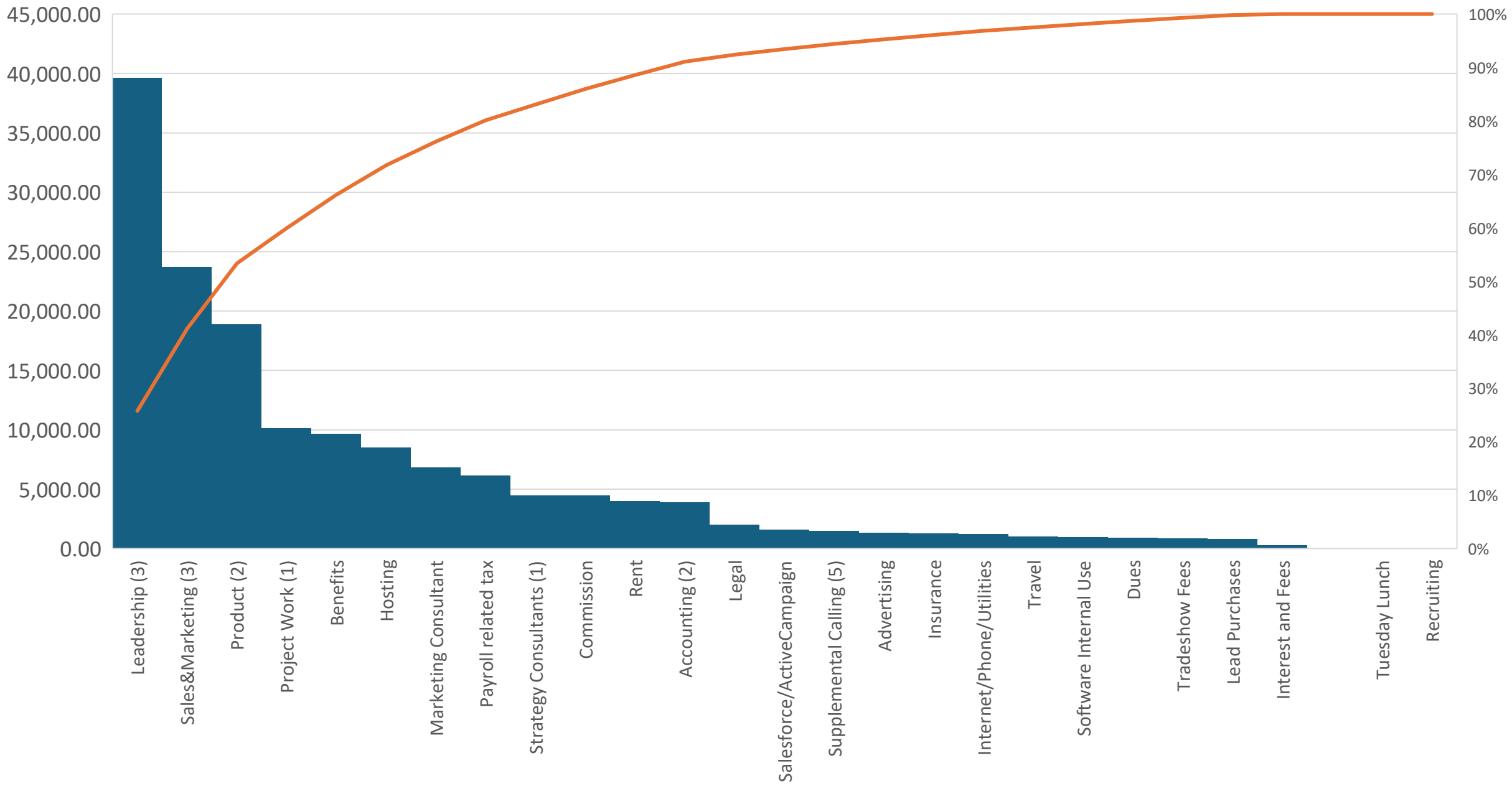Run Rate Analysis