

## Scenario

1. Noun \_\_\_\_\_
2. Noun \_\_\_\_\_
3. Noun \_\_\_\_\_
4. Noun \_\_\_\_\_

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\_\_\_\_\_ Noun \_\_\_\_\_, a client at XYZ Company, has received a \_\_\_\_\_ Noun \_\_\_\_\_ containing market data, an analysis of that data and business recommendations based on that analysis.

The client has discovered errors in the numbers, which have caused him to question the soundness of the entire \_\_\_\_\_ Noun \_\_\_\_\_ and resulting \_\_\_\_\_ Noun \_\_\_\_\_.

The client has called the leader to complain about the quality of NPD's product, stating that the company's credibility has been damaged and asking to know how he can trust NPD's deliverables going forward.