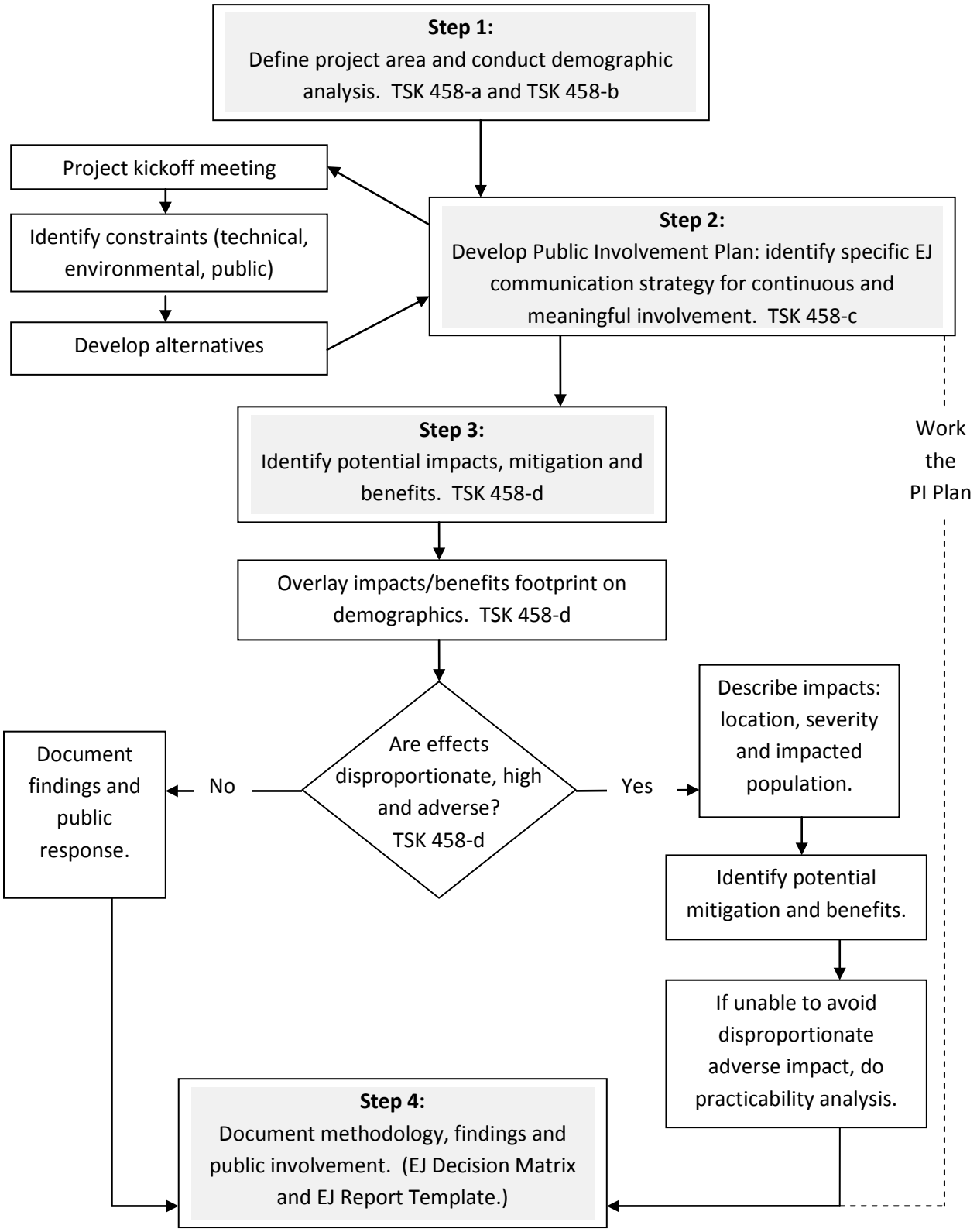4-Step EJ Analysis Process