EXAMPLE: The people who disbelieved in Lot are consistently called "Qawm قوم," except in Chapter "Q" (Ch. 50); they are called "Ikhwaan اخوان." This clearly affects the count of the letter "Q" in Chapter "Q"
The only exception (shown below) is in Chapter 50, which is entitled "Q." The word "Ikhwaan أخوان" is used instead of "Qawm قوم".

Other examples: The letter "SS ص" in verse 13 of the chapter entitled "SS ص" (Chapter 38), and the word "Bekka بكة" instead of "Mecca مكة" in the "M" - initialed chapter 3 (3:96):