

What Is This?

The **Membership Sign-Up** report shows two numbers for each outlet. **Members Sign-up** is how many new customers joined in the dates you picked. **Total Customers** counts the customers currently assigned to that outlet, no matter when they joined.

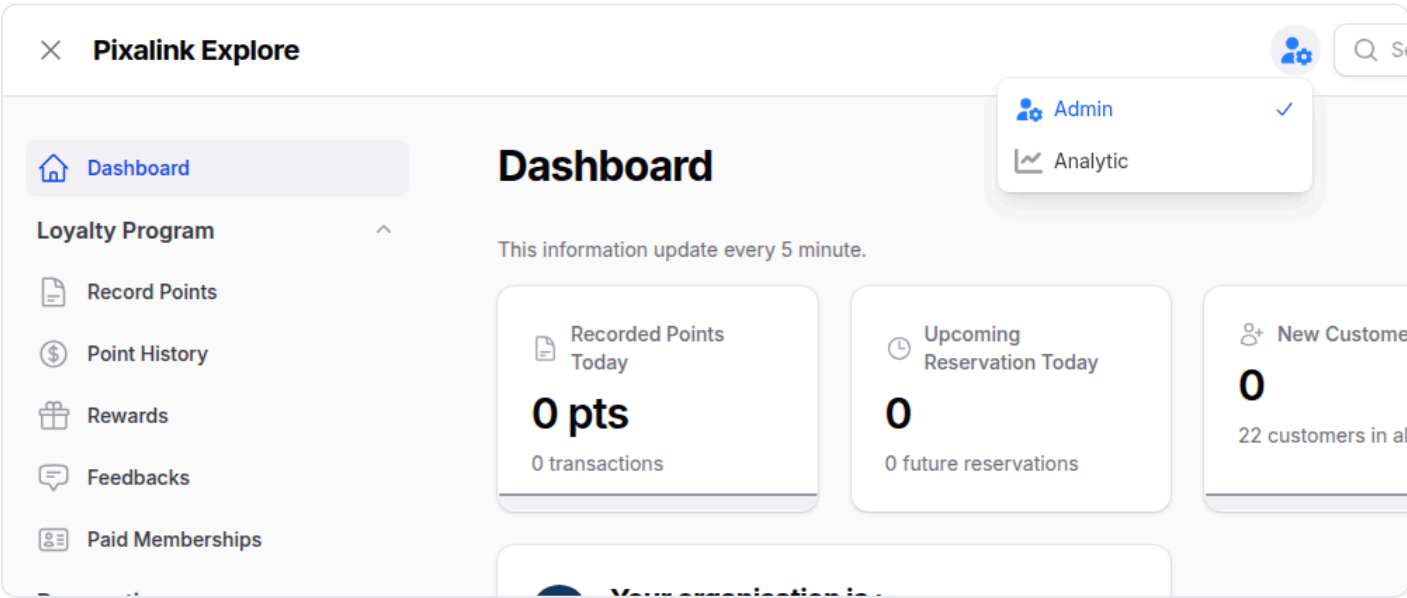
Knowing the difference stops you from mixing up "how many joined this month" with "how big my list is".

How It Works

Column	What it counts	Changes with Date Range?
Members Sign - up	Customers whose Joined at date falls between the start and end date you picked	Yes
Total Customers	Customers currently assigned to that outlet, excluding deleted customers	No
% of Sign-ups	That outlet's share of the new sign-ups in the period	Yes

Where to find the report

The report lives in the **Analytic** panel. The panel switcher near your account name includes **Analytic**.



The report is under **Customers** → **Membership Sign-Up**.

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Overview

Loyalty

Points

Rewards

Membership tiers

Points & Rewards

Reward performance

Business performance

Credits

Outlet performance

Customers

Customer segments

Membership Sign-Up

Acquisition

Retention

Membership Sign-Up by Outlets

See where members registered during the selected period, including closed outlets.

Date Range

2026-01-01 - 2026-06-30

Outlets

All

Membership Sign-Up by Outlets

Outlet	Members Sign-up	Total Customers	% of Sign-ups
Restoran Makanan Laut 99	4	13	100%
Unassigned	0	134	0%
Grand Total	4	147	100%

The filters at the top

Date Range controls the sign-up period. It shows the last 30 days when you first open it.

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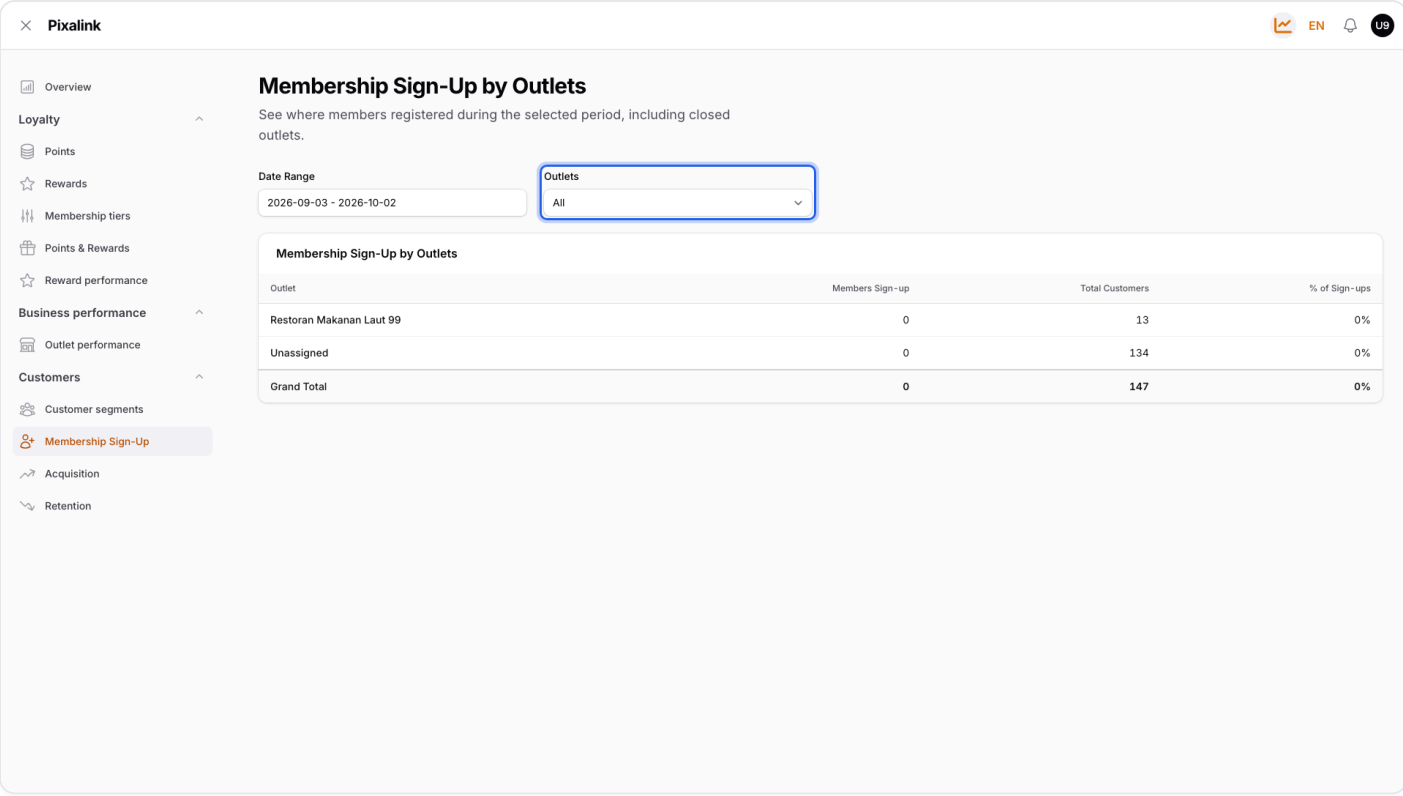
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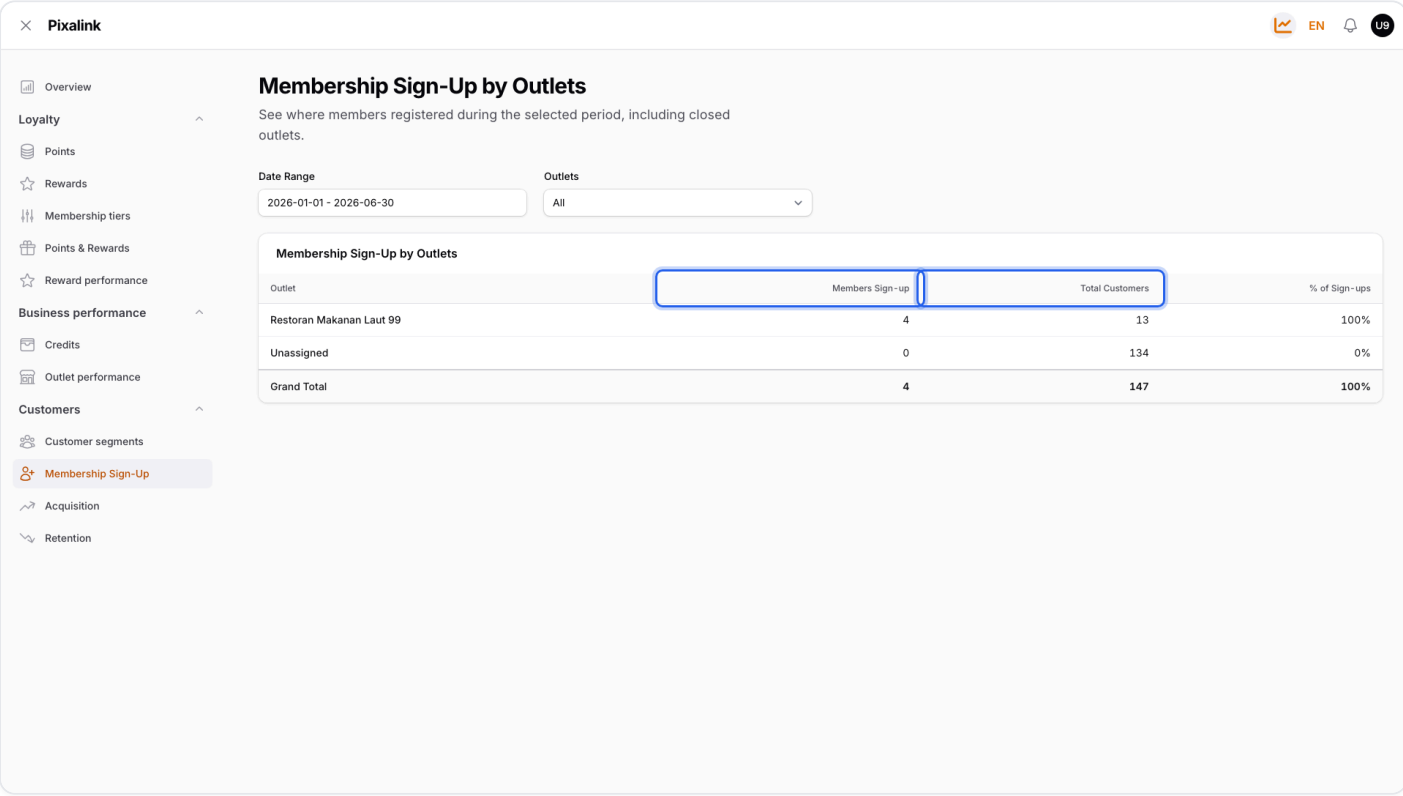
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Outlets narrows the table to one outlet. Leave it on All to see every outlet.



Reading the table

Each row shows **Members Sign-up** beside **Total Customers**.



In the example above, the outlet had 4 new sign-ups between January and June, out of 13 customers in total. Across all rows, the Grand Total is 147 customers.

Real-Life Example

Wei Lin runs a café in Kota Damansara. She sets the date range to July and sees **Members Sign-up: 120** and **Total Customers: 2,300**. She first thinks she lost customers.

Then she realises 120 is only July's new members. The 2,300 is her current customer list, including those 120 new members. Now she tracks the first number each month to see if her counter QR code is working.

Good to Know

Note

Total Customers includes the new sign-ups. It is never smaller than Members Sign-up.

- **Every customer counts, not only portal sign-ups.** Customers you add by hand, import, or create when you record points for a new phone number are counted too.
- **Each customer counts under one outlet.** It is the outlet saved on their profile today, so moving a customer moves them to another row.
- **Deleted customers drop out** of both numbers.
- **Unassigned** is customers with no outlet on their profile. It only shows when you look at all outlets.
- **Closed outlets still appear** if they have customers, so your Grand Total matches your full list.

Need Help?

If you don't see **Analytic** in the panel switcher, contact our support team to turn it on.

What's Next?

- [See How Many Members Signed Up This Month](https://kb.pixalink.io/articles/see-how-many-members-signed-up-this-month) (https://kb.pixalink.io/articles/see-how-many-members-signed-up-this-month)
- [Navigating Your Analytics Dashboard](https://kb.pixalink.io/articles/navigating-your-analytics-dashboard) (https://kb.pixalink.io/articles/navigating-your-analytics-dashboard)
- [What Are Customer Sources?](https://kb.pixalink.io/articles/what-are-customer-sources) (https://kb.pixalink.io/articles/what-are-customer-sources)