

Navigating Your Analytics Dashboard

By Zu Wei | Published Mar 19, 2026 | General | 2 min read

What Is This?

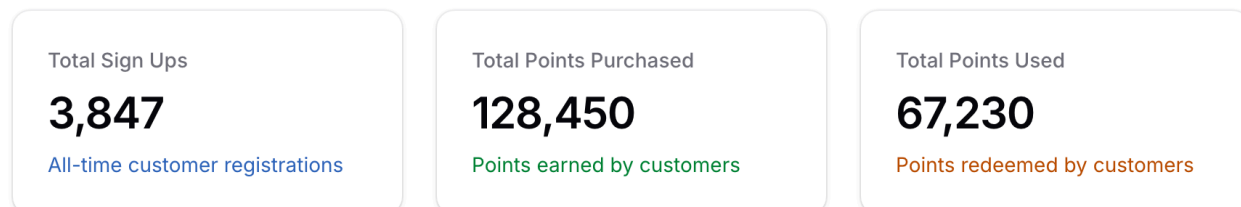
The Analytics Dashboard gives you a bird's-eye view of your loyalty programme's performance. It shows key metrics like customer signups, reward usage, and engagement trends — all in one place. Use it to understand what's working, spot trends, and make data-driven decisions.

Real-Life Example

Puan Kamala manages **Spice Route Restaurant** chain across three outlets in KL. Every Monday morning, she opens the Analytics Dashboard to review last week's numbers — how many new customers signed up, which rewards are most popular, and whether the birthday campaign is driving visits. The charts help her present performance updates to the business owner.

How to Access the Dashboard

The Analytics Dashboard is in a separate panel from the Admin Panel. Look for the **Analytics** panel in your navigation or switch panels using the panel selector.



What You'll See

Overview Statistics

The main dashboard shows key stats at a glance:

Points Overview:

- Total Sign Ups
- Total Points Purchased (earned)
- Total Points Used (redeemed)

Rewards Overview:

- Total Rewards Distributed
- Total Rewards Used
- Active (Pending) Rewards
- Usage Rate

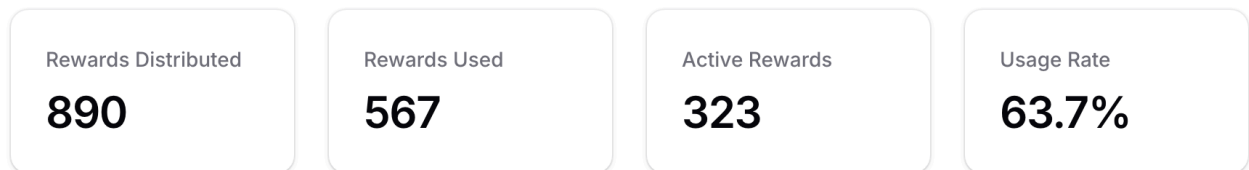
Charts and Trends

Chart	What It Shows
Signup Chart	New customer registrations over time
Rewards Usage Trend	How often rewards are being redeemed
Customer Reward Status	Breakdown of reward statuses (pending, redeemed, expired)
Rewards Distributed	Which rewards are being given out most

Filtering

Use the filter panel to narrow your view:

- **Date range** — Focus on a specific period
- **Space** — View analytics for a specific outlet



Specialised Reports

Beyond the main dashboard, the Analytics panel has dedicated report pages:

Report	What It Covers	Link
Points Report	Points earned and redeemed trends	Understanding Your Point Report
Rewards Report	Reward distribution, redemption, and usage trends	Understanding Your Reward Report
Customer Report	Demographics, signup trends, login frequency	Understanding Your Customer Report

Good to Know

- **Real-time data** — Dashboard data updates in real-time as transactions happen.
- **Date filtering** — Always check the date range filter. The default view may show all-time data, which can be adjusted to focus on a specific period.
- **Multiple outlets** — If you have multiple spaces, you can view combined or per-space analytics.
- **Export** — Some charts allow you to export data for further analysis in spreadsheets.
- **Mobile friendly** — The dashboard is responsive and works on tablets and phones.