

Understanding Your Customer Report

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

What Is This?

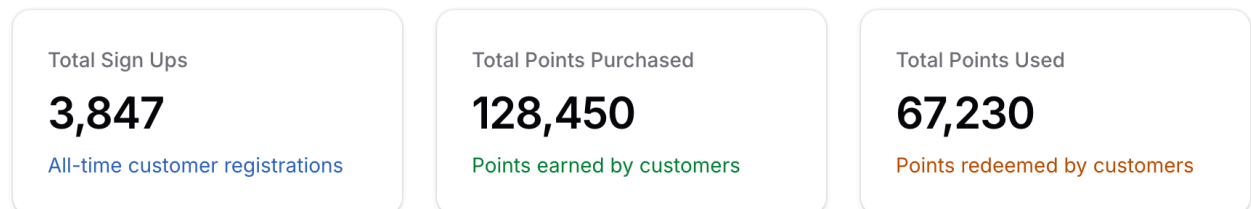
The Customer Report gives you insights into who your customers are and how they engage with your loyalty programme. It shows demographics (gender, age groups), signup trends, and login frequency — helping you understand your audience and tailor your marketing.

Real-Life Example

Puan Zainab manages **Bella Boutique** in Pavilion KL. The Customer Report shows her that 70% of her loyalty members are women aged 25-34, and signups spike every weekend. She uses this data to schedule her promotions on Friday evenings and create rewards that appeal to her core demographic.

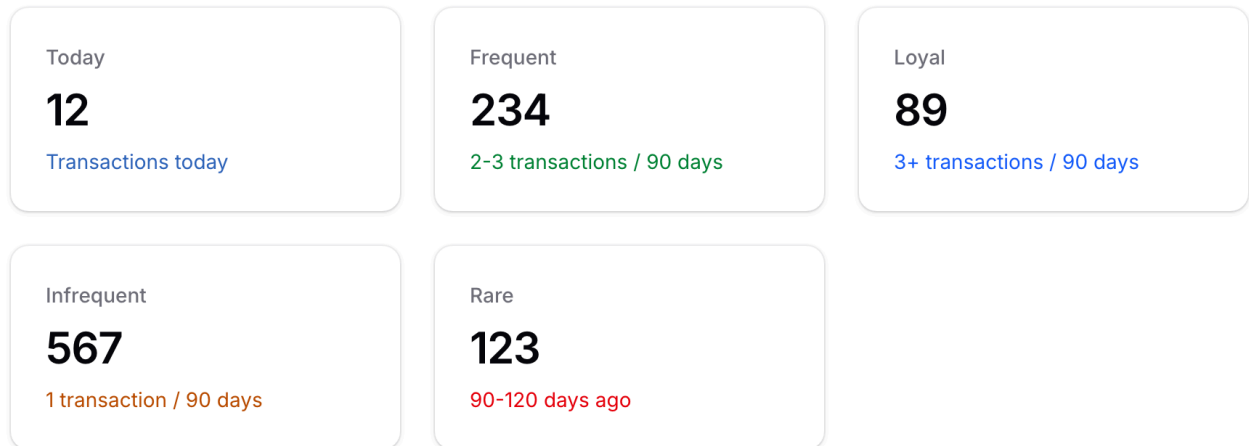
How to Access the Customer Report

Open the **Analytics** panel and navigate to the **Customers** report page.



What You'll See

Customer Statistics



Key metrics at the top:

- **Today** — Number of customers that made transactions today
- **Frequent** — Customers with 2-3 transactions in the last 90 days
- **Loyal** — Customers with more than 3 transactions in the last 90 days
- **Infrequent (last 90 days)** — Customers with only one transaction in the last 90 days
- **Infrequent (last 30 days)** — Customers with only one transaction in the last 30 days
- **Rare** — Customers with transactions between 90-120 days ago

Charts

Chart	What It Shows
Signup Chart	New customer registrations over time — spot growth trends and signup spikes
Gender Chart	Male vs female customer distribution
Age Group Chart	Customer breakdown by age brackets
Login Frequency	How often customers log into the portal — shows engagement levels

Filtering

- **Date Range** — Focus on a specific signup period
- **Space** — View customer data by outlet

Good to Know

- **Gender data requires input** — Gender charts only work if customers have provided their gender (via portal signup or CSV import).
- **Age groups need DOB** — Age distribution requires date of birth data. Encourage customers to complete their profile.
- **Login frequency = engagement** — Customers who log in frequently are your most engaged. Target less active customers with win-back campaigns.
- **Signup trends** — Correlate signup spikes with your marketing activities to understand what drives new customers.
- **Per-space insights** — If you have multiple outlets, compare customer demographics by space to customise your approach per location.