

Understanding Your Reward Report

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

What Is This?

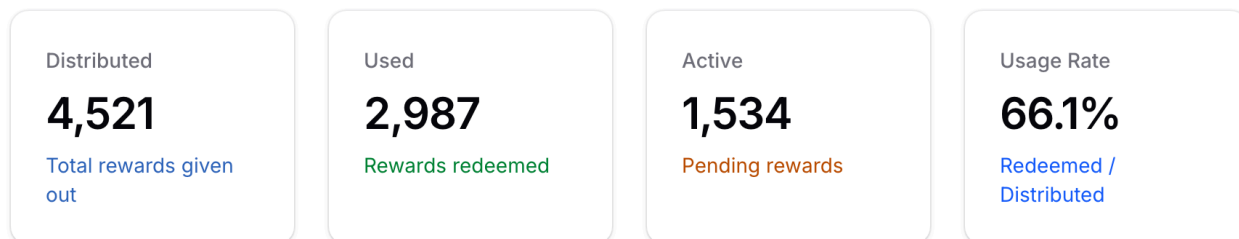
The Reward Report is a dedicated analytics page that shows everything about how your rewards are performing — which rewards are most popular, how many are being redeemed, distribution trends, and usage patterns. It helps you understand which rewards drive customer engagement and which might need adjusting.

Real-Life Example

Encik Danish runs **GameZone Arcade** in Mid Valley. He notices from the Reward Report that his "Free Game Token" reward has a 90% redemption rate, but the "10% F&B Discount" only has 20%. He decides to increase the F&B discount to 25% and reduce the points required — the report helps him optimise his reward strategy.

How to Access the Reward Report

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



What You'll See

Reward Statistics

Key metrics displayed at the top:

- Total rewards distributed
- Total rewards used
- Active (pending) rewards
- Usage rate

Charts

Chart	What It Shows
Rewards Usage Trend	How reward usage changes over time (weekly/monthly)
Redemption Trend	The rate at which customers are redeeming rewards
Specific Rewards Usage	Performance breakdown per individual reward
Customer Reward Status	Distribution of statuses: Pending, Redeemed, Expired, etc.
Rewards Distributed	Volume of each reward that has been given out

Filtering

- **Date Range** — Focus on a specific period to track campaign effects
- **Space** — View reward performance by outlet

Good to Know

- **High redemption rate = good reward** — Rewards with high redemption rates are valuable to customers. Low rates might mean the reward isn't attractive enough or costs too many points.
- **Watch for expired rewards** — A high number of expired rewards suggests customers are either not aware of them or not motivated to redeem.
- **Compare before and after** — Use date filters to compare reward performance before and after making changes (e.g., adjusting points required).
- **Seasonal patterns** — Some rewards may perform better during holidays or specific seasons. Use the trend charts to spot these patterns.