



# 1stMILE Loyalty Reports

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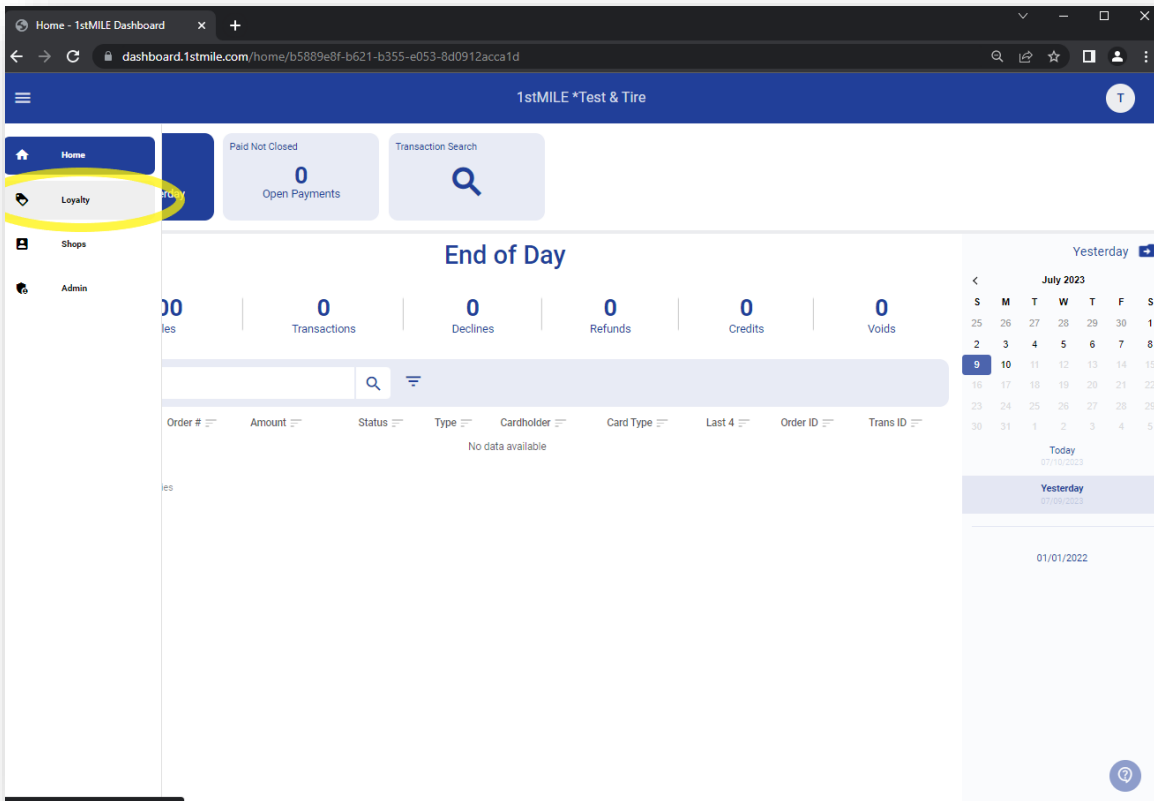
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## Overview

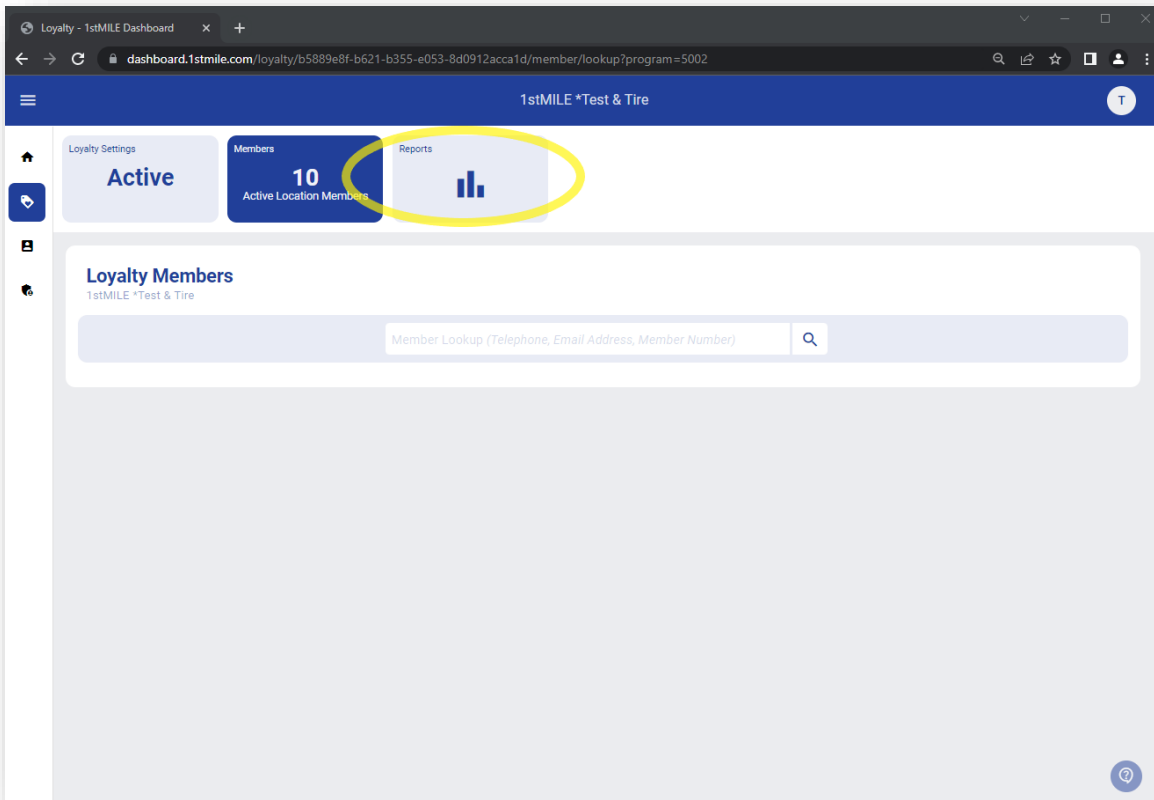
This guide illustrates the features of the 1stMILE Loyalty Reports. It shows how to navigate to Loyalty Reports and explains the various data sets available in the reports.

## Loyalty Reports Navigation

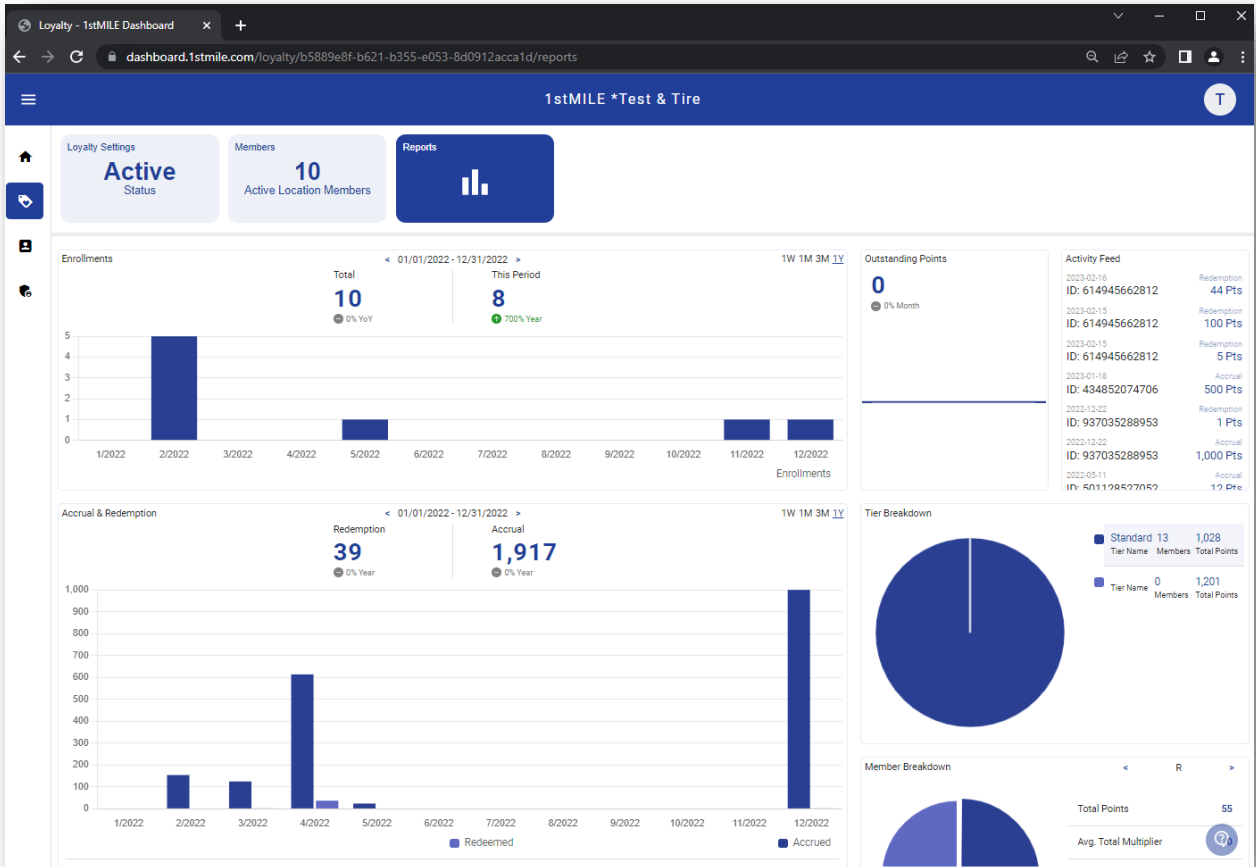
Start by clicking on the sidebar Loyalty Icon.



Click on the Loyalty Reports Chip

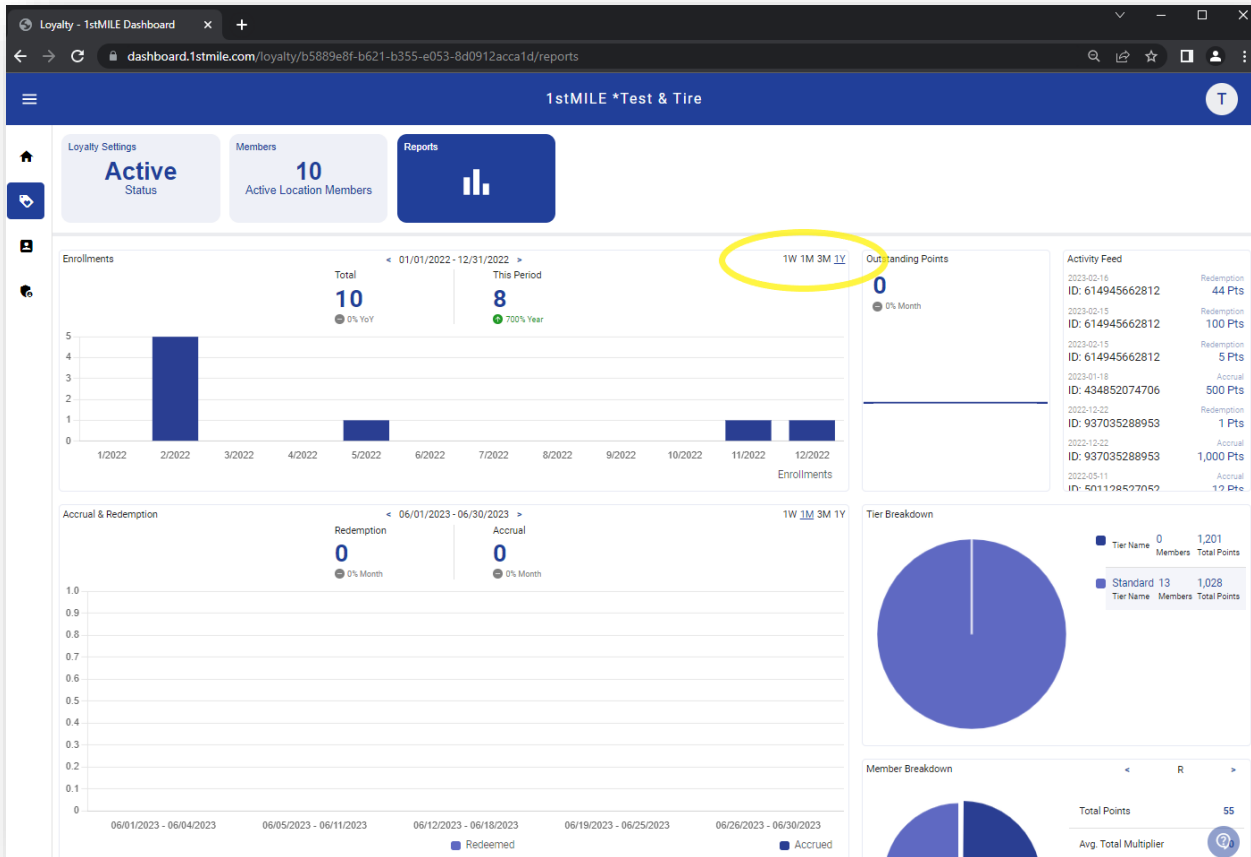


The Loyalty Reports page loads and displays analytics about the Loyalty program.

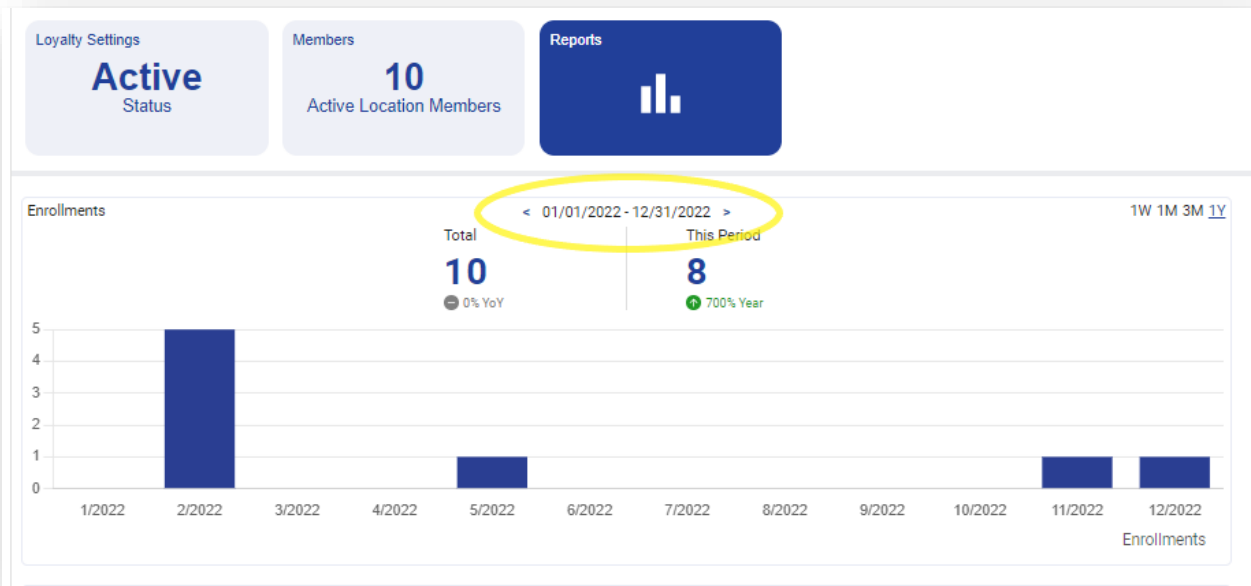


## Enrollments

A graph displaying enrollment information is displayed near the top of the screen. The total number of Enrollments represents how many total users have enrolled into this program. The period represents how many users have enrolled during the currently selected period. Click on the timing filters to change the period.



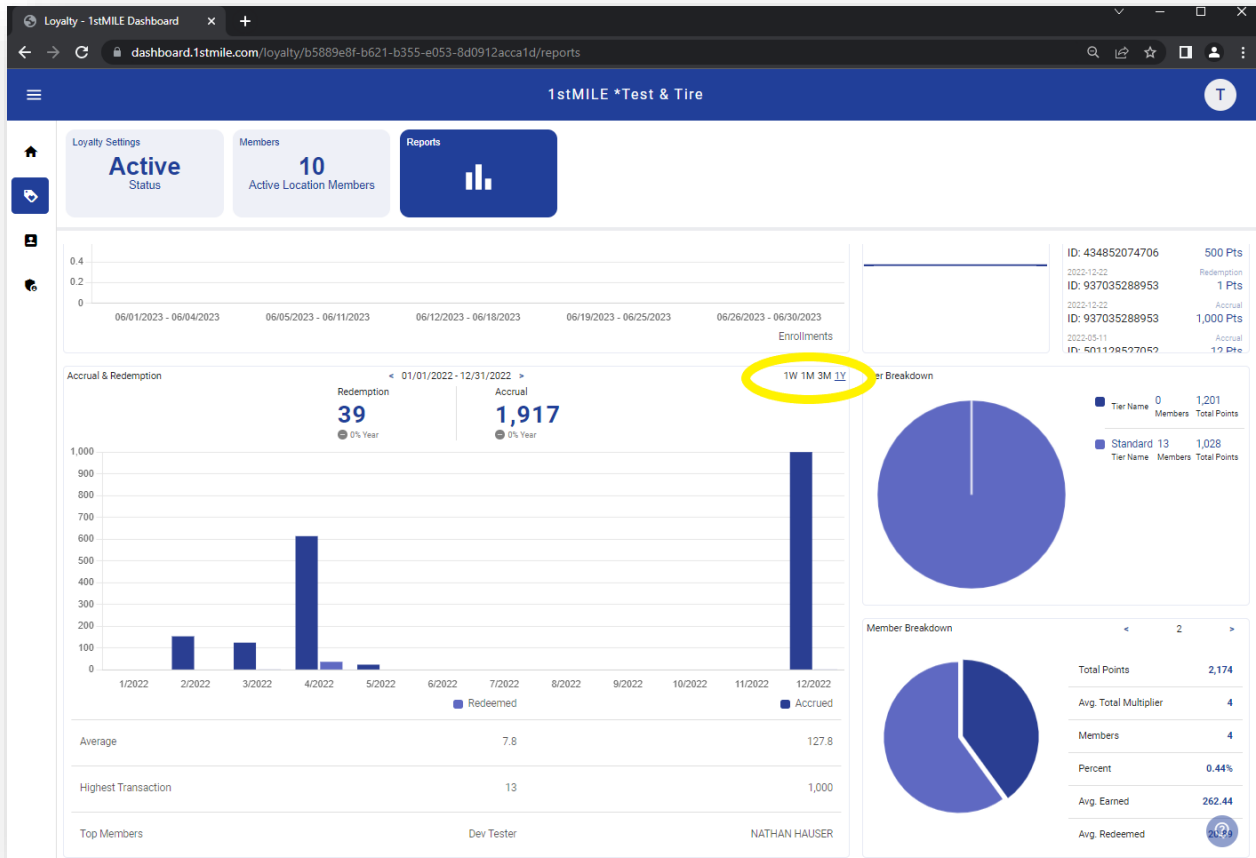
Click on the left and right arrows to navigate different time periods.



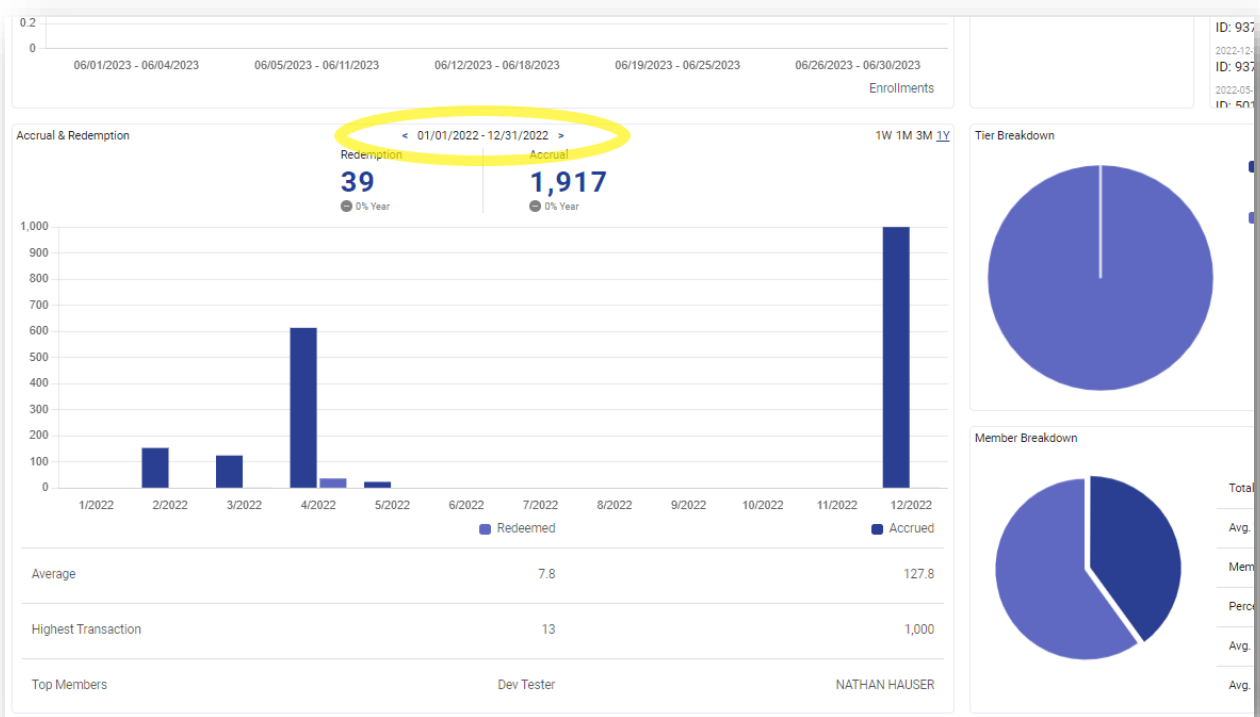


## Accrual & Redemption

A graph displaying Accrual and Redemption information is located underneath the enrollments. The total number of points redeemed in this time period is shown as well as the total amount of points accrued. The time period can be changed using the filters near the top right side of the graph. Below the graph, the average amount of accruals and redemptions is displayed. The highest transaction and the user it belongs to is displayed underneath the graph.

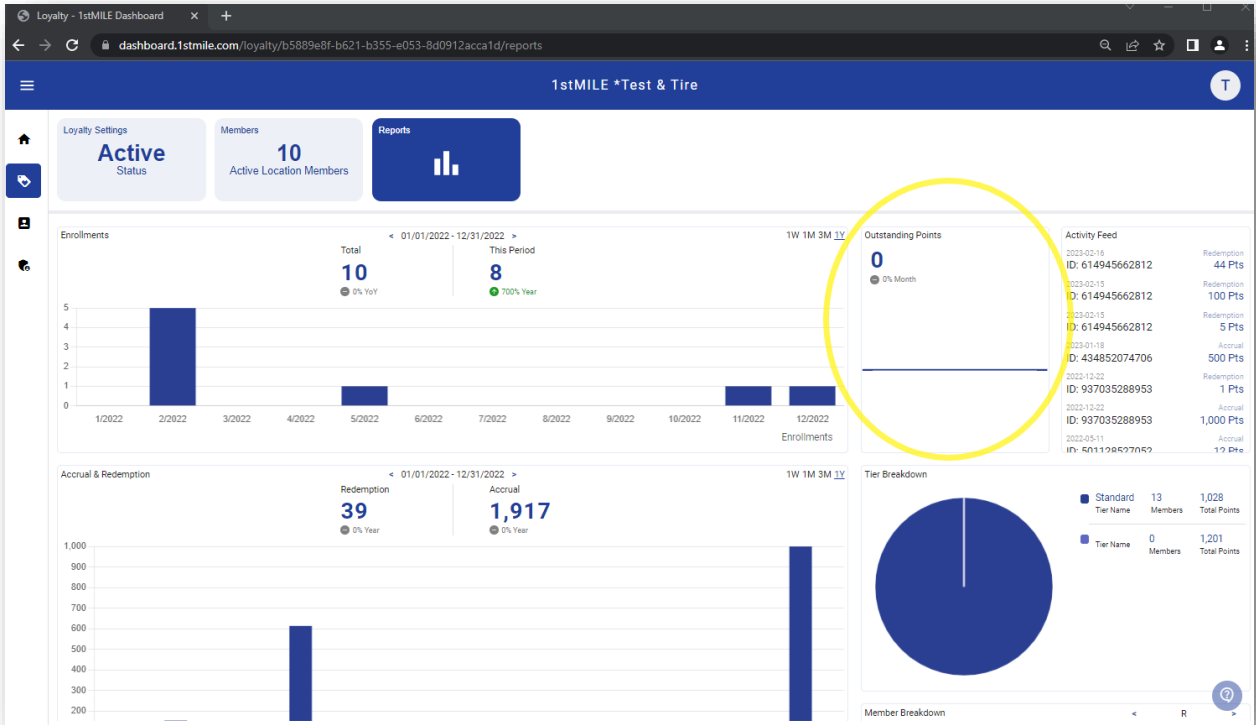


Use the left or right arrows to navigate the current time period.



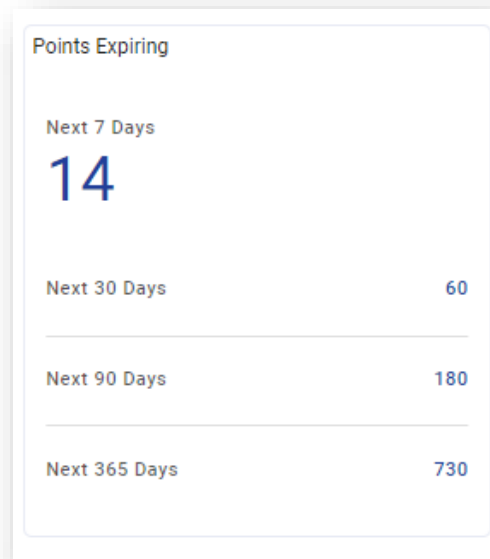
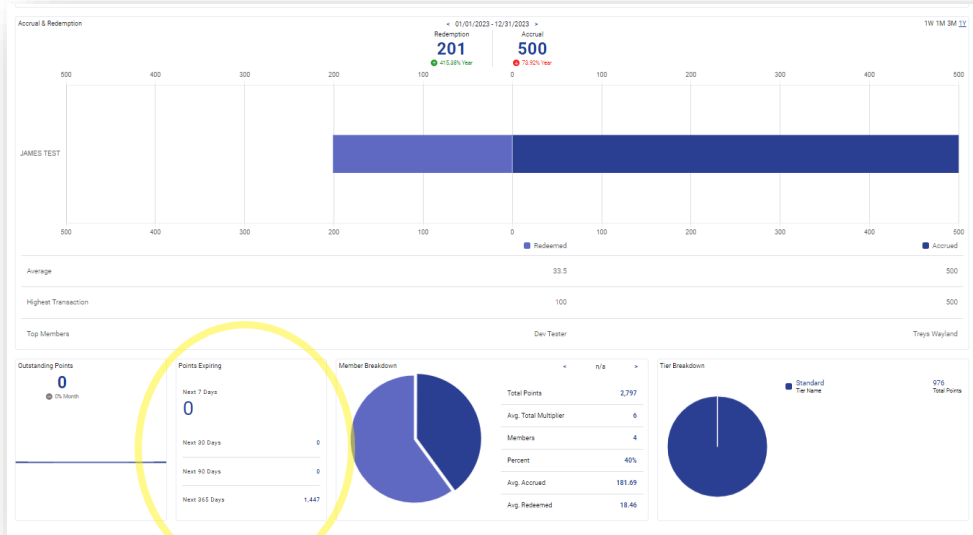
## Outstanding Points

A graph of the outstanding points represents the total number of points across all users that have been accrued and not yet redeemed.



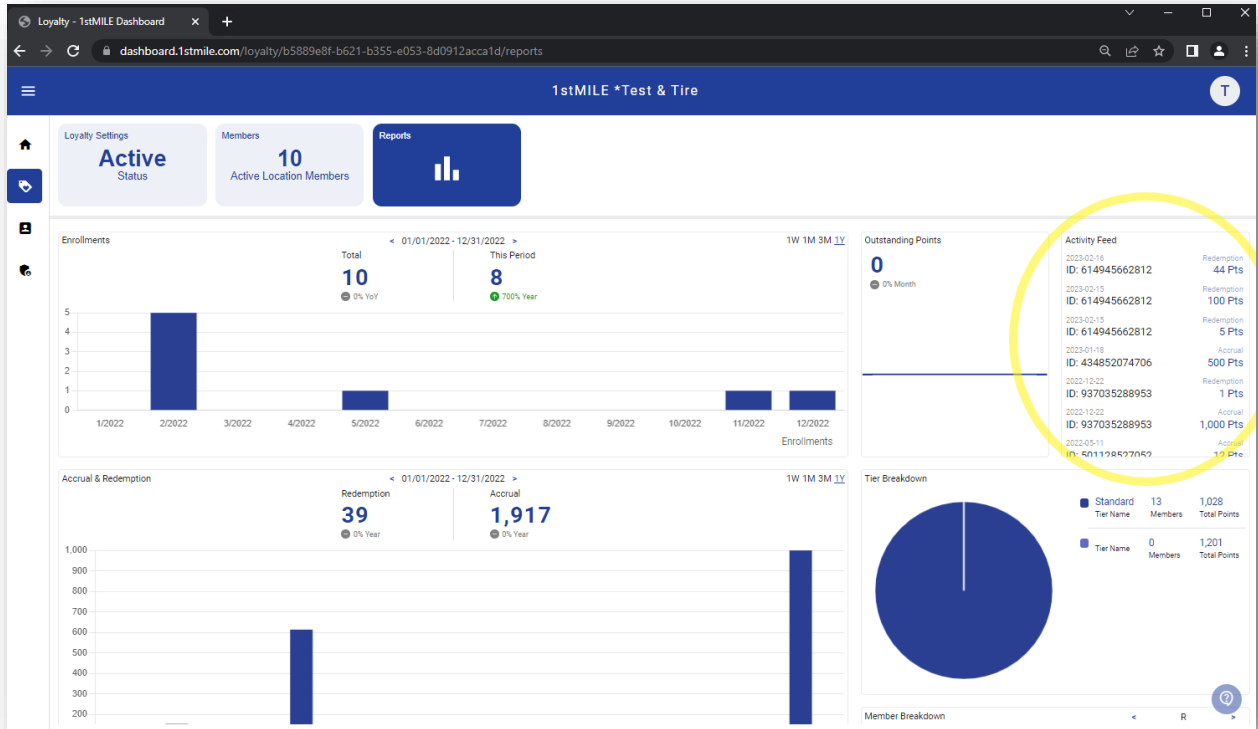
## Expiring Points

The expiring points represent the amount of points program wide that will expire in that time.



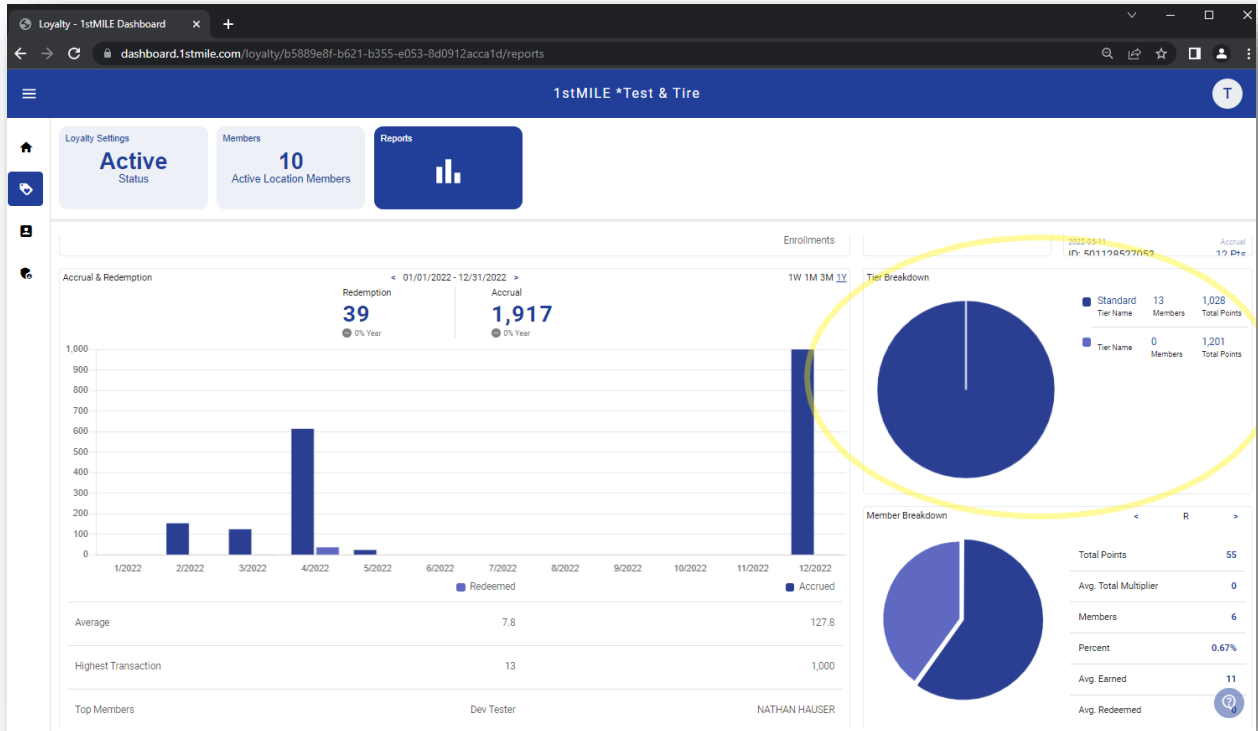
## Activity Feed

The Activity Feed displays transaction information, showing recent accruals, redemptions and enrollments. The date, account number, points and transaction type are displayed for each transaction.



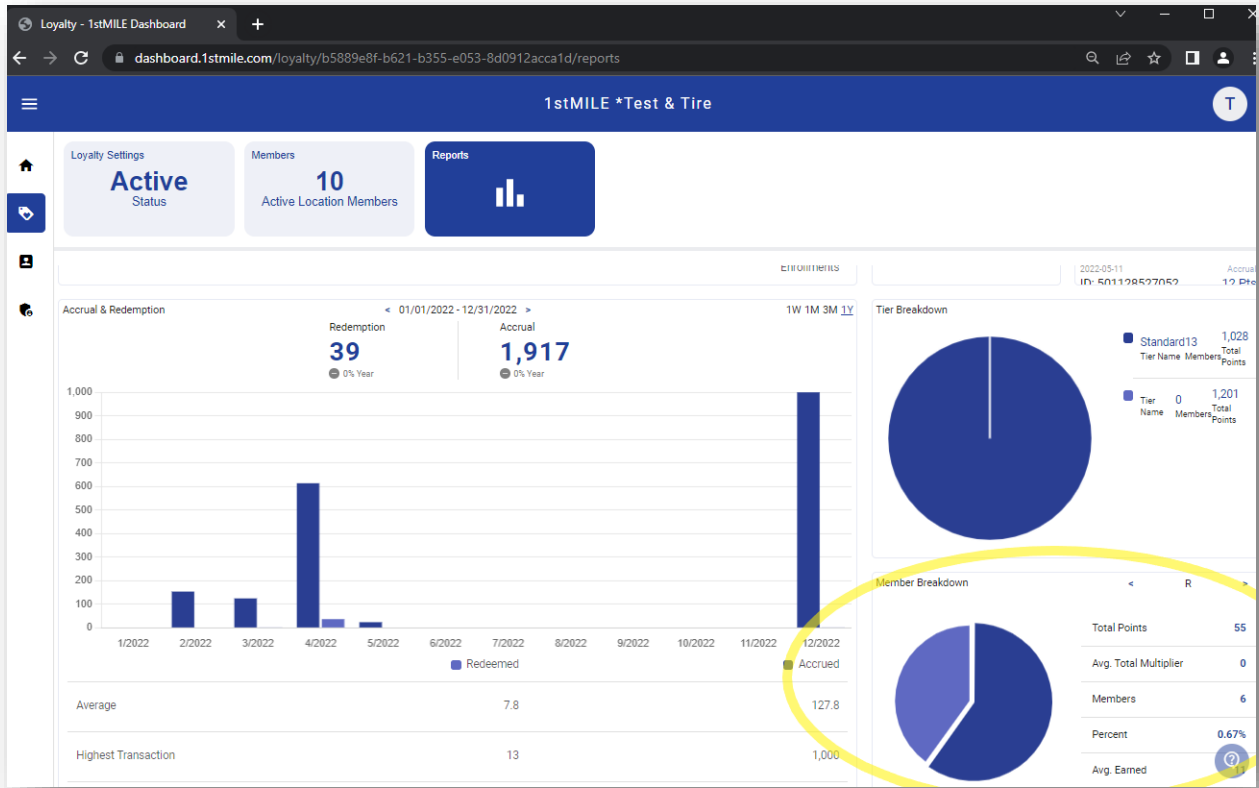
## Tier Breakdown

The Tier Breakdown shows the current Loyalty tiers, the current number of members in each tier and how many total points belong to each Tier.

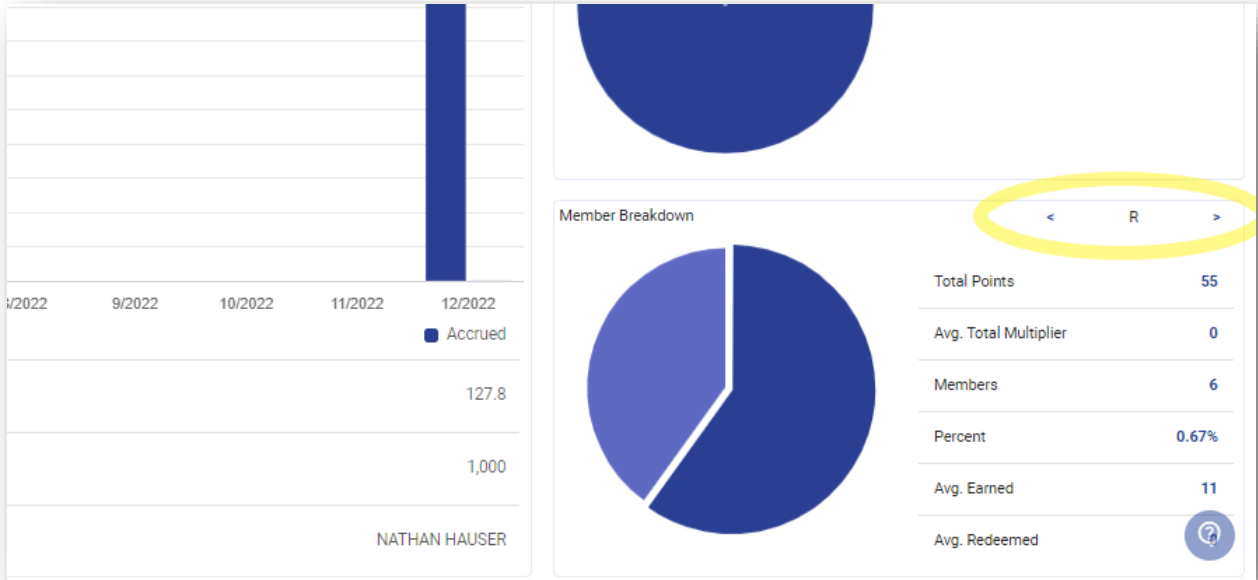


## Member Breakdown

The Member Breakdown shows each member type. Statistics are shown for each member type including the total accrued points, average multiplier, number of members, percentage, and average earned points.



Use the Arrows to switch between member types.

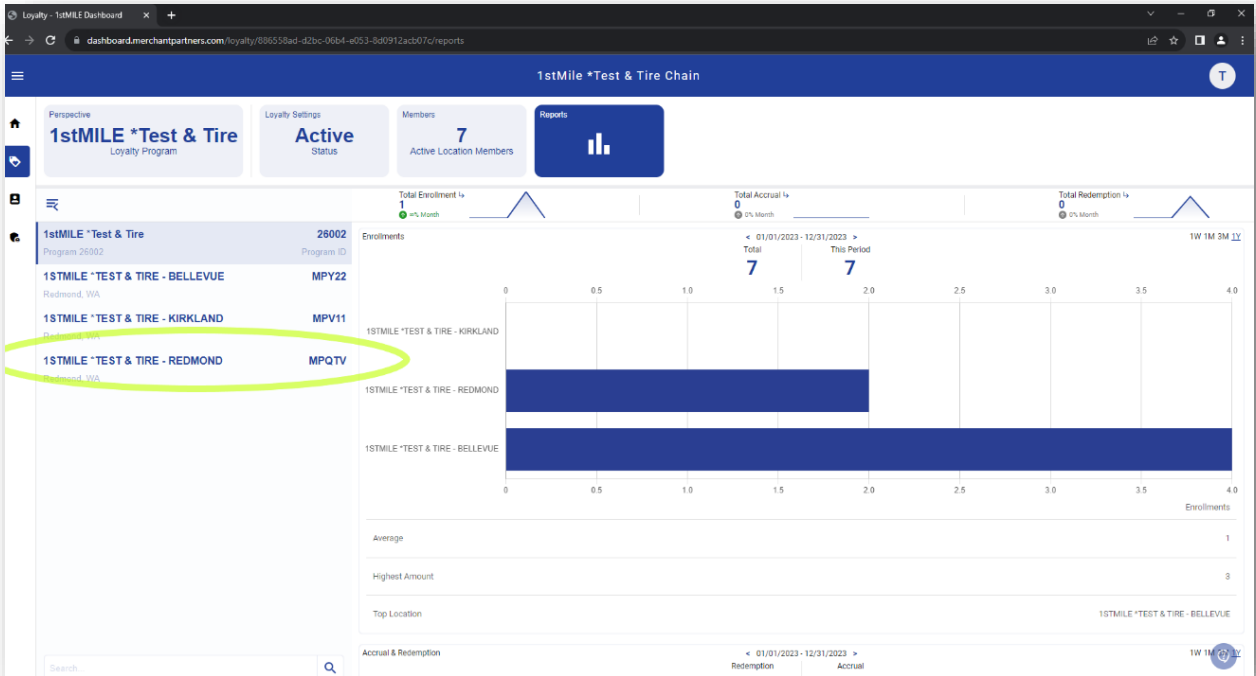




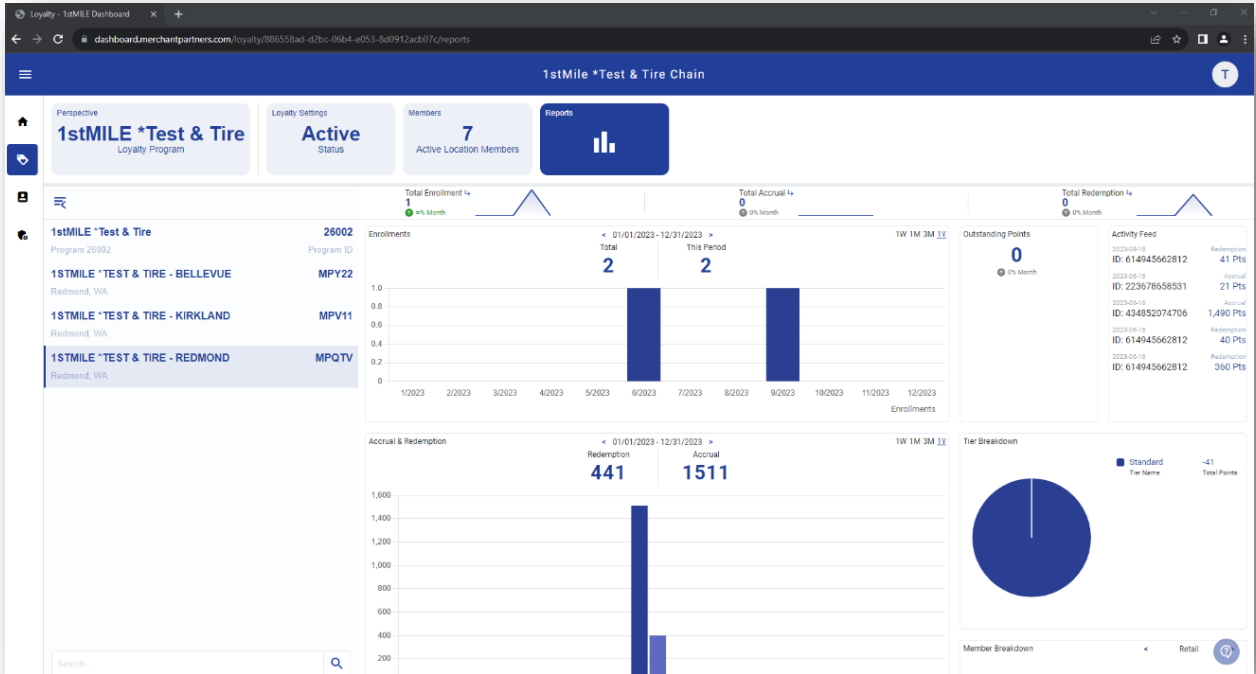
# Chain Loyalty Reports

## Perspective Selector

The perspective selector is used to view a single location within the chain program. Select a Location to filter data from that shop.

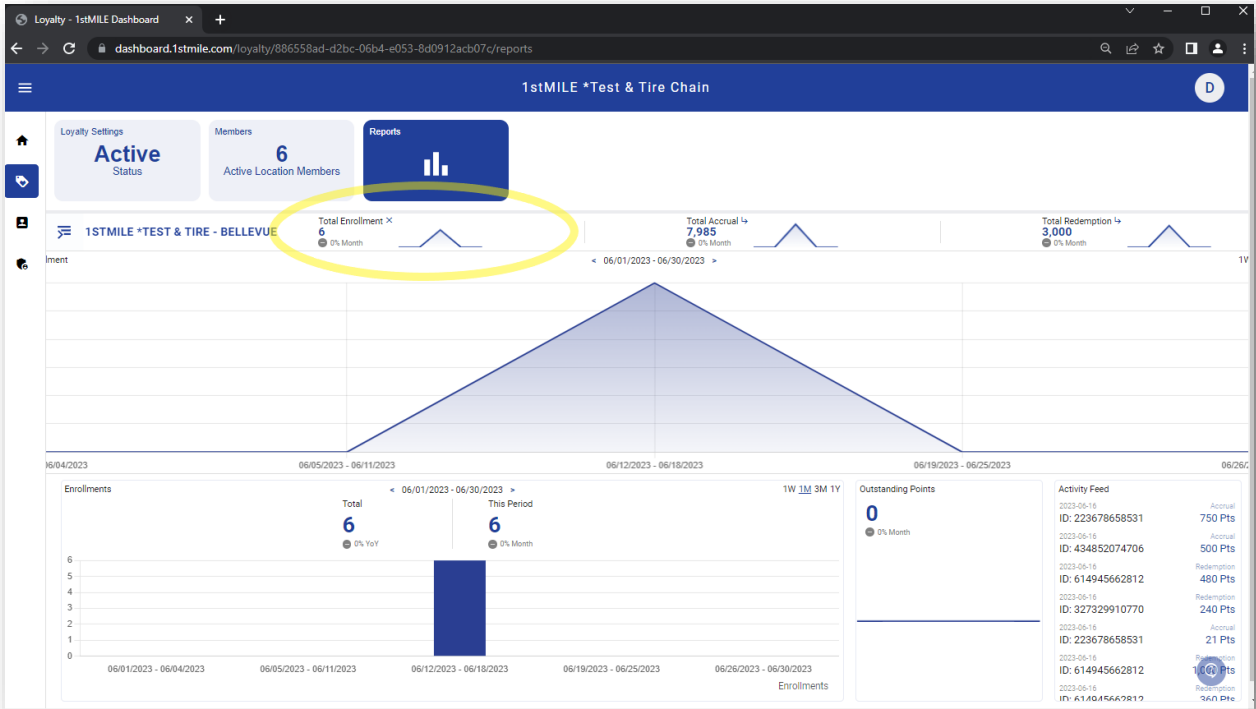


Once a location has been selected, Loyalty Reports looks like a single location. Click back on the Program to display all the locations data again.

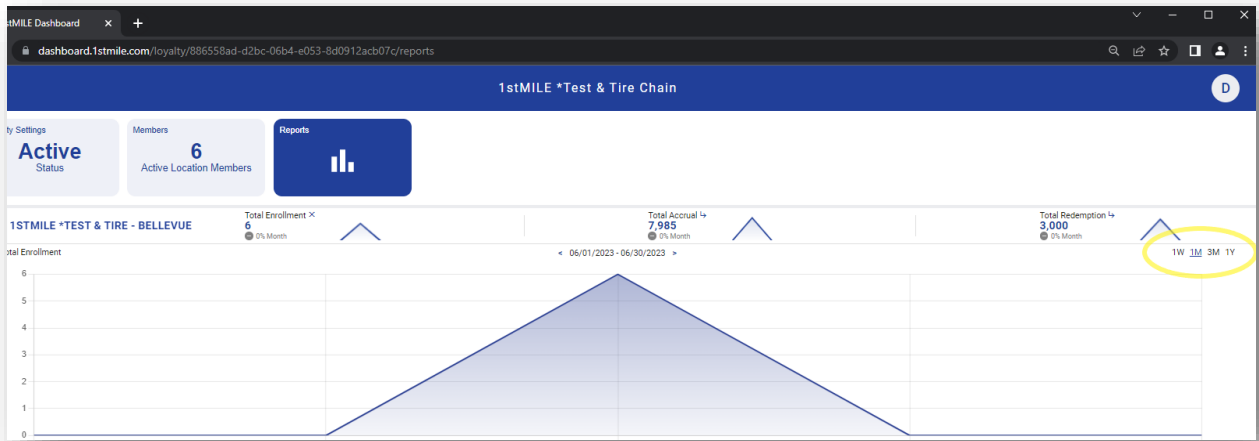


## Total Enrollments, Accrual and Redemptions

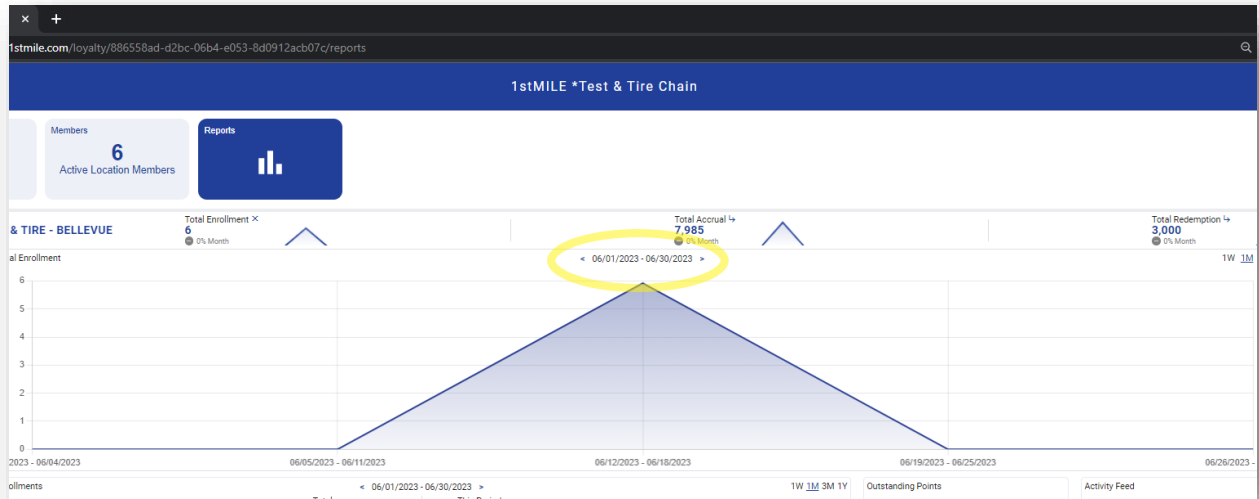
Clicking on Total Enrollments will enlarge the graph.



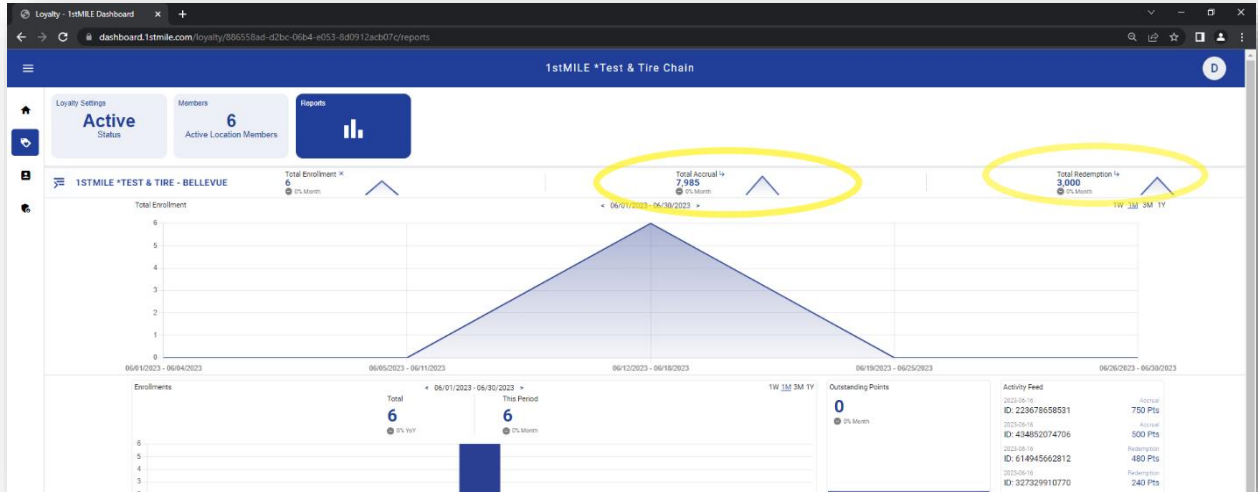
Use the filters on the right to display different time periods.



Use the left or right arrows to navigate the time period.

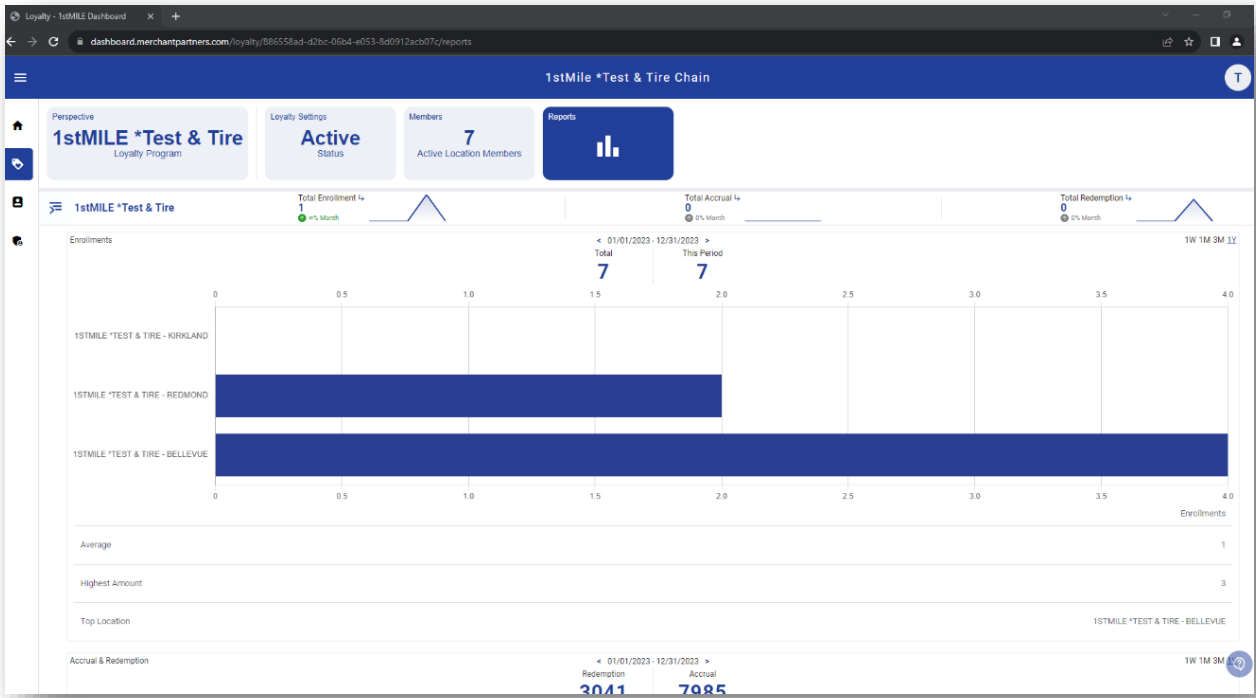


Similarly, you can enlarge the Total Accrual and Total redemption graphs. They have similar functionality and can filter the graph by time period and change the date with left and right arrows.

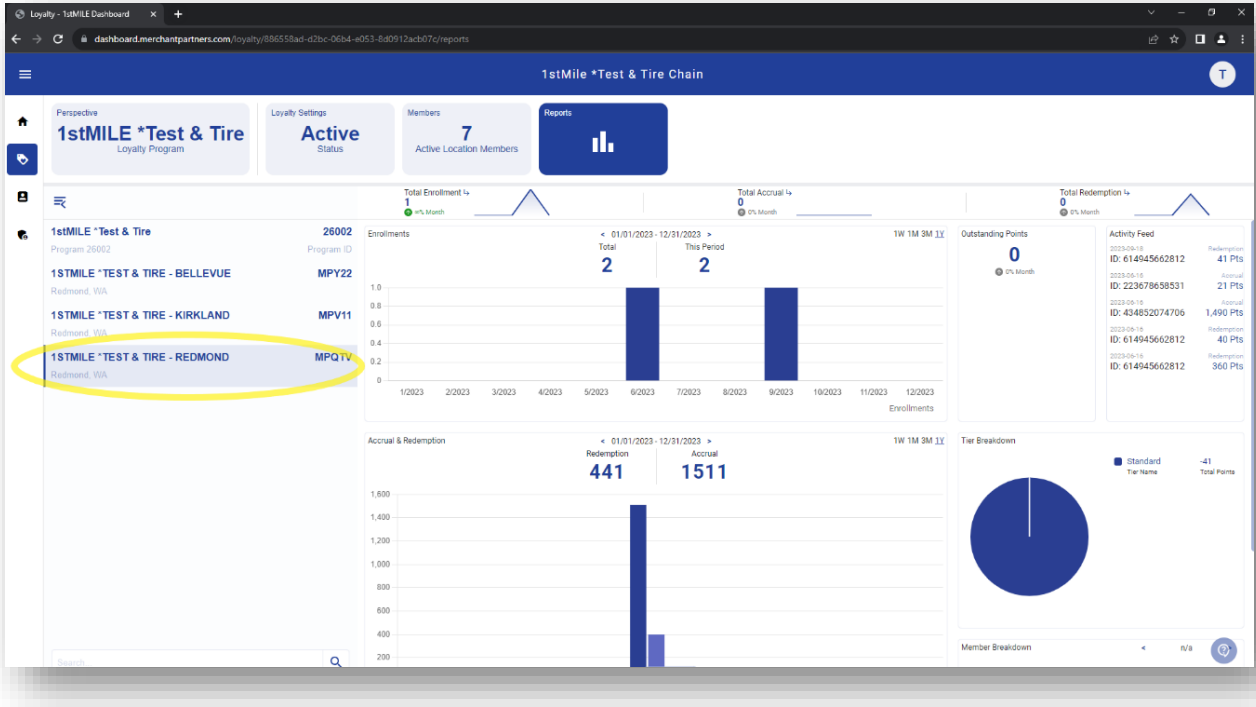


## Enrollments

The Chain Loyalty Enrollment table displays each location's data horizontally. Hovering over the bar graph displays a tool tip. Beneath the graph data pertaining to the Average, Highest Amount and Top location are displayed.



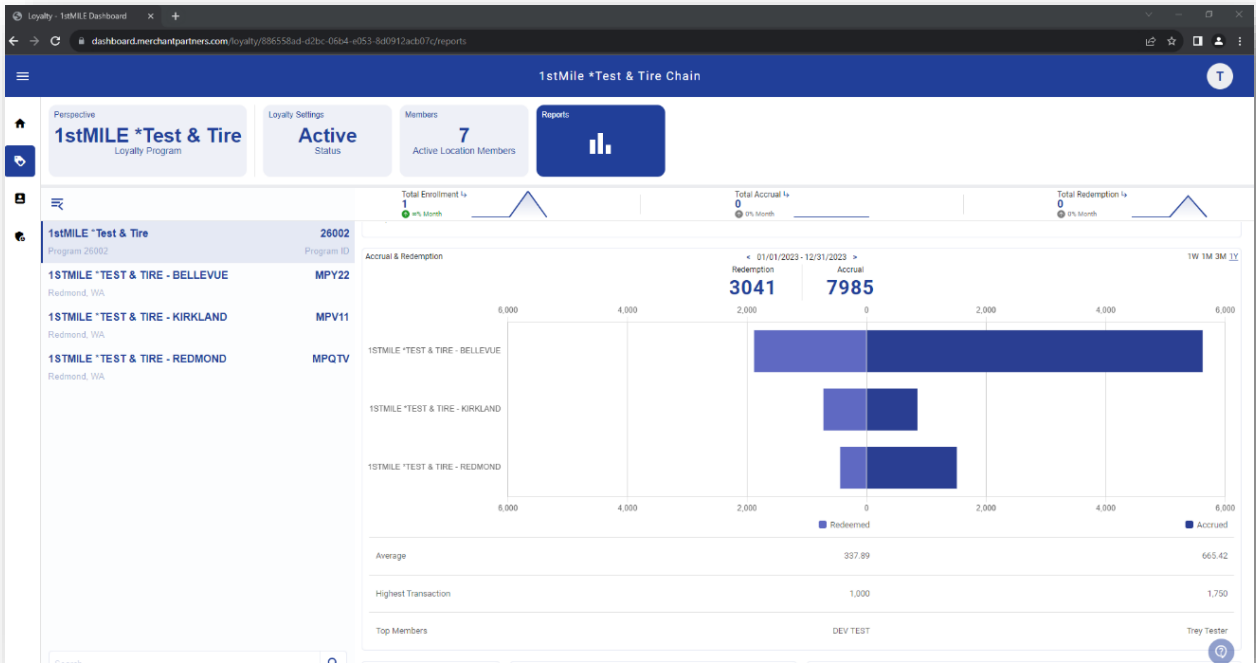
The enrollment graph can be filtered by location when the user has a location selected in the perspective selector.





## Accrual & Redemptions

The Chain Loyalty Accrual and redemptions displays information about the chain programs accruals and redemptions. Hovering over the bar graph displays a tool tip and beneath the graph statistics about the average, highest transaction and top members is displayed.



The Accrual & Redemption graph can be filtered by location when the user has a location selected in the perspective selector.

