

4 October 2025

# NEW-Member KPI

Owner      BI Service Account

Controls  
& Filters      dimension type renamed contains By Member Type, Total

数据每天上午10:00更新，若10:00前看板显示无数据，需要在右上角选择某一天的日期来看截止那一天的MTD/YTD/R12M。  
如：需要看截止2025年4月30日的MTD/YTD/R12M，则在右上角 'choose date' - 'date range' 选择between，选择2025年4月30日-2025年4月30日。  
注：看板中历史数据只能看2025年1月-4月每月月底的切片数据，5月26日之后可以看每天的历史数据。

# Member KPI Overview

YTD Members vs. LY	YTD AB vs. LY	YTD Frequency vs. LY	YTD BPS Eng% vs. LY
No data in filtered range	No data in filtered range	No data in filtered range	No data in filtered range

请选择一个dimension type，用于查看下方趋势图。

若需要下方折线趋势图展示 *Total* 数据，请在右侧控制器同时选择Total。

**HINT:** 将鼠标悬浮于Data Label上，获取数据定义。

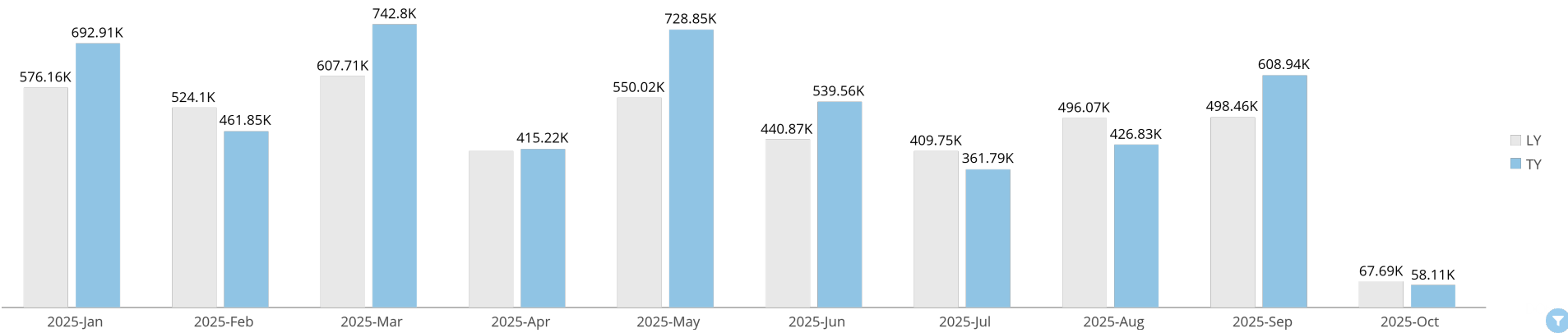
**NOTE:** Overview趋势图不能选择时间范围，只展示最新时间的数据。

- ☐ By Channel Type
- ☒ By Member Type
- ☐ By Card Type
- ☒ Total

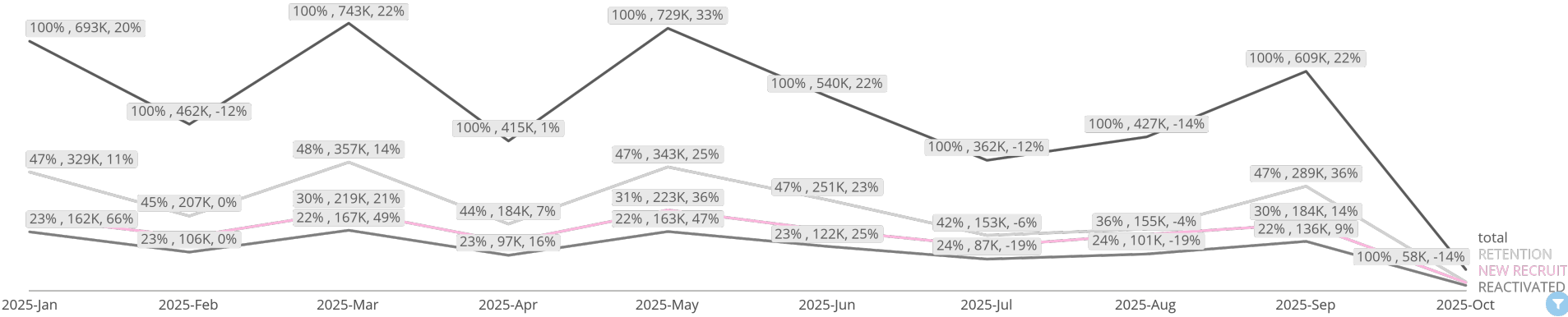


NEW-Member KPI

Monthly Member KPI by month by By Member Type, Total  
by Month

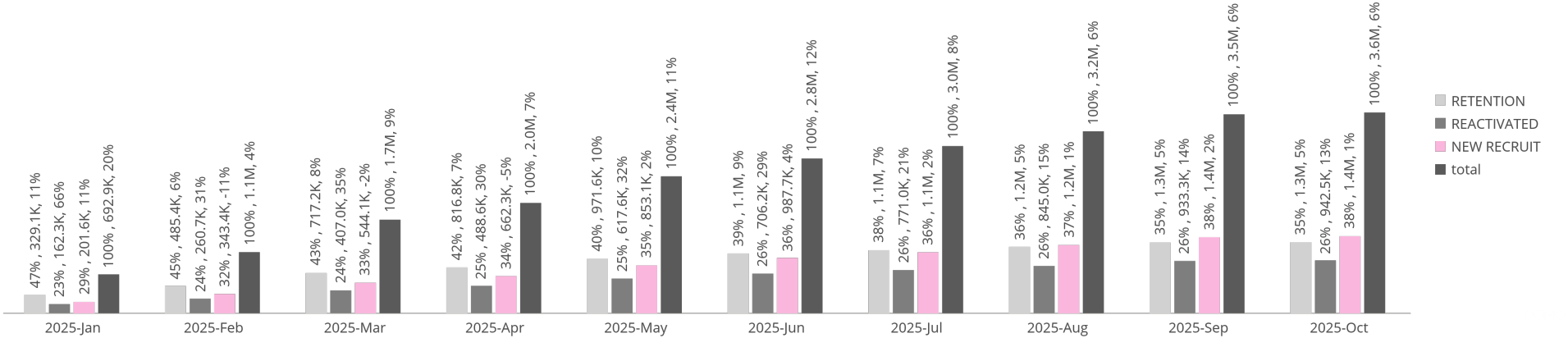


Monthly Active Member by By Member Type, Total  
by Month

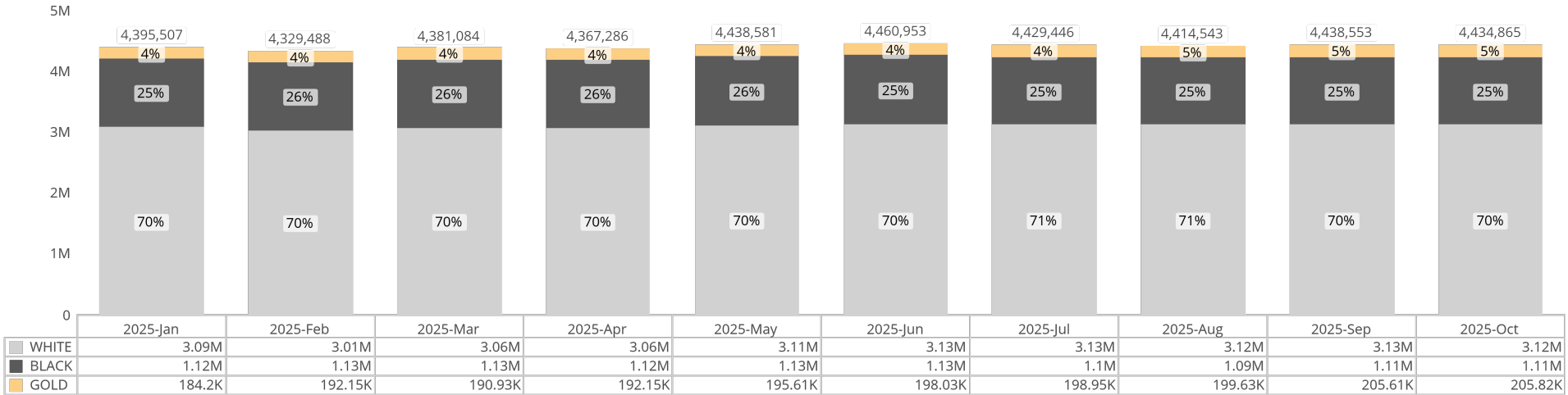


NEW-Member KPI

Accumulated Monthly Member by By Card Type, By Channel Type, By Member Type, Total By Member Type, Total by Month



R12M Member by Member Type by Month



# Member KPI

MTD Member KPI  
0

No data in filtered range

NEW-Member KPI

YTD Member KPI

0

No data in filtered range

NEW-Member KPI

R12M Member KPI

0

No data in filtered range

Member KPI YTD By Channel

NEW-Member KPI

B&M only - YTD  
0

No data in filtered range

EB only - YTD  
0

No data in filtered range



NEW-Member KPI  
OMNI - YTD  
0

No data in filtered range

Member KPI YTD By Category

NEW RECRUIT - YTD  
0

REACTIVATED - YTD  
0

RETENTION - YTD  
0

No data in filtered range

No data in filtered range

No data in filtered range

NEW-Member KPI

GOLD - YTD  
0

No data in filtered range

BLACK - YTD  
0

No data in filtered range

WHITE - YTD  
0

No data in filtered range

B&M only - YTD

No data in filtered range

EB only - YTD

No data in filtered range

OMNI - YTD

No data in filtered range