

# MOTHER MEMBERSHIP SEGMENTATION & TREND

Membership Trend

Membership Segmentation

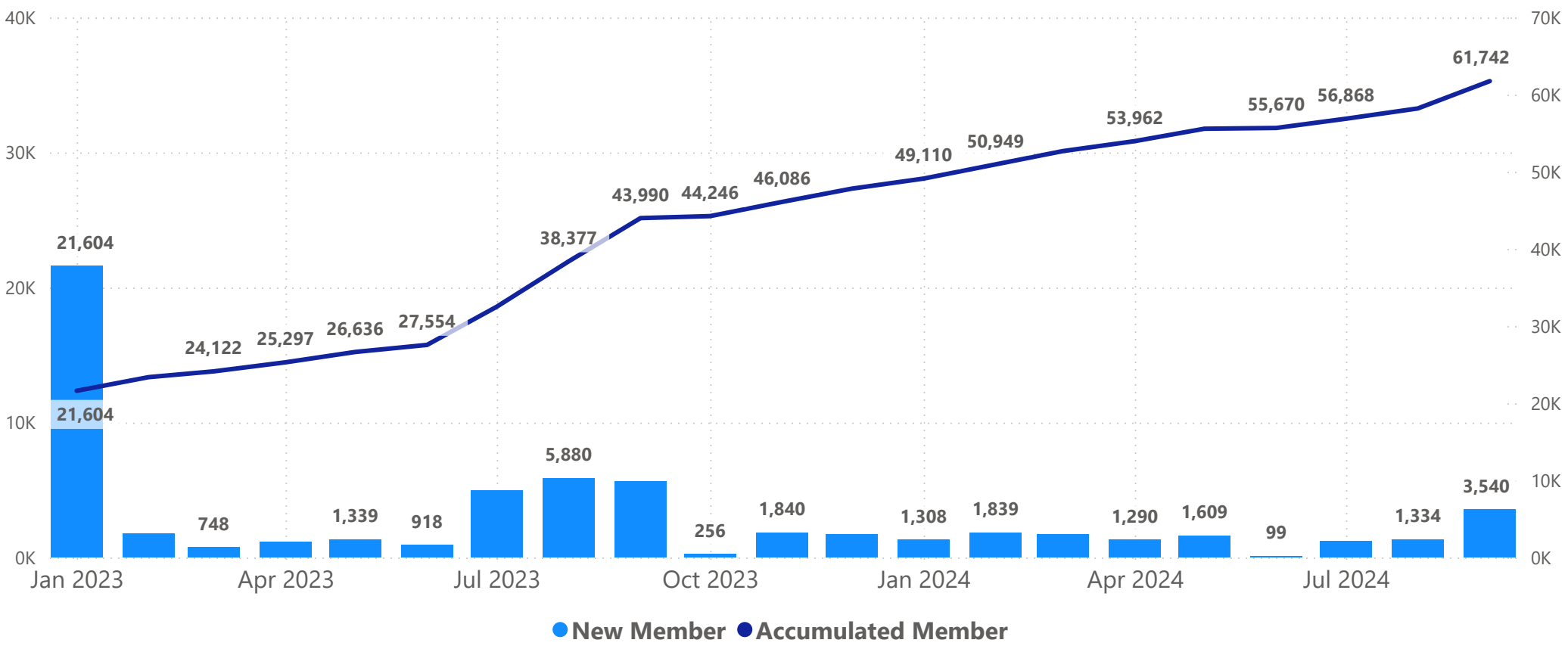
Trend Transaction

Date Report

1/1/2023

9/29/2024

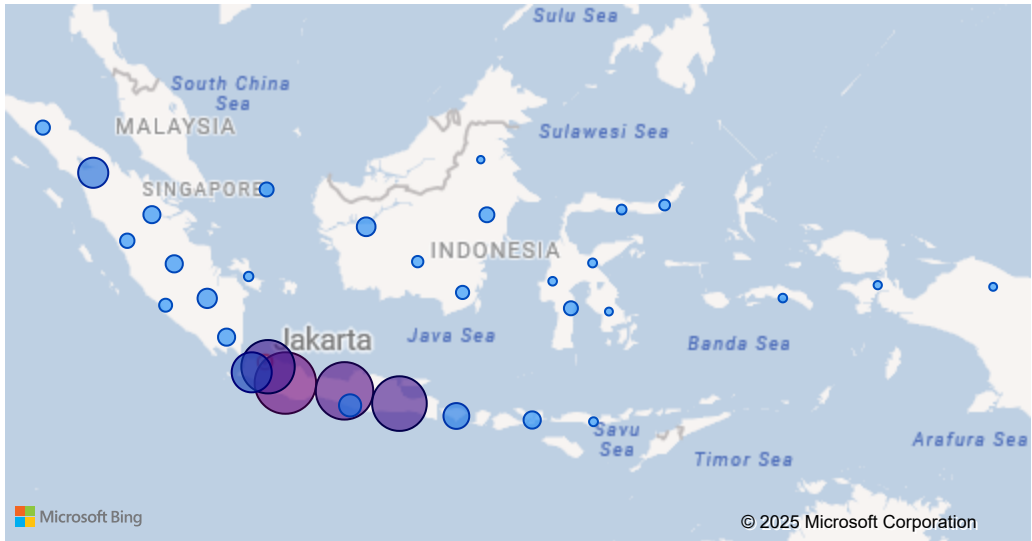
## Mother Community Membership Trend



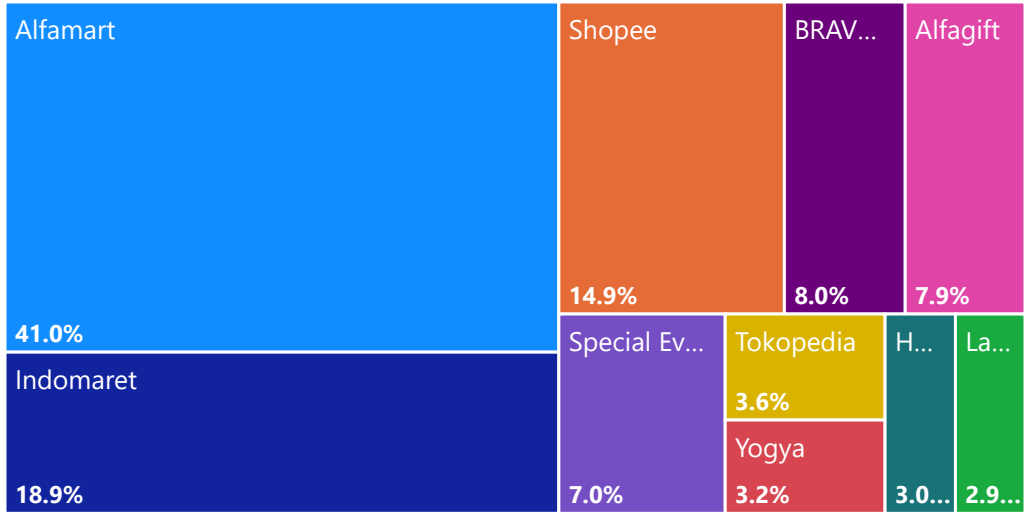
# MOTHER MEMBERSHIP SEGMENTATION & TREND

## Membership Trend

### Active Bankers Based on Location

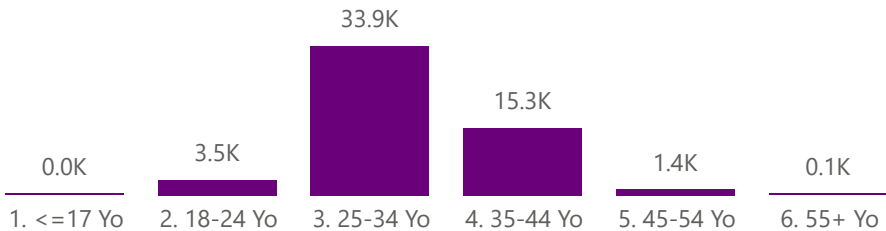


### Top 10 Place Purchase (by Number of Bankers)

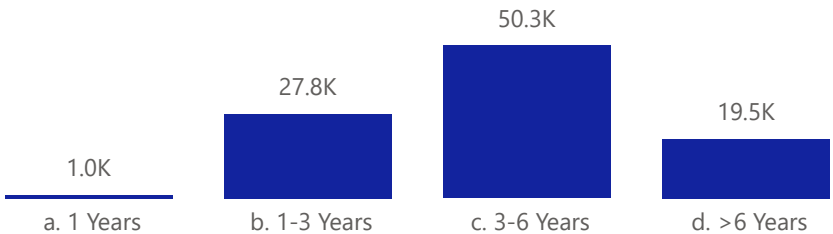


## Membership Segmentation

### Parent Ages Demography



### Kids Ages Demography



## Trend Transaction

### Date Report

8/26/2022

9/29/2024

Island	Cust	%Cust	Bankers	%Bankers	Bankers Cust
OTHERS	53755	47.89%	1018	8.20%	1.89%
JAWA	43172	38.46%	9344	75.26%	21.64%
SUMATERA	10768	9.59%	1275	10.27%	11.84%
KALIMANTAN	1827	1.63%	285	2.30%	15.60%
SULAWESI	1330	1.18%	97	0.78%	7.29%
BALINUSA	1269	1.13%	390	3.14%	30.73%
PAPUA	125	0.11%	6	0.05%	4.80%
Total	112246	100.00%	12415	100.00%	11.06%

# MOTHER MEMBERSHIP SEGMENTATION & TREND

Membership Trend

Membership Segmentation

Trend Transaction

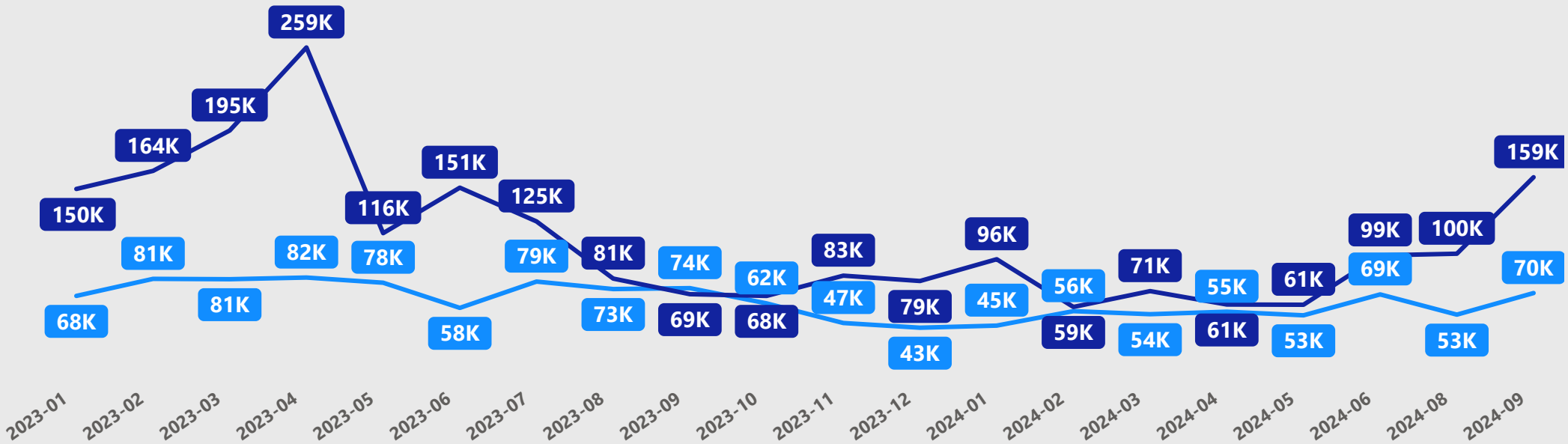
Date Report

8/26/2022

9/29/2024

## ABS Based on Channel

store\_type ● Offline Store ● Online Store



store_type	Before F24	F24
Offline Store	65,866.57	71,088.88
Online Store	134,460.35	89,521.70
Total	81,775.04	74,097.29