

Year

2024

Tenure

6 Months

Product

Select

Product Mix

Select

Market

Select

Business

Select

Status

Select

Dwelling Type

Select

Engagement Type

Select

Benchmark

YoY

RESET

Customers

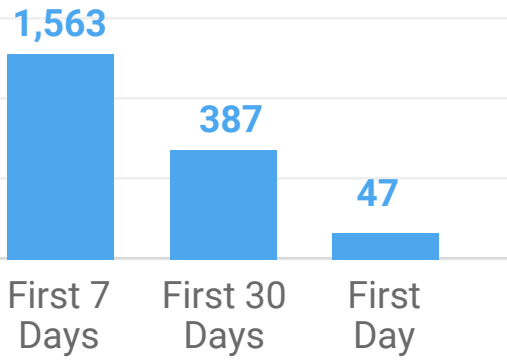
Customer Info

Customer Base	Customer Base Reg
203,017	90.7%
New Customer	New Registration
90.7%	90.7%

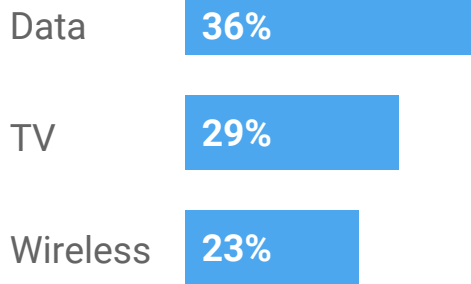
MoM

Registration MoM	Customers MoM
34.93 ▲	7% ▲
Auto Registration %	Customers MoM
0.54%	0.96%

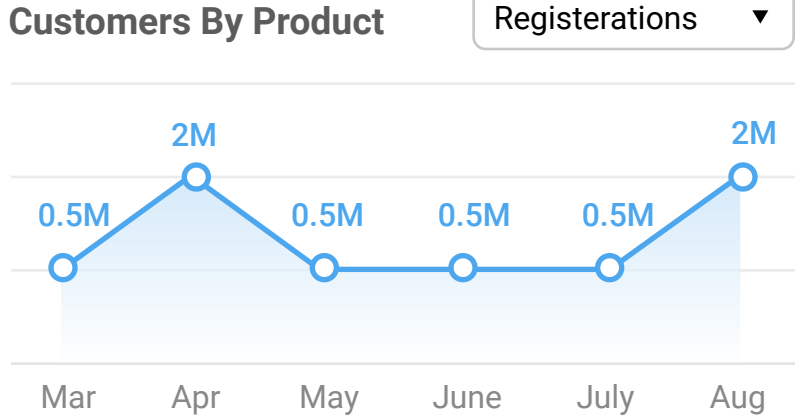
Registration Bucket



Customers By Product



Customers By Product



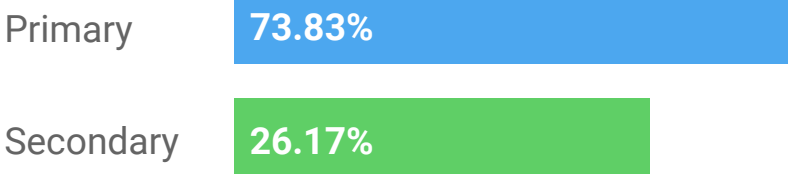
Users

Guid/User Per Acc.

Total Guid	User Per Account
248,293	1.2

Profile Completion

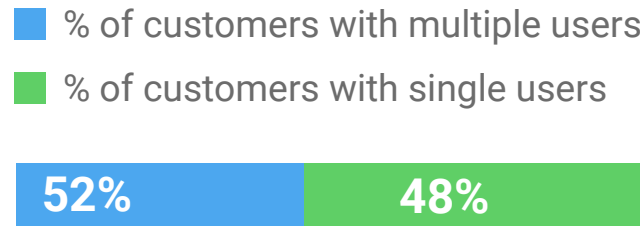
Time For Profile Completion 45 Mins



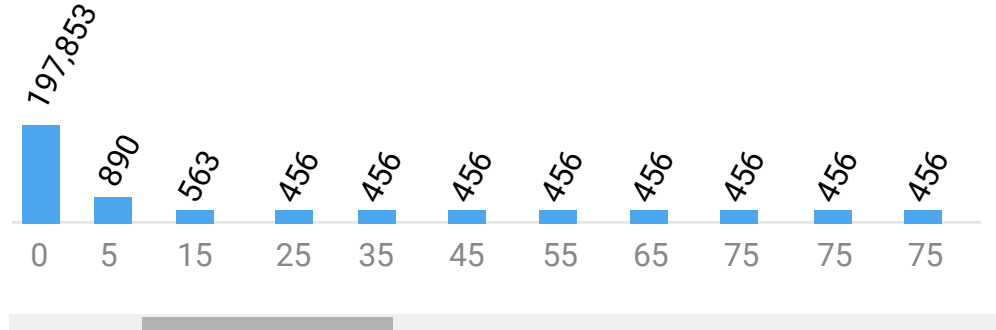
Users With Authorised Permission



Single Vs Multiple Users



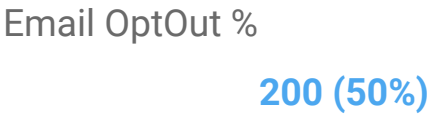
User Distribution



Email & Others

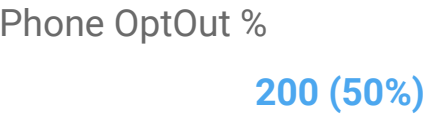
Email

Email	Verified Email
456	256



Phone

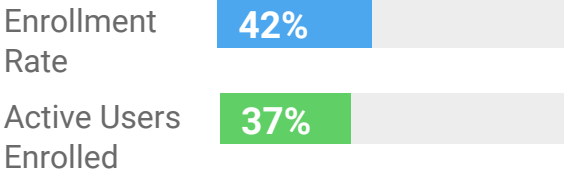
Email	Verified Email
456	256



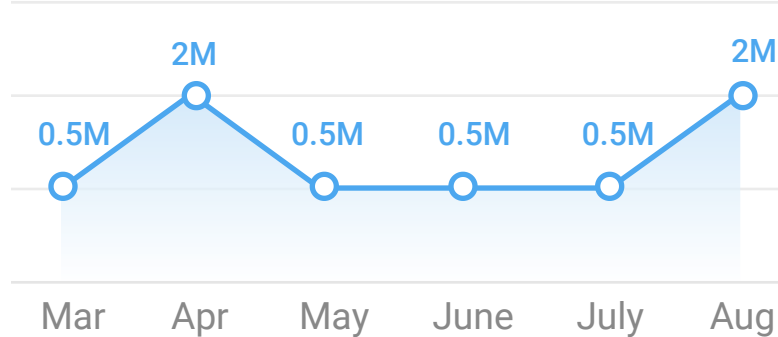
Preferred Contact Method

Email

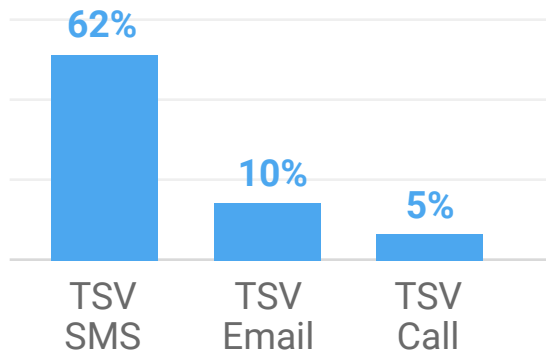
Single Vs Multiple Users



TSV Enrollment Trend



Methods



Profile & Others

Profiles - Last 30 Days

Profile Logged
456

Profiles with Digital Login
200

Profiles Contacted
256

Communication Channels

