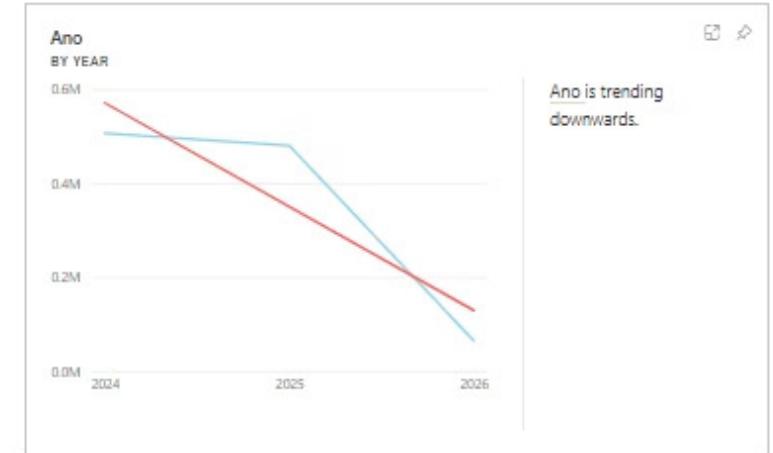


# 2024 Financial Performance Review

A comprehensive analysis of revenue trends, cost structures, and profitability patterns across 2024-2026. This review identifies key performance indicators, operational efficiency metrics, and strategic opportunities for sustained growth.



# Executive Summary: Key Insights



## Trend Alert

Revenue declining through 2026. Proactive intervention needed to reverse trajectory.



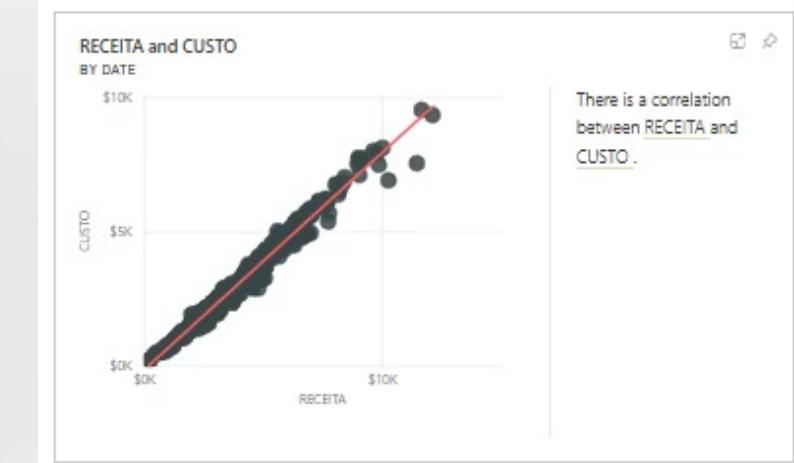
## Cost Alignment

Strong correlation between revenue and costs indicates efficient operational scaling.



## Profit Stability

2025 margin percentage establishes benchmark for ideal performance standards.



# Annual Performance Outlook

## 2024-2026 Revenue Trajectory Analysis

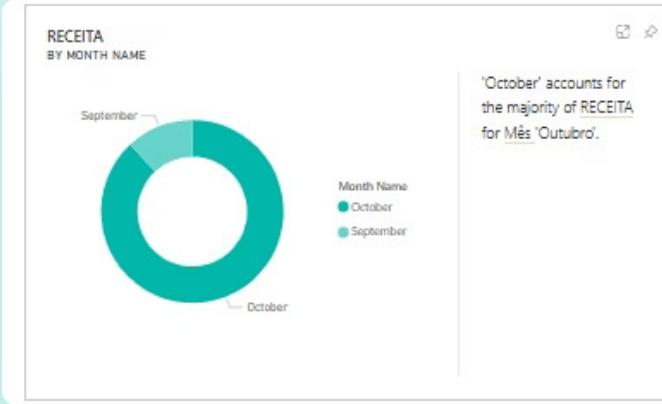


### Early Warning for 2026

The **downward trend** visible in 2024 and 2025 accelerates in 2026 projections, signaling urgent need for strategic intervention.

- 2024 baseline performance
- 2025 moderate decline
- 2026 significant drop projected

Revenue BY YEAR analysis reveals compounding challenges requiring immediate action.



# Core Operational Efficiency

## RECEITA and CUSTO Correlation Analysis

1

### Revenue Growth

Direct correlation with operational costs

2

### Cost Management

Proportional scaling maintains efficiency

3

### Profit Protection

Strong link prevents margin erosion

The tight correlation between revenue and costs demonstrates efficient operational scaling, where expenses grow proportionally with income rather than outpacing it.

# Profit Margin Stability 2025

Average of MARGEM LUCRO Performance Benchmark



2025 has a relatively  
steady percent of total  
MARGEM LUCRO .

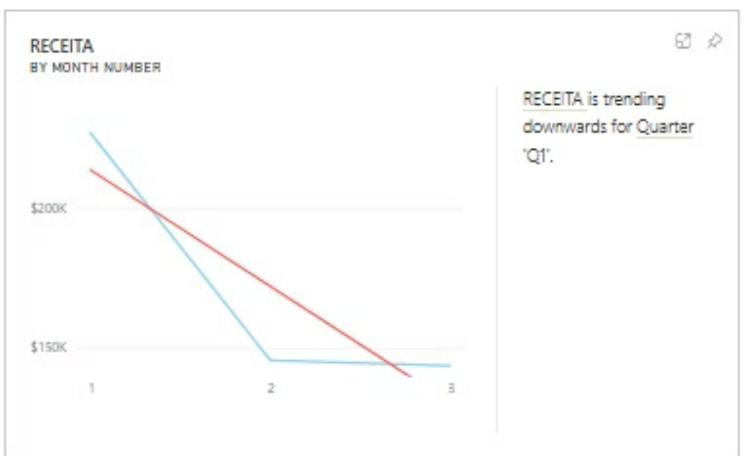
## 2025 Steady %

This consistent margin percentage  
establishes the benchmark for ideal  
performance standards.

Use this 2025 stability as the target for  
recovering 2026 projections.

# Monthly Revenue Drivers

## RECEITA BY MONTH NAME Performance Patterns



1

### October Peak

Highest revenue month. Analyze drivers for replication.

2

### Seasonal Patterns

Q4 strength vs Q1 weakness requires investigation.

3

### Consistent May

RECEITA BY MES shows reliable mid-year performance.

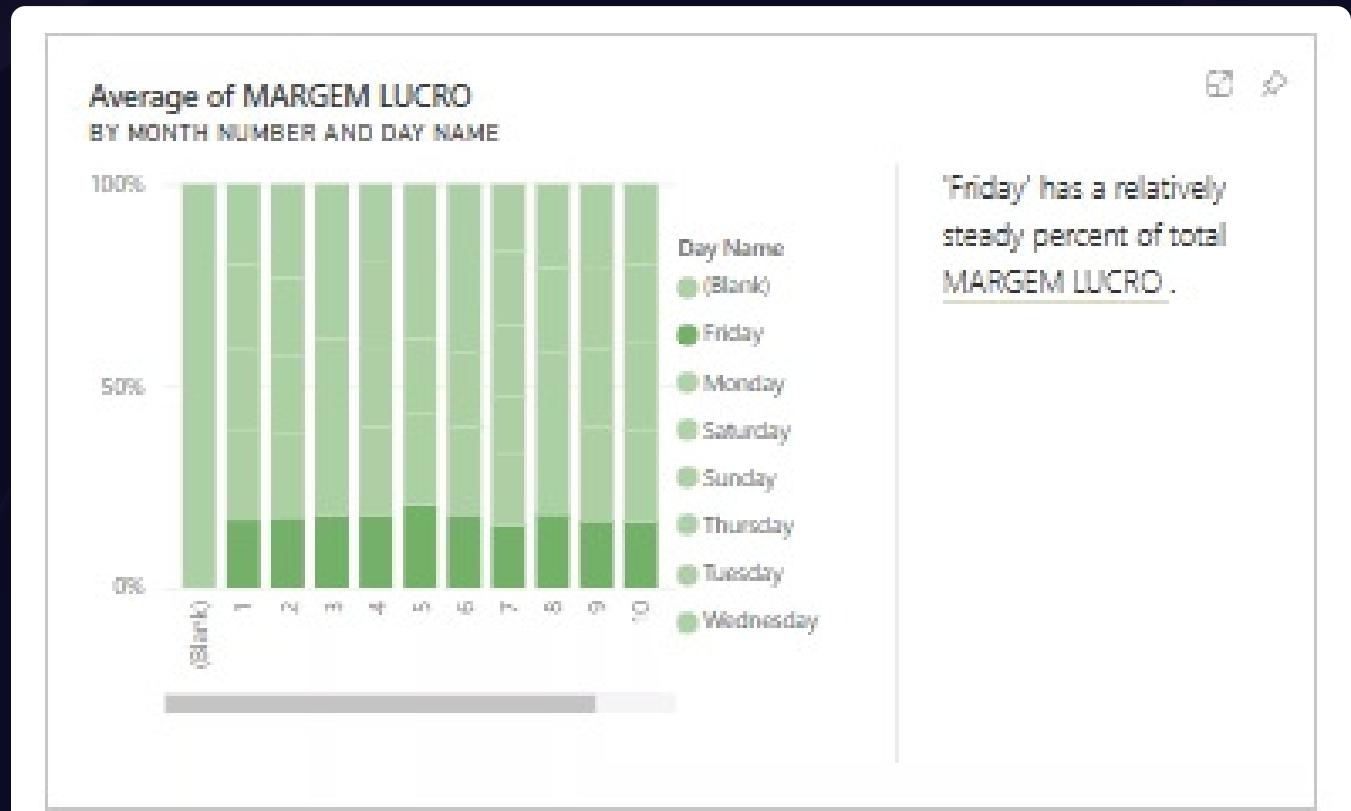
# Daily Performance Insights

## RECEITA BY DAY NAME Weekly Patterns

### Friday Performance

RECEITA BY DAY NAME analysis reveals **strong Friday performance** as consistent weekly peak.

Weekend preparation and end-of-week spending patterns drive elevated Friday revenue.



### Week Start

Lower Monday-Tuesday volume

1

2

3

### Weekend Prep

Friday peak activity

### Midweek

Steady Wednesday-Thursday

# Quarterly Revenue Challenges

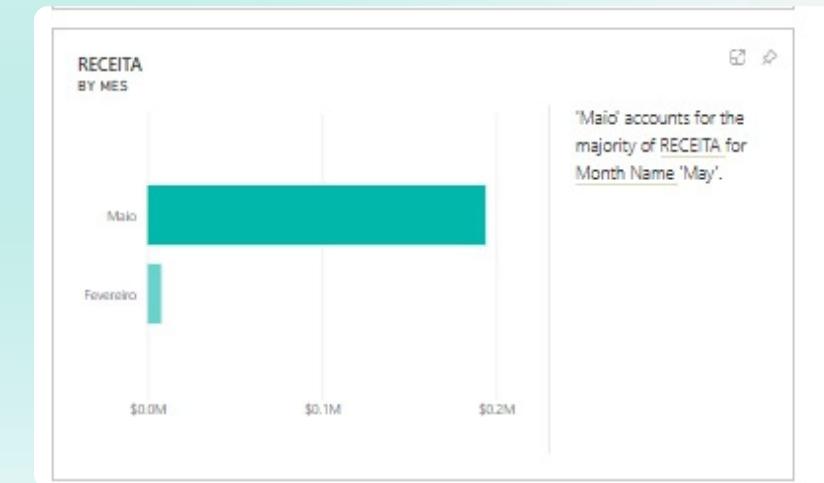
RECEITA Trending Downwards for Quarter Q1

## Q1 Weakness

RECEITA trending downwards for Quarter Q1 shows consistent seasonal challenge.

## Potential Causes

Post-holiday spending drop, budget resets, or reduced activity requiring deeper investigation.



# Profitability by Day Analysis

## Average of MARGEM LUCRO by Day Name

01

### Daily Margin Patterns

Average of MARGEM LUCRO by Day Name reveals efficiency variations across the week.

02

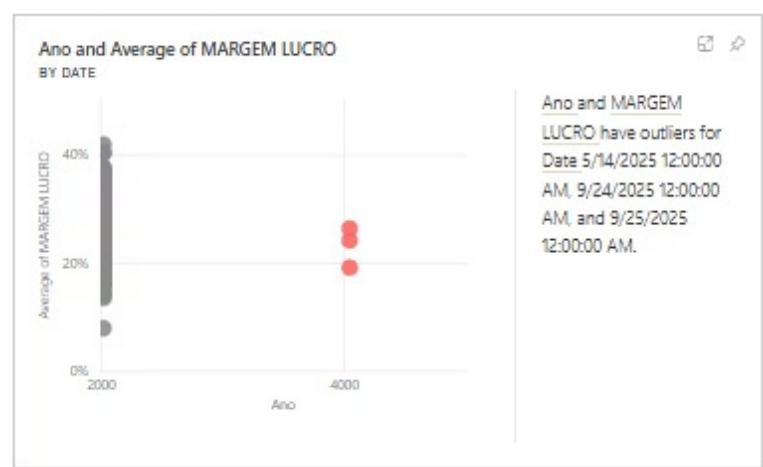
### Operational Insights

Connect day-of-week patterns to staffing, promotions, and inventory management.

03

### Optimization Opportunities

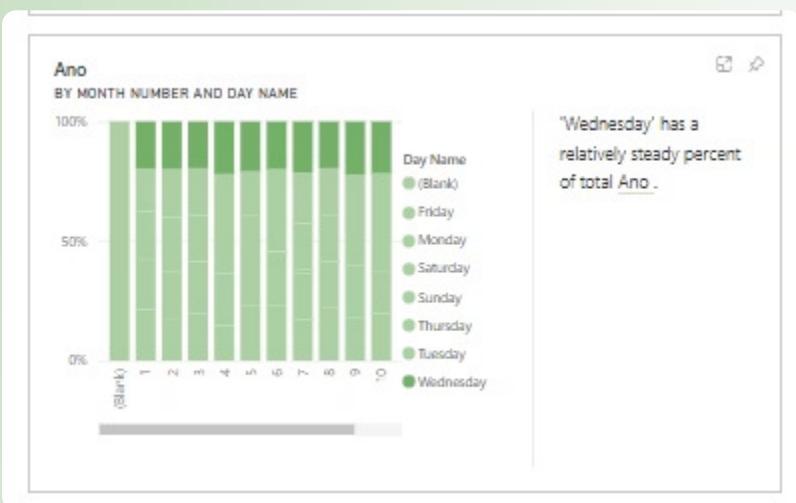
Address weaker days while maintaining Friday peak performance.



# Anomaly Detection & Risk Review

Ano and Average of MARGEM LUCRO Outliers

Strategic Recommendations & Future Outlook



## Investigate September 2024/2025 Outliers

Ano and Average of MARGEM LUCRO shows specific date anomalies requiring audit and root cause analysis.

## Address Q1 Seasonal Challenges

Develop counter-strategies for post-holiday revenue drops and budget reset periods.

## Scale October Peak Performance

Replicate October success factors across other months to smooth revenue seasonality.

## Recover 2026 Trajectory

Implement Q1 interventions and Friday optimization to reverse 2026 downward trend.

# Future Strategic Directions

- **Proactive Mitigation:** Address the 2026 downward trend alert immediately through strategic planning.
- **Operational Excellence:** Maintain the strong RECEITA/CUSTO correlation observed in our core metrics.
- **Audit & Review:** Conduct a root cause analysis for the September outliers (2024/2025).
- **Growth Replication:** Scale the success patterns found in October and Friday performances across other periods.