



Weekly Analytics Dashboard

Performance Report

📅 {{60.analyticsResults.analysisWindow.weekly.start}} to {{60.analyticsResults.analysisWindow.weekly.end}}

II. Executive Summary

Key insights and performance highlights for the week

{{70.output[].content[].text}}

TOTAL NET REVENUE

R\${{trunc(60.analyticsResults.weeklyMetrics.netRevenue, 2)}}M

{{if(60.analyticsResults.weeklyMetrics.netRevenue >= 0; "↑"; "↓")}}
{{60.analyticsResults.weeklyMetrics.netRevenue}} vs Last Week

TOTAL CYCLES

{{60.analyticsResults.weeklyMetrics.totalCycles}}
{{if(60.analyticsResults.weeklyMetrics.totalCycles >= 0; "↑"; "↓")}}
{{60.analyticsResults.weeklyMetrics.totalCycles}} vs Last Week

OVERALL UTILIZATION

{{60.analyticsResults.weeklyMetrics.overallUtilization}}
{{if(60.analyticsResults.weeklyMetrics.overallUtilization >= 0; "↑"; "↓")}}
{{60.analyticsResults.weeklyMetrics.overallUtilization}} vs Last Week

AVG REVENUE/TRANSACTION

R\${{trunc(60.analyticsResults.weeklyMetrics.avgRevenuePerTransaction, 2)}}M

{{if(60.analyticsResults.weeklyMetrics.avgRevenuePerTransaction >= 0; "↑"; "↓")}}
{{60.analyticsResults.weeklyMetrics.avgRevenuePerTransaction}} services/transaction

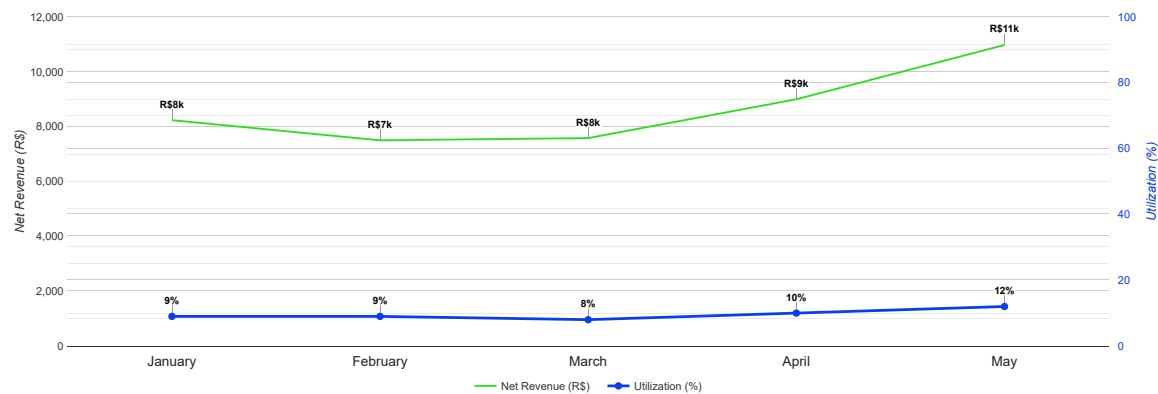


Performance Overview

Revenue trends, comparative analysis, and growth patterns

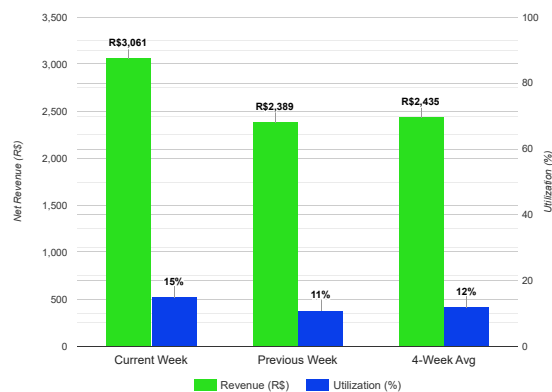
Monthly Revenue & Utilization Trend

How to read: Green bars show monthly revenue growth, blue line shows machine utilization percentage. Look for seasonal patterns and correlation between utilization and revenue.



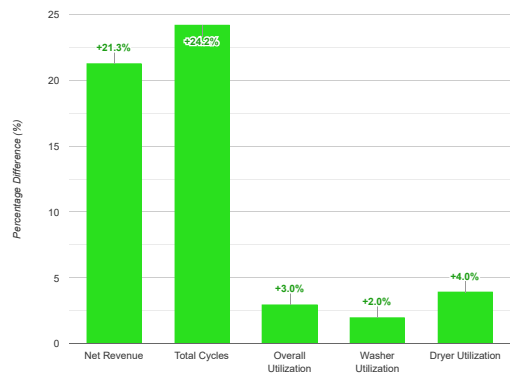
Weekly Performance Comparison

How to read: Compares current week vs previous week vs 4-week average. Green bars = revenue, blue bars = utilization. Higher bars indicate better performance.



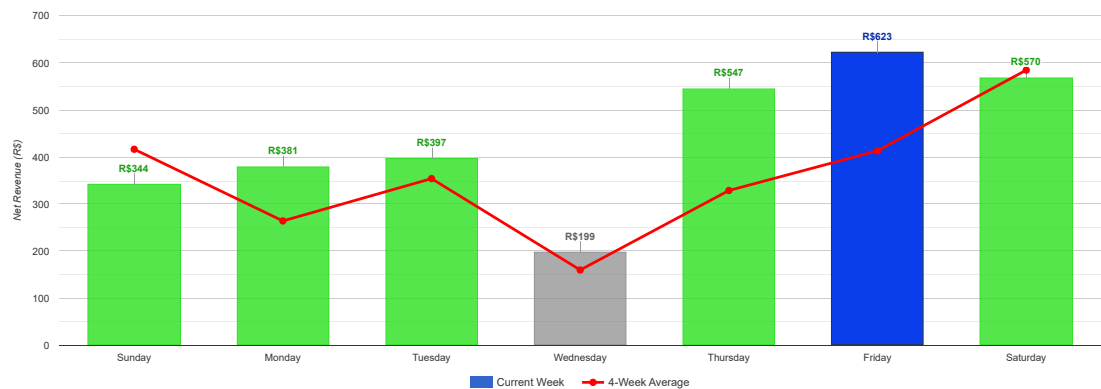
Current Week vs 4-Week Average Growth

How to read: Shows percentage change from 4-week average. Green bars = growth, red bars = decline. Zero line indicates average performance.



Revenue Distribution by Day of Week

How to read: Green bars show current week daily revenue, red line shows 4-week average. Identify strongest/weakest days for staffing and marketing decisions.



{{60.analyticsResults.dayOfWeekAnalysis.bestDay.name}}
Best Day

R\${{trunc(60.analyticsResults.dayOfWeekAnalysis.bestDayRevenue, 2)}}
Best Day Revenue

★ Operations High and Lows

Machine utilization, capacity optimization, and efficiency metrics

WASHER CYCLES

{{60.analyticsResults

{{60.analyticsResults.weeklyMetrics.s
of total

DRYER CYCLES

{{60.analyticsResults

{{60.analyticsResults.weeklyMetrics.s
of total

WASHER UTILIZATION

{{60.analyticsResults

{{if(60.analyticsResults.weeklyMetrics
>= 0; "↗"; "↘")}}
{{60.analyticsResults.weeklyMetrics.w
vs Last Week

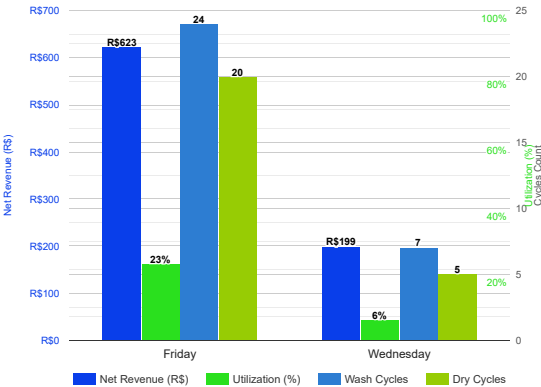
DRYER UTILIZATION

{{60.analyticsResults

{{if(60.analyticsResults.weeklyMetrics
>= 0; "↗"; "↘")}}
{{60.analyticsResults.weeklyMetrics.w
vs Last Week

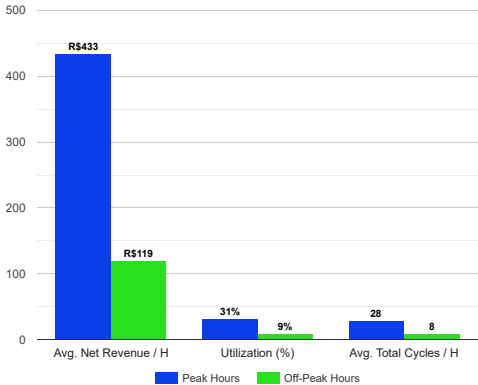
Best vs Worst Day Comparison

How to read: Compares metrics between highest and lowest performing days. Use insights to replicate success factors and improve weak day performance.



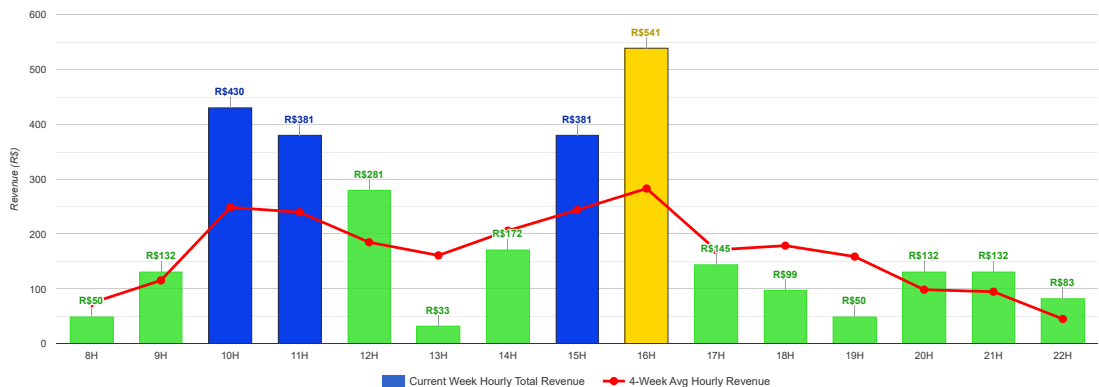
Peak vs Off-Peak Performance

How to read: Compares performance during busiest hours vs quieter periods. Blue = peak hours, green = off-peak. Optimize staffing and pricing based on these patterns.



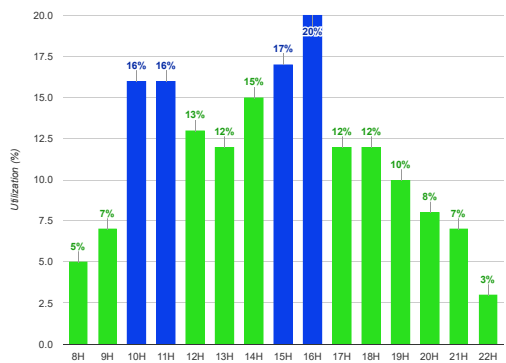
Hourly Revenue Distribution

How to read: Green bars show current week hourly revenue, red line shows 4-week average. Peak hours (highlighted in blue/gold) generate most revenue. Schedule staff and maintenance during low-revenue hours.



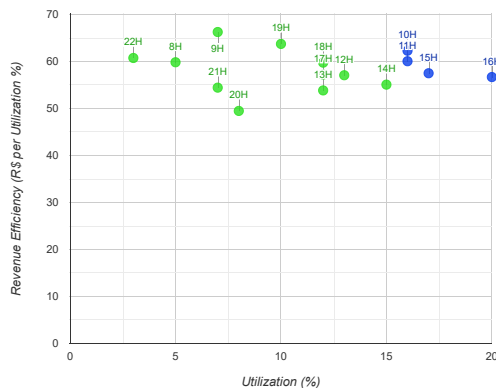
4-Week Average Hourly Utilization

How to read: Shows machine usage by hour over 4 weeks. Blue bars = peak utilization hours, green = normal hours. Plan maintenance during low-utilization periods.



Capacity vs Revenue Efficiency

How to read: Scatter plot showing relationship between machine utilization (x-axis) and revenue efficiency (y-axis). Points in upper right = optimal performance. Blue dots = peak hours, green = off-peak.



Best Hour

Best Hour

Avg Peak Revenue/Hour

Avg Peak Revenue/Hour



Customer Analysis

Customer behavior, segmentation analysis, and retention insights

AVERAGE SERVICES PER VISIT

{{60.analyticsResults}}

Customer usage pattern

AVERAGE VISIT FREQUENCY

{{60.analyticsResults}}

Visits per month

30-DAY RETURN RATE

{{60.analyticsResults}}

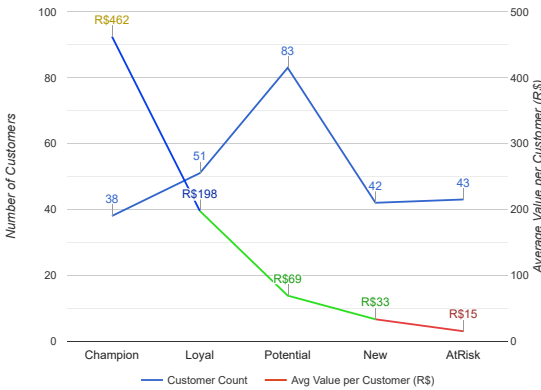
Customer retention

ACTIVE CUSTOMERS

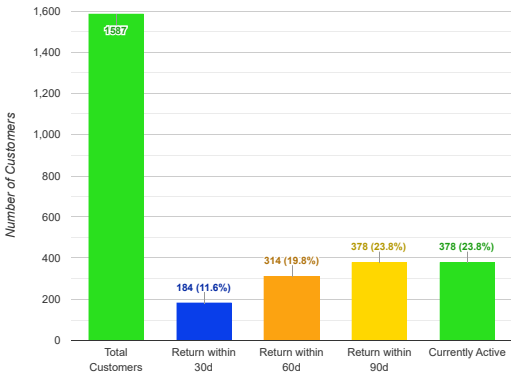
{{trunc(60.analyticsF1)}}%

Currently active

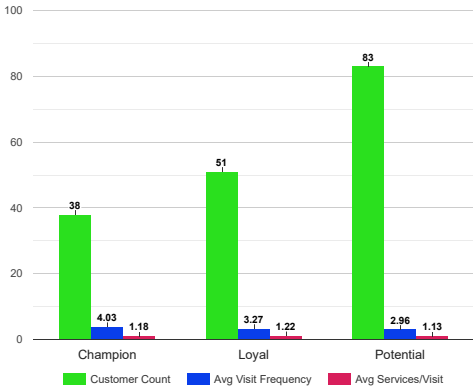
Customer Segment Value Analysis



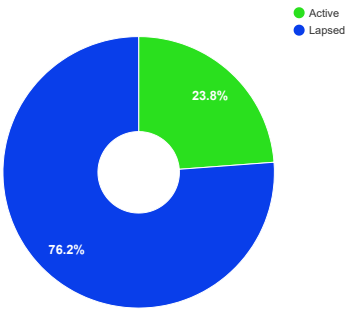
Customer Retention Funnel



Segment Behavior Analysis



Active vs Lapsed Customers



Champions

{{60.ANALYTICSRESULTS.SEGMENTAGGREGATES.CHAMPION.CUSTOMERCOUNT}}
 CUSTOMERS

{{60.analyticsResults.customerSegments.Champion[1].name}}
 R\$
 {{trunc(60.analyticsResults.customerSegments.Champion[1].spending.net; 2)}}

{{60.analyticsResults.customerSegments.Champion[2].name}}
 R\$
 {{trunc(60.analyticsResults.customerSegments.Champion[2].spending.net; 2)}}

R\$
 {{trunc(60.analyticsResults.segmentAggregates.Champion.averages.netPerCustomer; 2)}}
 Average Value per Customer



Marketing Effectiveness & Campaign Performance

Campaign ROI, payment analysis, customer engagement metrics, and promotional performance

<div>WHATSAPP MESSAGES SENT</div> <div>{{60.analyticsResults</div> <div>R\${{trunc(60.analyticsResults.smsMet2)}} total cost</div>	<div>CUSTOMER RESPONSES</div> <div>{{60.analyticsResults</div> <div>{{trunc(60.analyticsResults.smsMetric / 60.analyticsResults.smsMetrics.sent1)}}% response rate</div>	<div>ACTIVE CAMPAIGNS</div> <div>{{60.analyticsResults</div> <div>{{60.analyticsResults.campaignPerformwith reliable data</div>	<div>TOP COUPON REVENUE</div> <div>R\${{trunc(60.analytic2)}}}</div> <div>From " {{60.analyticsResults.couponStats[1]. ({{60.analyticsResults.couponStats[1]uses})</div>
---	---	--	---

Campaign Performance Analysis

Campaign:

{{60.analyticsResults.campaignPerformance.results[1].couponCode}}

{{60.analyticsResults.campaignPerformance.results[1].to

Total Redemptions

Recommendation: {{60.analyticsResults.campaignPerformance.results[1].recommendation.immediate}}.
{{60.analyticsResults.campaignPerformance.results[1].recommendation.optimization}}

Campaign:

{{60.analyticsResults.campaignPerformance.results[2].couponCode}}

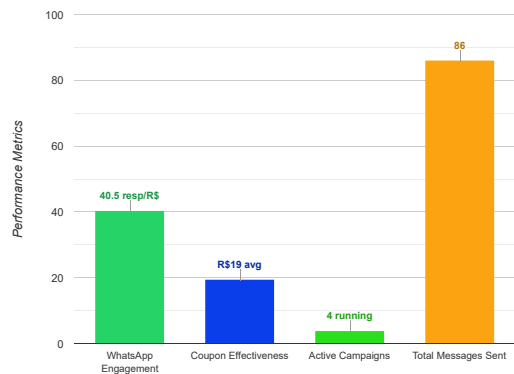
{{60.analyticsResults.campaignPerformance.results[2].to

Total Redemptions

Recommendation:{{60.analyticsResults.campaignPerformance.results[2].recommendation.immediate}}.
{{60.analyticsResults.campaignPerformance.results[2].recommendation.optimization}}

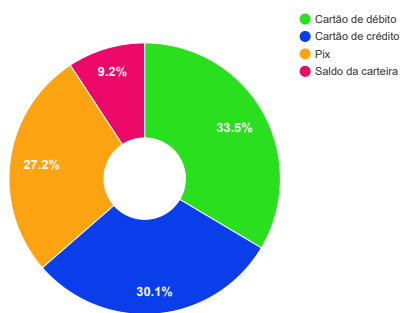
Marketing ROI Dashboard

How to read: Compares performance across different marketing channels. Higher bars indicate better ROI. Focus investment on channels with highest performance scores.



Payment Method Distribution

How to read: Shows customer payment preferences. Larger segments indicate more popular payment methods. Use to optimize payment processing and fees.



Payment Method Performance Analysis

PAYMENT METHOD	TRANSACTIONS	REVENUE SHARE
PIX	{{60.analyticsResults.paymentAnalytics.methodDetails[1].transactionCount}}	{{60.analyticsResults.paymentAnalytics.marketShare[1]}}
Cartão de Débito	{{60.analyticsResults.paymentAnalytics.methodDetails[2].transactionCount}}	{{60.analyticsResults.paymentAnalytics.marketShare[2]}}
Cartão de Crédito	{{60.analyticsResults.paymentAnalytics.methodDetails[3].transactionCount}}	{{60.analyticsResults.paymentAnalytics.marketShare[3]}}

Saldo Usage

{{60.analyticsResults.paymentAnalytics.methodDetails[4].totalServices}} cycles were paid using **Saldo da carteira**.

Weather Impact Analysis

How weather patterns influence business performance and operational planning

HEAT INDEX CORRELATION

{{trunc(60.analyticsF2)}}

{{60.analyticsResults.weatherAnalytic

YESTERDAY RAIN IMPACT

{{trunc(60.analyticsF2)}}

{{60.analyticsResults.weatherAnalytic

HUMIDITY CORRELATION

{{trunc(60.analyticsF2)}}

{{if(60.analyticsResults.weatherAnalyt
>= 0; "Higher humidity increases dema
increases demand")}}

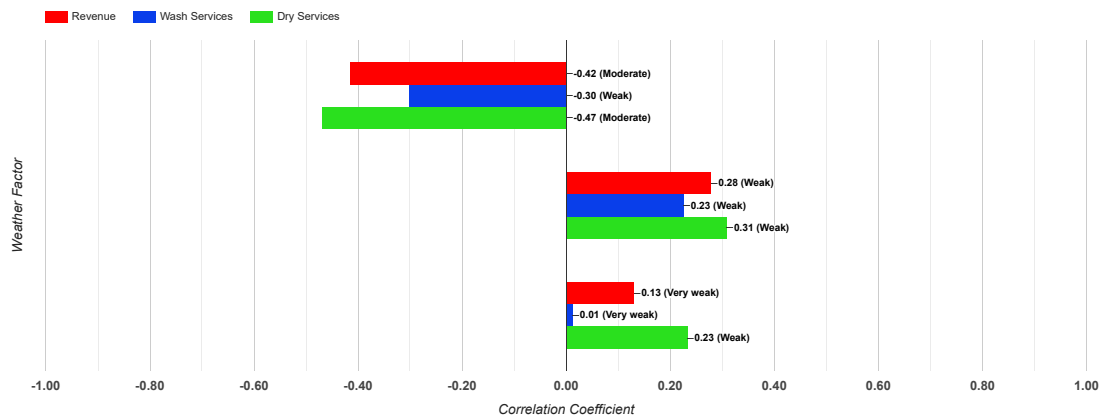
ANALYSIS PERIOD

{{60.analyticsResults

Data points over
{{60.analyticsResults.weatherAnalytic

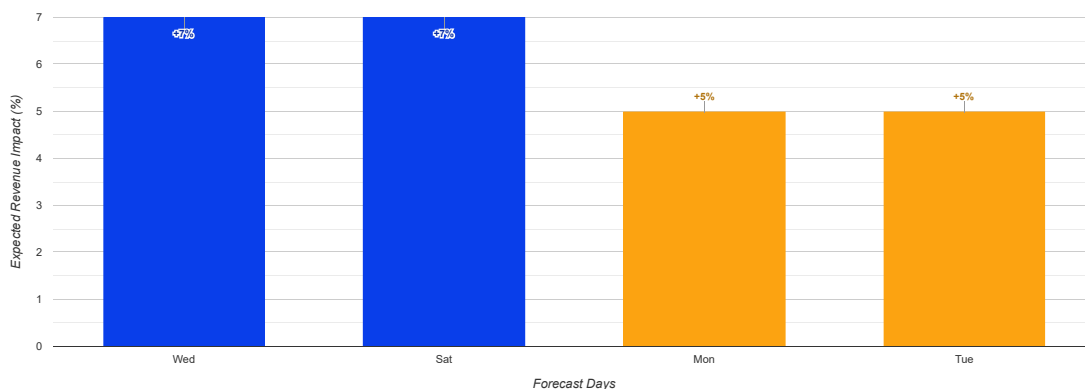
Weather Impact Correlation Analysis

How to read: Shows correlation between weather factors and business metrics. Values closer to -1 or +1 indicate stronger relationships. Positive values mean weather increases business, negative values mean it decreases business.



5-Day Weather Revenue Forecast

How to read: Predicts revenue impact based on weather forecasts. Green bars indicate revenue boost days, orange/red bars show potential revenue decreases. Use for operational planning and staffing decisions.



Heat Impact Analysis: {{60.analyticsResults.weatherAnalytics.businessInsights.heat.simpleExplanation}} - Consider discount offerings on hot days to maximize revenue and customer satisfaction.

Post-Rain Analysis: {{60.analyticsResults.weatherAnalytics.businessInsights.yesterdayRain.simpleExplanation}} - Plan marketing campaigns for days following rainfall to capture increased demand.

Weekly Weather Forecast Recommendations

Week Overview: {{60.analyticsResults.weatherAnalytics.forecastInsights[1]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[2]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[3]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[4]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[5]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[6]}}

{{60.analyticsResults.weatherAnalytics.forecastInsights[7]}}

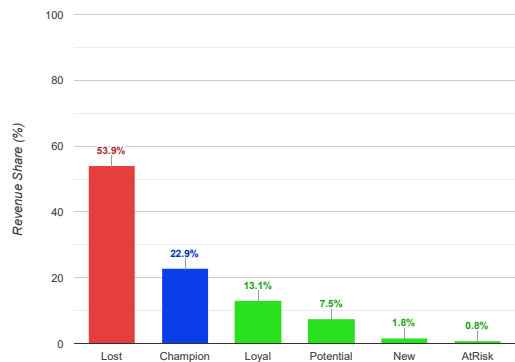
{{60.analyticsResults.weatherAnalytics.forecastInsights[8]}}



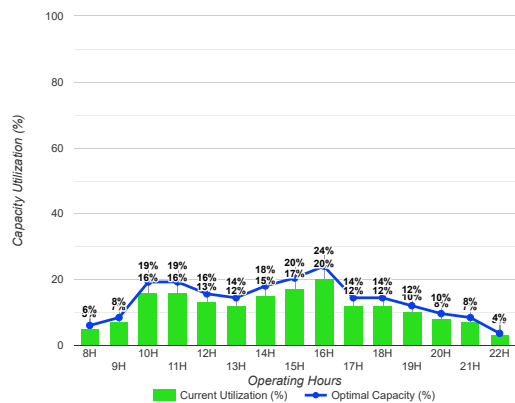
Strategic Analysis

Advanced analytics, risk assessment, and predictive insights

Revenue Concentration Risk Analysis



Predictive Capacity Optimization



Strategic Recommendations

Data-driven insights and actionable recommendations

{{76.output[].content[].text}}

Lavpop Analytics Dashboard

© 2024 Lavpop. All rights reserved.
Questions about this report? Contact Gabrielle Vilanova or Lucas López at lavpop.caxias@outlook.com

Generated on {{now}} | Powered by Nova Lopez Lavanderia Analytics Engine