Weekly Analytics Dashboard

Performance Report

📅 2025-05-25 to 2025-05-31

📊 Executive Summary

Key insights and performance highlights for the week

During the past week, Lavpop Autosserviço Caxias do Sul experienced a solid increase in overall performance, reflected by a notable uplift in net revenue and service cycles compared to the previous period. This growth was accompanied by a moderate rise in equipment utilization, indicating greater customer engagement and more efficient use of resources. The demand remained well balanced between wash and dry cycles, suggesting a consistent dual-service preference. Peak customer activity was observed around mid to late afternoon, with the best business hour recorded at 16:00 and Friday emerging as the highest-performing day, while midweek, specifically Wednesday, showed the lowest customer flow. Environmental factors such as temperature showed a mild negative influence on performance, whereas rainfall and humidity had minimal positive correlations, suggesting that weather played a limited role in customer behavior. Overall, these results indicate improved customer turnout and operational stability, particularly during key afternoon hours and towards the end of the week.

TOTAL NET REVENUE	TOTAL CYCLES	OVERALL UTILIZATION	AVG REVENUE/TRANSACTION
R$3060.55	**200**	**15%**	**R$17.69**
↗ 28.1% vs Last Week	↗ 32.5% vs Last Week	↗ 3.7% vs Last Week	1.2 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.

Friday	R$623.38	Wednesday	R$198.69
Best Day	Best Day Revenue	Worst Day	Worst Day Revenue

⭐ Operations High and Lows

Machine utilization, capacity optimization, and efficiency metrics

WASHER CYCLES	DRYER CYCLES	WASHER UTILIZATION	DRYER UTILIZATION
97	**103**	**15%**	**15%**
49% of total	52% of total	↗ 3.8% vs Last Week	↗ 3.6% 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.

WASHER CYCLES	DRYER CYCLES	WASHER UTILIZATION	DRYER UTILIZATION

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.
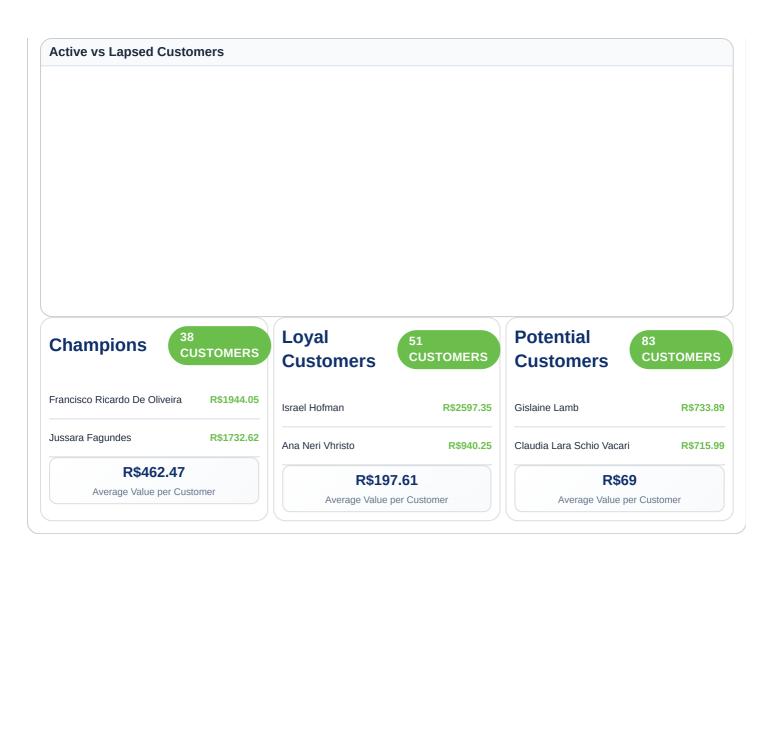
16:00	R$433.18	263%	31%
Best Hour	Avg Peak Revenue/Hour	Peak vs Off-Peak Difference	Peak Hours Utilization

Customer Analysis

Customer behavior, segmentation analysis, and retention insights

AVERAGE SERVICES PER VISIT
1.08
Customer usage pattern

AVERAGE VISIT FREQUENCY
3.3 visits/month
Visits per month

30-DAY RETURN RATE
11.5%
Customer retention

ACTIVE CUSTOMERS
23.7%
Currently active

Customer Segment Value Analysis

Customer Retention Funnel

Segment Behavior Analysis

Active vs Lapsed Customers

Champions
38 CUSTOMERS

Francisco Ricardo De Oliveira	R$1944.05
Jussara Fagundes	R$1732.62

R$462.47
Average Value per Customer

Loyal Customers
51 CUSTOMERS

Israel Hofman	R$2597.35
Ana Neri Vhristo	R$940.25

R$197.61
Average Value per Customer

Potential Customers
83 CUSTOMERS

Gislaine Lamb	R$733.89
Claudia Lara Schio Vacari	R$715.99

R$69
Average Value per Customer

★ Marketing Effectiveness & Campaign Performance

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

WHATSAPP MESSAGES SENT	CUSTOMER RESPONSES	ACTIVE CAMPAIGNS	TOP COUPON REVENUE
86	**2**	**4**	**R$25.95**
R$4.93 total cost	2.3% response rate	1 with reliable data	From "seca20" (2 uses)

Campaign Performance Analysis

Campaign: topdry20　　　C

5	**R$65**	**R$3.63**	**Champion**
Total Redemptions	Revenue Generated	ROI per R$ Discount	Target Segment

Recommendation: Send to 10+ Champion customers, extend 8 more days. Keep 20% for now, focus on reaching 20+ customers

Campaign: seca20　　　INSUFFICIENT_DATA

2	**R$26**	**R$3.63**	**Loyal**
Total Redemptions	Revenue Generated	ROI per R$ Discount	Target Segment

Recommendation: Extend to 14+ days and send to 25+ Loyal customers.

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	AVG TRANSACTION VALUE	SERVICES/TRANSACTION
PIX	47	28%	R$18.42	1
Cartão de Débito	58	35%	R$18.49	1.1
Cartão de Crédito	52	37%	R$21.58	1.3

Saldo Usage

18 cycles were payed using **Saldo da carteira**.

☼ Weather Impact Analysis

How weather patterns influence business performance and operational planning

HEAT INDEX CORRELATION	YESTERDAY RAIN IMPACT	HUMIDITY CORRELATION	ANALYSIS PERIOD
-0.41	**0.27**	**0.13**	**426**
Hot days reduce revenue by approximately 31%	Days after rain generate approximately 21% more revenue	Higher humidity increases demand	Data points over 6 months

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: Hot days reduce revenue by approximately 31% - Consider discount offerings on hot days to maximize revenue and customer satisfaction.

Post-Rain Analysis: Days after rain generate approximately 21% more revenue - Plan marketing campaigns for days following rainfall to capture increased demand.

Weekly Weather Forecast Recommendations

Week Overview: Monday (2025-06-10): Cold day forecast (6.9°C). Possible increase in laundry demand

Tuesday (2025-06-11): Cold day forecast (7.9°C). Possible increase in laundry demand

Wednesday (2025-06-12): Cold day forecast (8.7°C). Possible increase in laundry demand

Strategic Analysis

Advanced analytics, risk assessment, and predictive insights

Revenue Concentration Risk Analysis

Predictive Capacity Optimization

📊 Strategic Recommendations

Data-driven insights and actionable recommendations

Launch Time-Based Discount Coupons for Off-Peak Hours

Leverage the underutilized time slots between 8 AM–9 AM and 12 PM–2 PM by creating automatic discount coupons (e.g., 10-15% off) using the MaxPan system. This can incentivize more customers to use machines during off-peak hours, balancing daily load and increasing total cycle volume without adding operational costs.

Promote Multi-Cycle Bonuses to Loyal and Champion Segments

Since Champion and Loyal customers average more than 3 visits monthly with higher cycles per visit, offer a bonus (e.g., free bag or extra cycle after X uses) when they complete 5+ cycles in a month. This targeted WhatsApp promotion can boost retention and drive higher revenue per visit from your most valuable users.

Introduce Credit Bundle Upsell with Bonus Cashback

Encourage customers to pre-purchase credit in bundles of BRL 100 or 150 by offering an extra 5% cashback on top of the existing 7.5%. This improves cash flow, locks in future usage, and reduces churn—especially impactful given the 23.8% active customer rate and sub-25% return rates within 90 days.

Lavpop Analytics Dashboard