



## Weekly Analytics Dashboard

Performance Report

📅 2025-10-26 to 2025-11-01

### Executive Summary

Key insights and performance highlights for the week

During the week, Lavpop Autosserviço Caxias do Sul experienced a slight dip in net revenue despite a modest improvement in service volume, indicating a possible shift in pricing or customer purchase patterns. Utilization remained stable, suggesting a consistent but underleveraged operational capacity. Wash and dry cycles maintained a near-even distribution, reflecting balanced customer preferences. Saturday emerged as the strongest day for activity, while Sunday marked the slowest, pointing to clear weekend behavioral trends. Evening hours, especially around 19:00, dominated service demand, reaffirming the significance of peak periods for operational planning. Additionally, a mild negative correlation with heat index suggests demand may decrease with warmer conditions, while light positive sensitivity to rainfall points to slight increases in usage following wet days. These insights support targeted scheduling and marketing strategies to improve revenue and efficiency.

TOTAL NET REVENUE

**R\$2007.26**

↘ -1.1% vs Last Week

TOTAL CYCLES

**131**

↗ 3.1% vs Last Week

OVERALL UTILIZATION

**10%**

↗ 0.1% vs Last Week

AVG REVENUE/TRANSACTION

**R\$16.72**

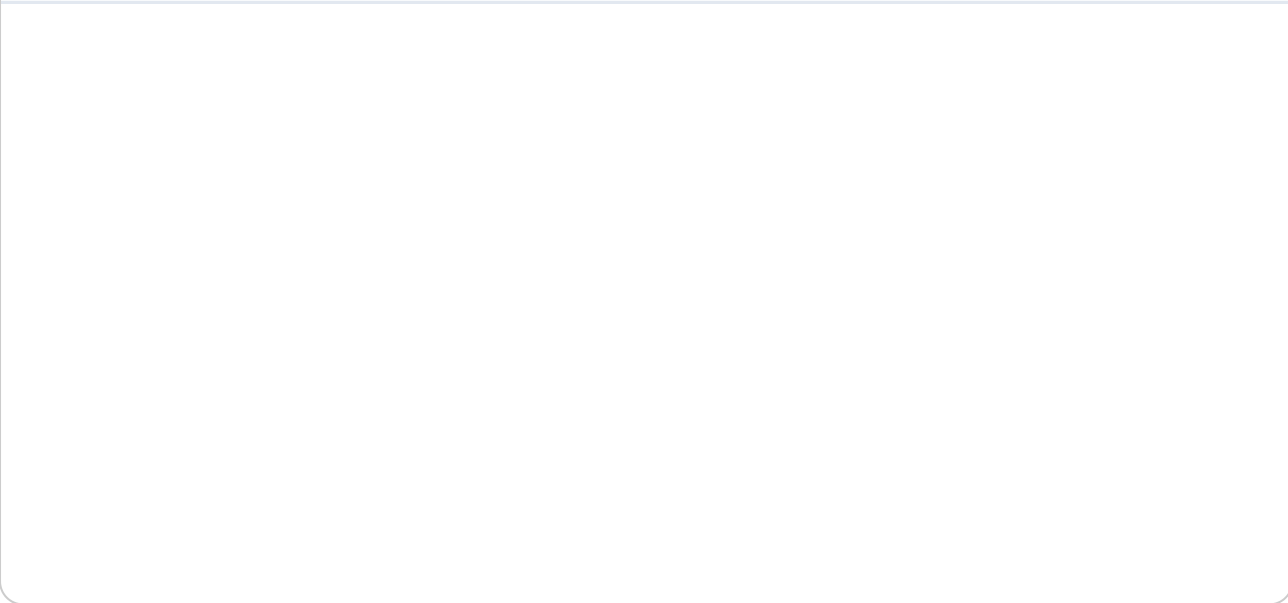
1.1 services/transaction



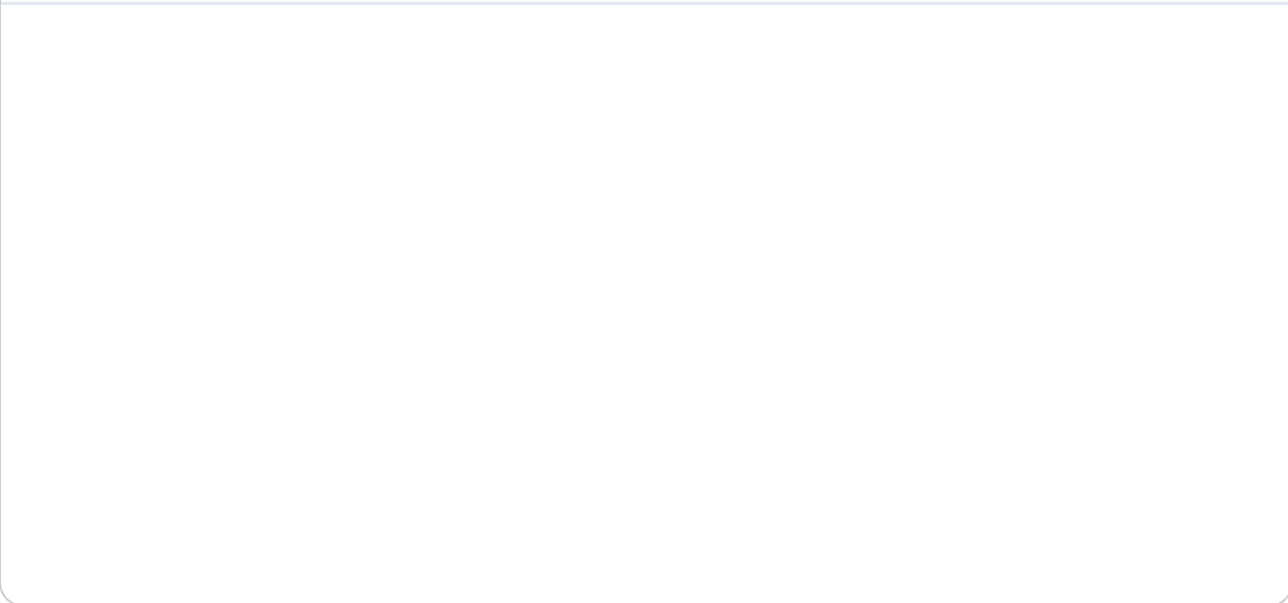
# Performance Overview

Revenue trends and comparative analysis

## Weekly Performance Comparison



## Current Week vs 4-Week Average Growth



Revenue Distribution by Day of Week



Saturday

Best Day

R\$437.71

Best Day Revenue

Sunday

Worst Day

R\$186.11

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

69

53% of total

DRYER CYCLES

62

47% of total

WASHER UTILIZATION

11%

↘ -0.5% vs Last Week

DRYER UTILIZATION

9%

↗ 1% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

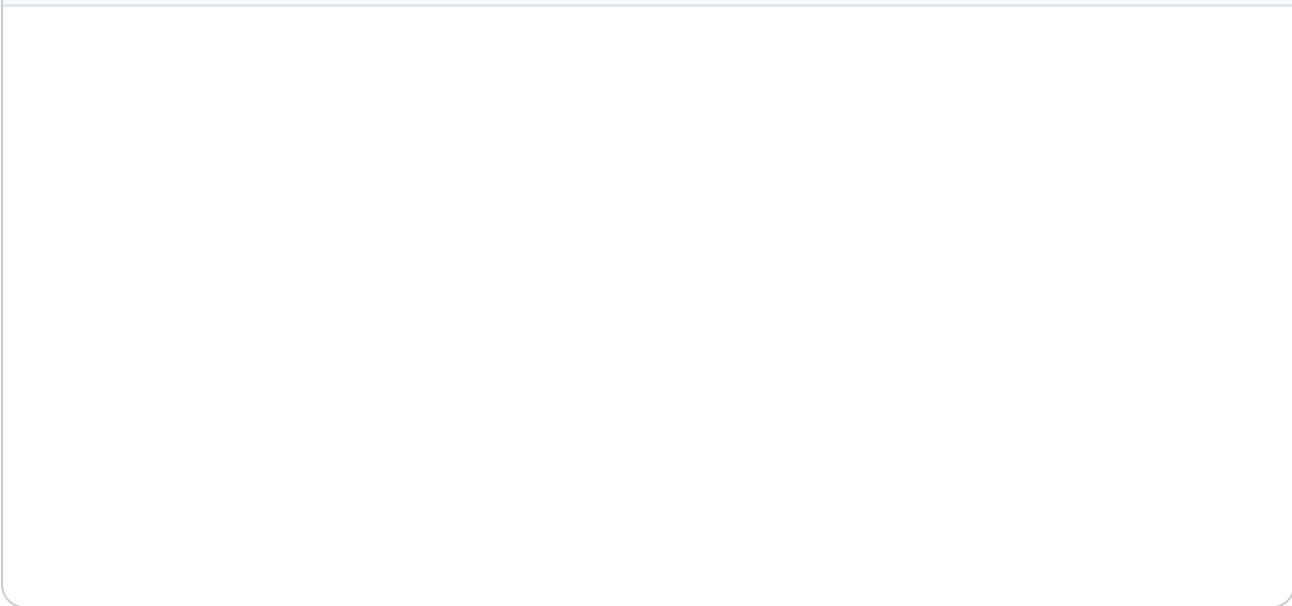




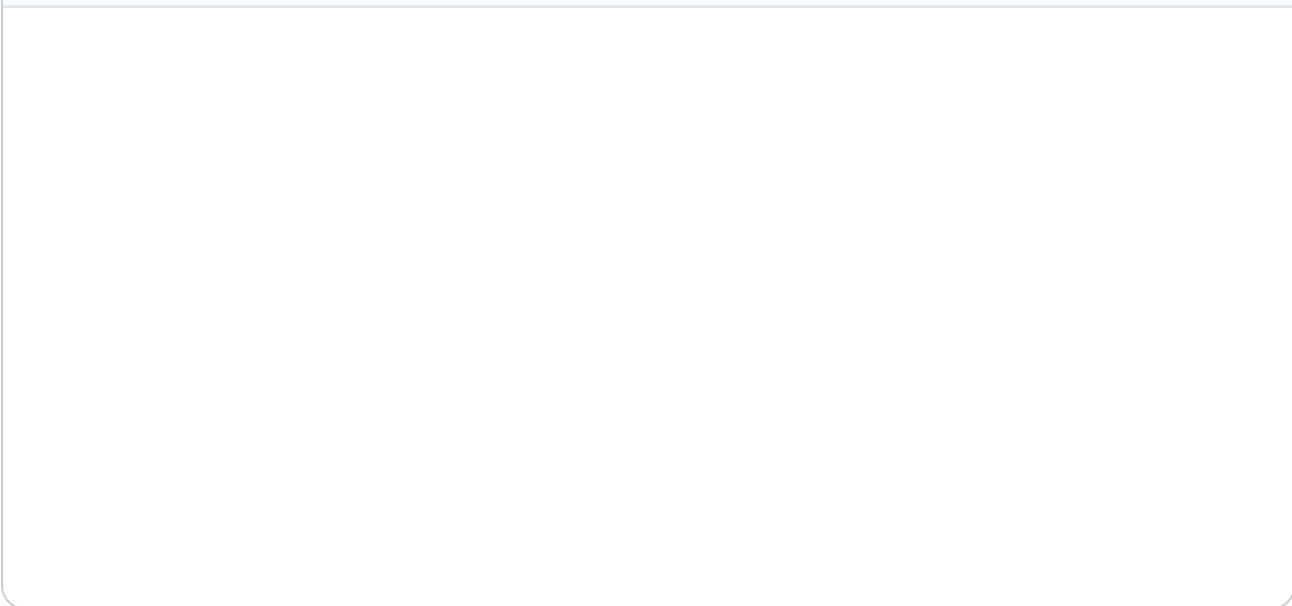
# Long-term Trends

Monthly and yearly performance patterns

## Monthly Performance Trend



## Weekly Performance Trend





## Customer Insights

Customer behavior and segmentation analysis

AVERAGE SERVICES PER VISIT

1.08

Customer usage pattern

AVERAGE VISIT FREQUENCY

3.2 visits/month

Visits per month

30-DAY RETURN RATE

7.8%

Customer retention

### Customer Segment Value Analysis

### Active vs Lapsed Customers

## Champions

36 CUSTOMERS

Pedro Henrique Cerqueira Dias

R\$2943.5

Francisco Ricardo De Oliveira

R\$2681.35

**R\$735.64**

Average Value per Customer

## Loyal Customers

48 CUSTOMERS

Claudia Lara Schio Vacari

R\$1016.71

Carla Guitel

R\$797.49

**R\$125.89**

Average Value per Customer

## Potential Customers

101  
CUSTOMERS

Gislaine Lamb

R\$1217.2

Brno Cardoso Leal

R\$845.5

**R\$90.19**

Average Value per Customer



## Marketing & Payments

Campaign performance and payment preferences

WHATSAPP MESSAGES SENT

**51**

R\$2.34 total cost

MESSAGES TOTAL COST

**R\$2.34**

Total cost in USD

Payment Method  
Distribution



# Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.4

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.24

Post-rain business boost

## 7-Day Weather Forecast & Business Impact

2025-11-05

19.2°C

Rain, Partially cloudy

Rain Expected

2025-11-06

15°C

Partially cloudy

Clear Day

2025-11-07

12.7°C

Rain, Overcast

Rain Expected

2025-11-08

12.8°C

Rain, Overcast

Rain Expected

2025-11-09

15.6°C

Partially cloudy

Clear Day

2025-11-10

16.9°C

Partially cloudy

Clear Day

2025-11-11

17.7°C

Partially cloudy

Clear Day

**Weekly Outlook:** Next Week's Average temperature 20.9°C. Expect higher laundry demand due to rainy conditions.

## Basic Weather Correlations



## Strategic Recommendations

Data-driven insights and actionable recommendations

### Boost Off-Peak Revenue with Time-Based Discounts

Introduce discounted cycle pricing during historically low-traffic hours such as 9 AM, 1 PM, and 4 PM, using MaxPan's automated pricing feature. Leveraging underutilized time slots (where utilization is significantly below 10%) can improve machine usage and encourage cost-sensitive customers to shift their behavior without competing with peak times.

### Upsell with Multi-Cycle and Bag Combo Offers

Create WhatsApp promotions bundling two or more cycles with the purchase of the Lavpop laundry bag (e.g., 2 cycles + bag for a small discount), targeting Champion and Potential segments who already exceed 1.18 cycles per visit. This increases per-visit revenue and encourages users to adopt multi-service behavior with a small incentive.

### Reactivation Campaigns via WhatsApp for Lapsed Users

Launch targeted WhatsApp reactivation messages with limited-time return coupons (e.g., 10% off next wash) for customers inactive for more than 30 days—currently over 80% of your base. With only 7.8% returning monthly, this approach leverages existing contacts and helps turn dormant users into active revenue contributors.

# Lavpop Analytics

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Questions about this report? Contact Gabrielle Vilanova or Lucas López at [lavpop.caxias@outlook.com](mailto:lavpop.caxias@outlook.com)

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