



Weekly Analytics Dashboard

Performance Report

📅 2025-08-24 to 2025-08-30

Executive Summary

Key insights and performance highlights for the week

During the week, Lavpop Autosserviço Caxias do Sul experienced a notable decline in overall operational activity, with utilization and service cycles dropping to zero despite generating a moderate portion of the previous week's revenue — indicating that earnings likely stemmed from residual factors such as automated charges or delays in payment processing rather than actual customer usage. No wash or dry cycles were recorded, highlighting a complete pause in core services. The strongest customer engagement was observed late in the evening, particularly around 10 p.m., with Saturday emerging as the most favorable day for potential traffic, in contrast to Tuesday, when customer activity was lowest. While high heat appeared to negatively correlate with customer turnout, rainfall showed a slight positive influence, suggesting weather may continue to affect engagement patterns. These insights underscore the necessity for immediate investigation into operational disruptions and a reevaluation of external factors influencing customer behavior.

TOTAL NET REVENUE

R\$3393.53

↗ 73.3% vs Last Week

TOTAL CYCLES

0

↗ % vs Last Week

OVERALL UTILIZATION

0%

↗ % vs Last Week

AVG REVENUE/TRANSACTION

R\$18.24

0 services/transaction



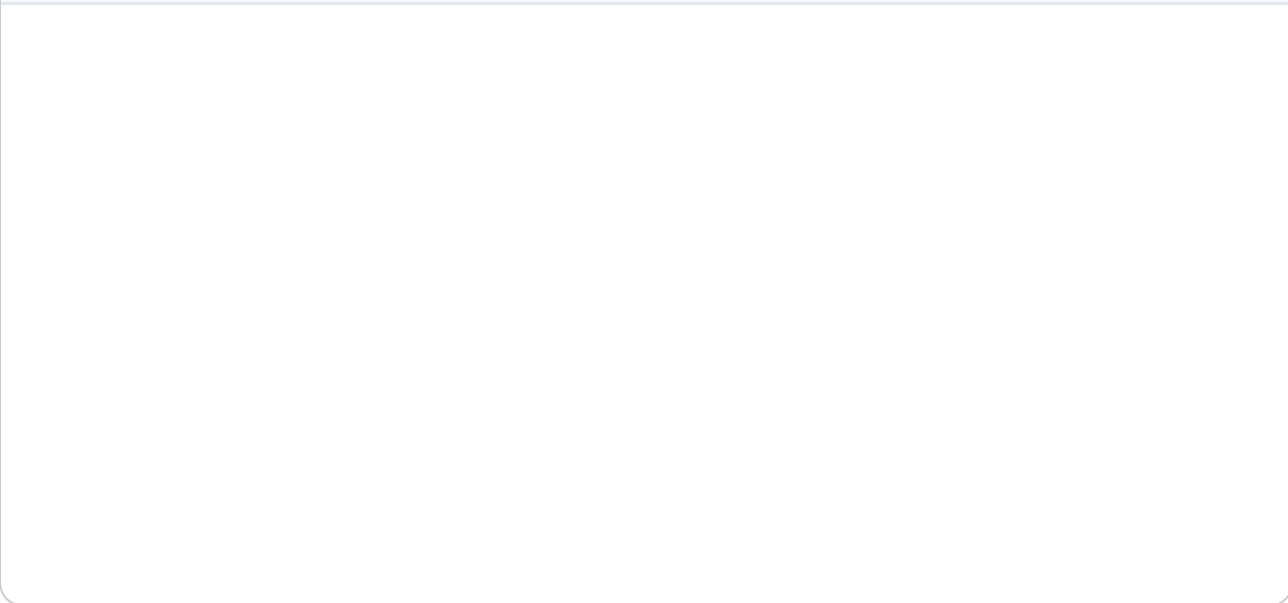
Performance Overview

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\$711.14

Best Day Revenue

Tuesday

Worst Day

R\$228.38

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

0

0% of total

DRYER CYCLES

0

0% of total

WASHER UTILIZATION

0%

↗ % vs Last Week

DRYER UTILIZATION

0%

↗ % vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

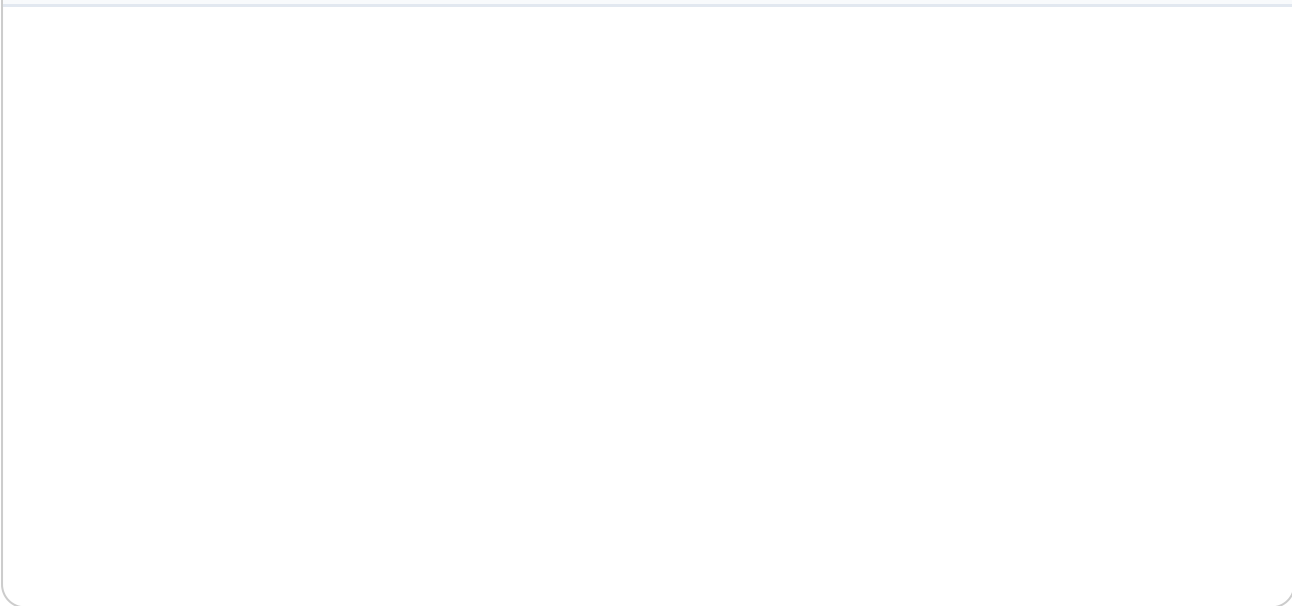




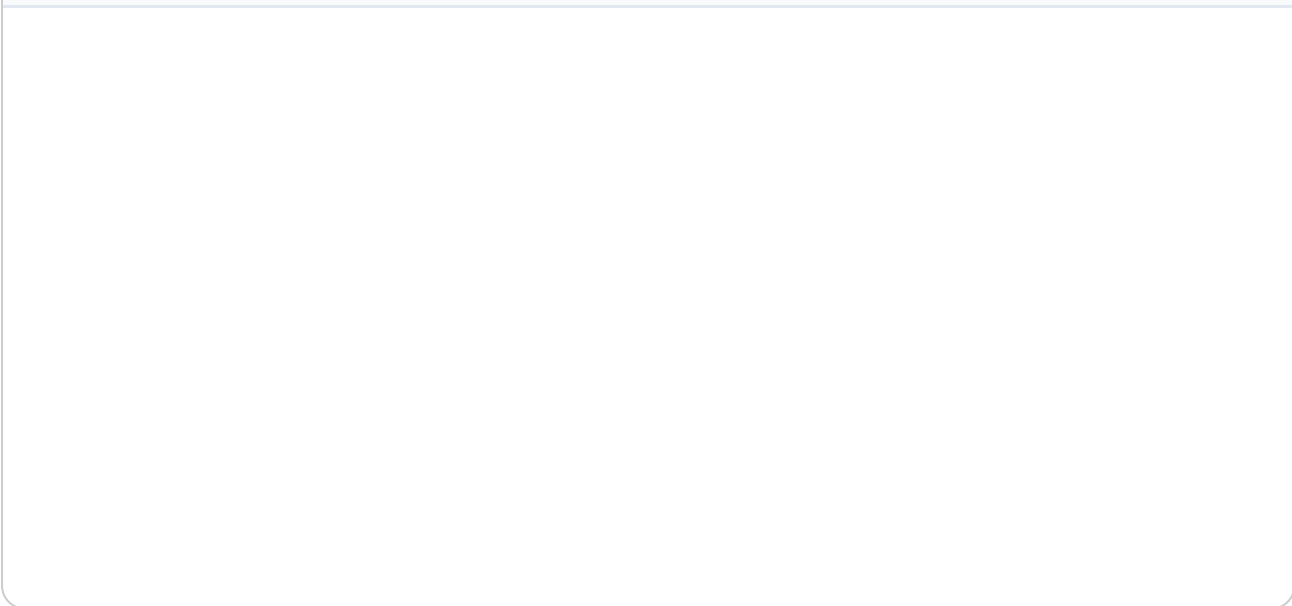
Long-term Trends

Monthly and yearly performance patterns

Monthly Performance Trend



Weekly Performance Trend





Customer Insights

Customer behavior and segmentation analysis

AVERAGE SERVICES PER VISIT

1.05

Customer usage pattern

AVERAGE VISIT FREQUENCY

3.1 visits/month

Visits per month

30-DAY RETURN RATE

10.1%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

62 CUSTOMERS

Pedro Henrique Cerqueira Dias

R\$2442.3

Francisco Ricardo De Oliveira

R\$2381.75

R\$646.37

Average Value per Customer

Loyal Customers

73 CUSTOMERS

Jussara Fagundes

R\$2126.42

Brno Cardoso Leal

R\$845.5

R\$206.03

Average Value per Customer

Potential Customers

149
CUSTOMERS

Samuel Nunes

R\$1414.21

Amanda Simioni

R\$769.69

R\$125.4

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

TOP COUPON REVENUE

R\$3371.15

From "Não" (184 uses)

Payment Method Distribution

Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.41

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.24

Post-rain business boost

7-Day Weather Forecast & Business Impact

2025-09-03

21.4°C

Partially cloudy

Clear Day

2025-09-04

14.7°C

Rain, Overcast

Rain Expected

2025-09-05

4.8°C

Rain, Overcast

Rain Expected

2025-09-06

7.6°C

Partially cloudy

Clear Day

2025-09-07

12.8°C

Rain, Overcast

Rain Expected

2025-09-08

13.6°C

Rain, Overcast

Rain Expected

2025-09-09

13.6°C

Rain, Partially cloudy

Rain Expected

Weekly Outlook: Next Week's Average temperature 16.7°C. Expect higher laundry demand due to rainy conditions.

Basic Weather Correlations



Strategic Recommendations

Data-driven insights and actionable recommendations

Launch a Weather-Based Flash Promotion

Rainfall is positively correlated with demand; take advantage of rainy days by automatically activating a 10–15% discount during those hours using your POS system. This creates urgency and increases usage when weather naturally drives more laundry needs, without requiring permanent discounts.

Incentivize Off-Peak Usage with Time-Based Discounts

Utilization data shows most usage is concentrated during specific peak hours. To drive higher throughput, apply a 10% price reduction on cycles booked between 8–11 AM and 2–5 PM, stimulating usage during underutilized periods and improving overall revenue per machine.

Create a “Bag + Credit” Combo Offer for First-Time Users

To convert first-time or inactive users into repeat customers, promote a WhatsApp-exclusive starter bundle: purchase one Lavpop laundry bag and receive BRL 17.90 in credit. This lowers the barrier to entry, encourages app credit purchases, and increases return visit probability within 30 days.

Lavpop Analytics

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Questions about this report? Contact Gabrielle Vilanova or Lucas López at lavpop.caxias@outlook.com

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