Weekly Analytics Dashboard

Performance Report

📅 2025-08-03 to 2025-08-09

📊 Executive Summary

Key insights and performance highlights for the week

During the past week, Lavpop Autosserviço Caxias do Sul experienced a significant decline in overall performance, with notable decreases in net revenue, total service cycles, and machine utilization when compared to the previous week. Despite the downturn in traffic, operational balance between wash and dry cycles remained steady. Customer engagement peaked on Sunday, particularly at midday, reinforcing that hour as the most active of the week. Conversely, Wednesday showed the lowest levels of customer activity. Demand concentrated around a few key hours in the afternoon and early evening, while the majority of the day remained underutilized. Weather analysis suggests that higher temperatures may be discouraging usage, while recent rainfall has shown a slight positive influence on service demand. These trends highlight the need for targeted marketing during cooler, wetter days and optimization strategies focused on filling off-peak times.

TOTAL NET REVENUE
R$2055.25
↘ -35.8% vs Last Week

TOTAL CYCLES
133
↘ -35.1% vs Last Week

OVERALL UTILIZATION
12%
↘ -3.9% vs Last Week

AVG REVENUE/TRANSACTION
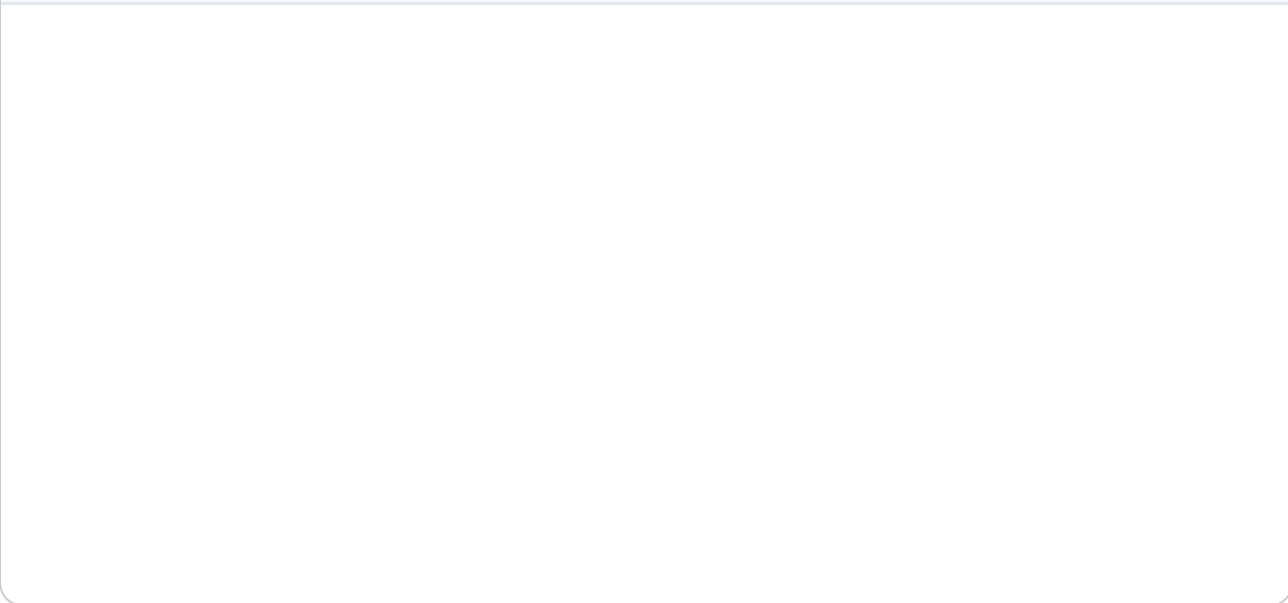**R$18.35**
1.2 services/transaction

〽 Performance Overview

Revenue trends and comparative analysis

Weekly Performance Comparison

Current Week vs 4-Week Average Growth

Revenue Distribution by Day of Week

Sunday	R$574.14	Wednesday	R$215.24
Best Day	Best Day Revenue	Worst Day	Worst Day Revenue

⭐ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

65

49% of total

DRYER CYCLES

68

51% of total

WASHER UTILIZATION

12%

↘ -4.8% vs Last Week

DRYER UTILIZATION

11%

↘ -2.8% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison
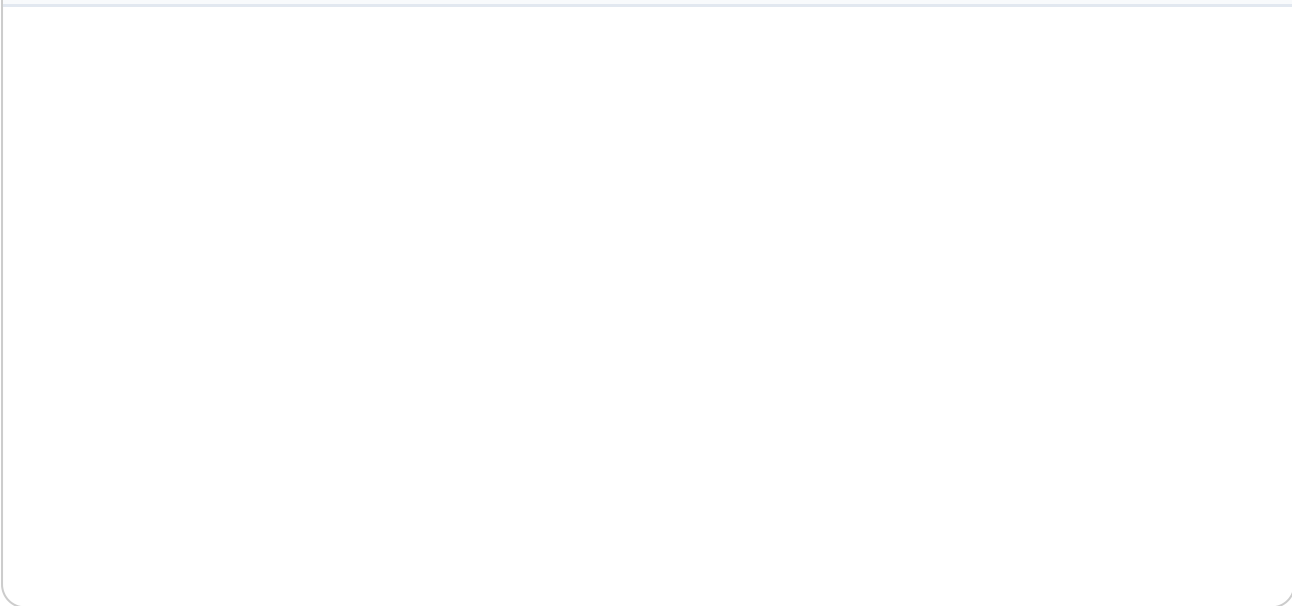
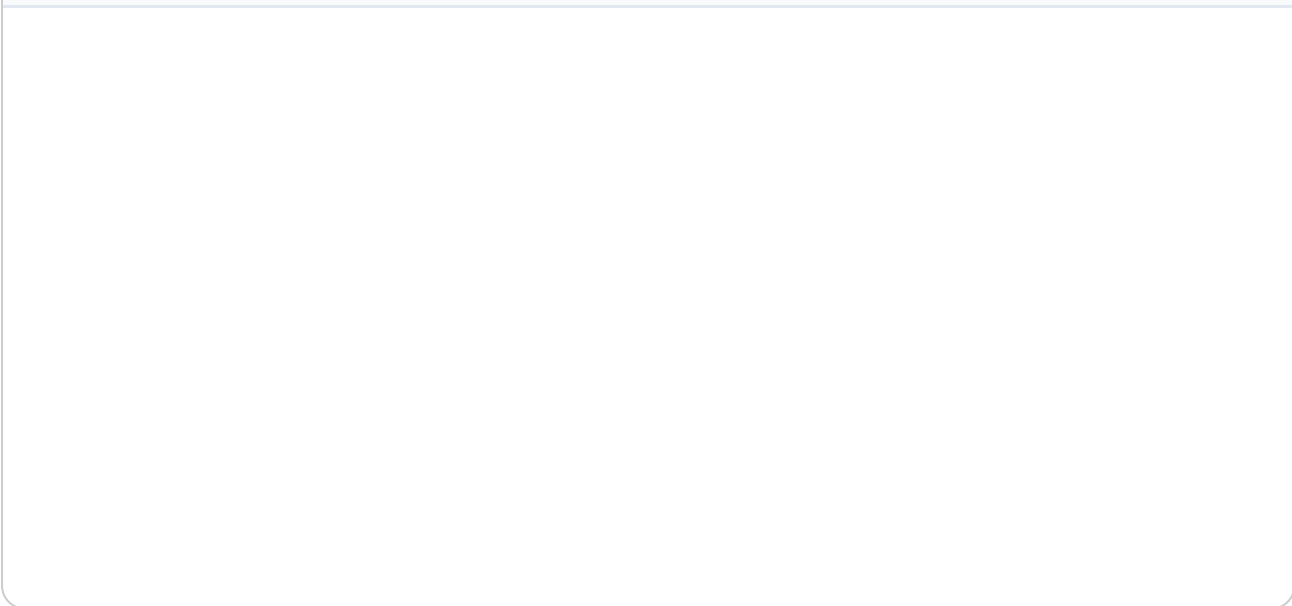**Wash vs Dry Week-over-Week Changes**

📈 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

3.3 visits/month

Visits per month

30-DAY RETURN RATE

10.5%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

62 CUSTOMERS

Pedro Henrique Cerqueira Dias	R$2299.1
Francisco Ricardo De Oliveira	R$2245.75

R$585.33
Average Value per Customer

Loyal Customers

100 CUSTOMERS

Odila Santi	R$966.59
Amanda Simioni	R$769.69

R$160.91
Average Value per Customer

Potential Customers

128 CUSTOMERS

Samuel Nunes	R$1396.31
Paola Padron	R$1181.39

R$114.68
Average Value per Customer

★ Marketing & Payments

Campaign performance and payment preferences

WHATSAPP MESSAGES SENT

47

R$2.22 total cost

MESSAGES TOTAL COST

R$2.22

Total cost in USD

TOP COUPON REVENUE

R$25.71

From "ale4" (2 uses)

Payment Method Distribution

Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.42

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.24

Post-rain business boost

7-Day Weather Forecast & Business Impact

2025-08-10

7.8°C

Partially cloudy

Clear Day

2025-08-11

8°C

Partially cloudy

Clear Day

2025-08-12

10.1°C

Clear

Clear Day

2025-08-13

11°C

Partially cloudy

Clear Day

2025-08-14

7.3°C

Rain, Partially cloudy

Rain Expected

2025-08-15

8.4°C

Clear

Clear Day

2025-08-16

9.6°C

Partially cloudy

Clear Day

Weekly Outlook: Next Week's Average temperature 14.7°C. Clear weather may reduce demand - consider implementing promotional campaigns.

Basic Weather Correlations

📊 Strategic Recommendations

Data-driven insights and actionable recommendations

Boost Off-Peak Traffic with Dynamic Pricing

Offer targeted discounts (e.g., 15% off wash or dry cycles) during consistently slow periods such as 8–11 AM and after 9 PM on weekdays. With MaxPan's price automation, this encourages usage during underutilized slots, increasing equipment efficiency while attracting budget-conscious customers.

Promote Multi-Cycle Deals for Frequent Users

Design WhatsApp campaigns offering bulk cycle packages (e.g., buy 5 cycles, get 1 free) aimed at Champion and Loyal segments, who already show higher visit and cycle behavior. This upsell strategy capitalizes on their habits and improves revenue consistency while raising average transaction value.

Leverage Weather-Triggered WhatsApp Promos

Use the moderate positive rainfall correlation by sending targeted WhatsApp messages offering rain-day deals (e.g., 10% off dryers during rainy forecasts). Encouraging visits when drying clothes is more necessary taps into real-time needs and can turn weather into a revenue opportunity.

Lavpop Analytics