Weekly Analytics Dashboard

Performance Report

📅 2025-08-31 to 2025-09-06

📊 Executive Summary

Key insights and performance highlights for the week

During the week, Lavpop Autosserviço Caxias do Sul experienced a substantial decline in operational activity, resulting in a significant drop in revenue compared to the previous period. Notably, there was no recorded usage of washing or drying cycles, indicating a complete halt in customer engagement. Despite the inactivity, data still identified Sunday as the strongest day and 14:00 as the top-performing hour, with additional peak times observed late in the morning and early evening—signaling when customers are generally more inclined to engage, when operations are active. The correlation analysis showed a moderate negative impact of higher temperatures on usage, and a mild positive influence from rainfall the previous day. Wednesday marked the least favorable day of the week. These insights suggest that weather trends and timing patterns remain relevant considerations for future operational planning, even amidst a temporary cessation in service.

TOTAL NET REVENUE

R$2468.26

↘ -27.3% vs Last Week

TOTAL CYCLES

0

↗ % vs Last Week

OVERALL UTILIZATION

0%

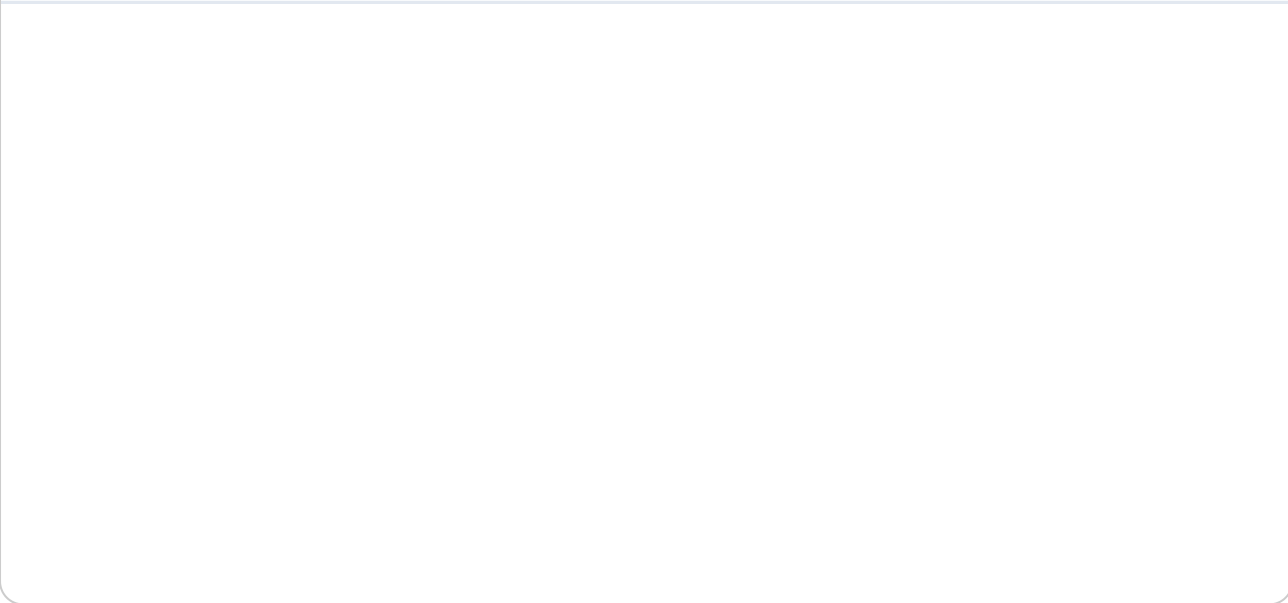↗ % vs Last Week

AVG REVENUE/TRANSACTION
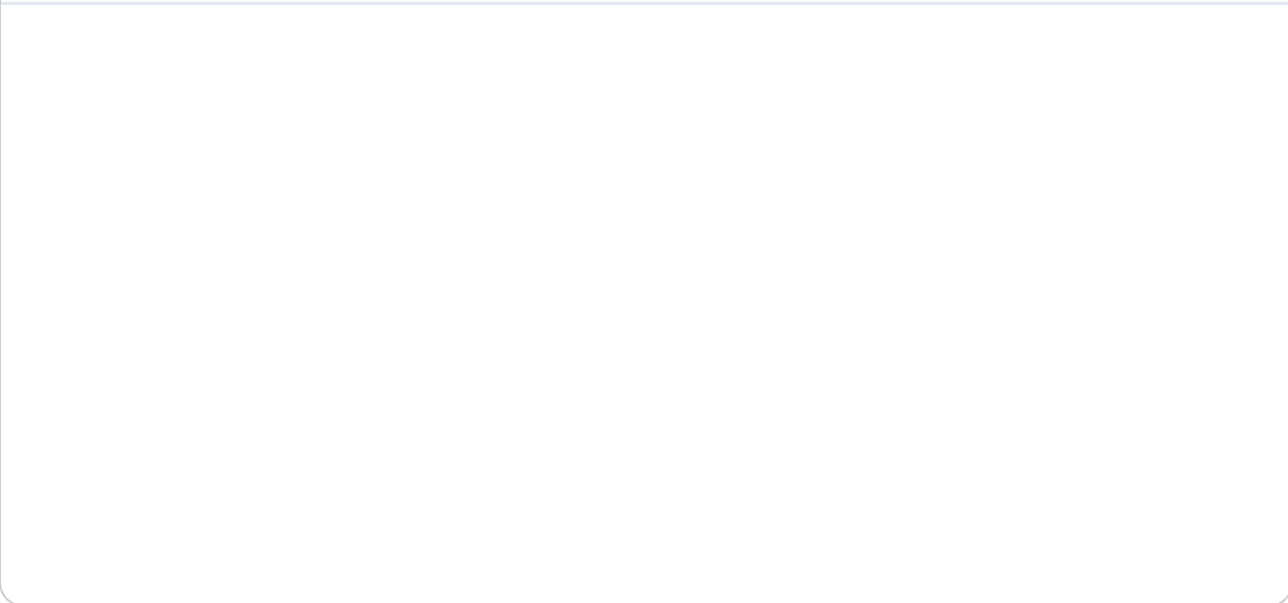
R$18.69

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

Sunday	R$711.97	Wednesday	R$49.67
Best Day	Best Day Revenue	Worst Day	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
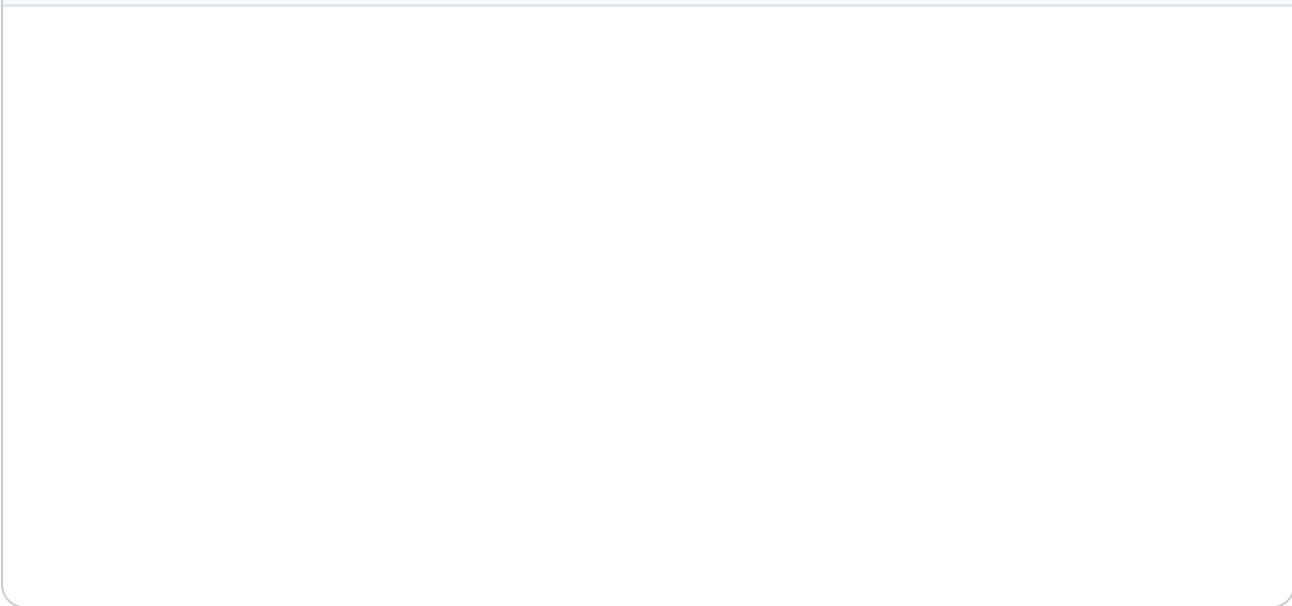
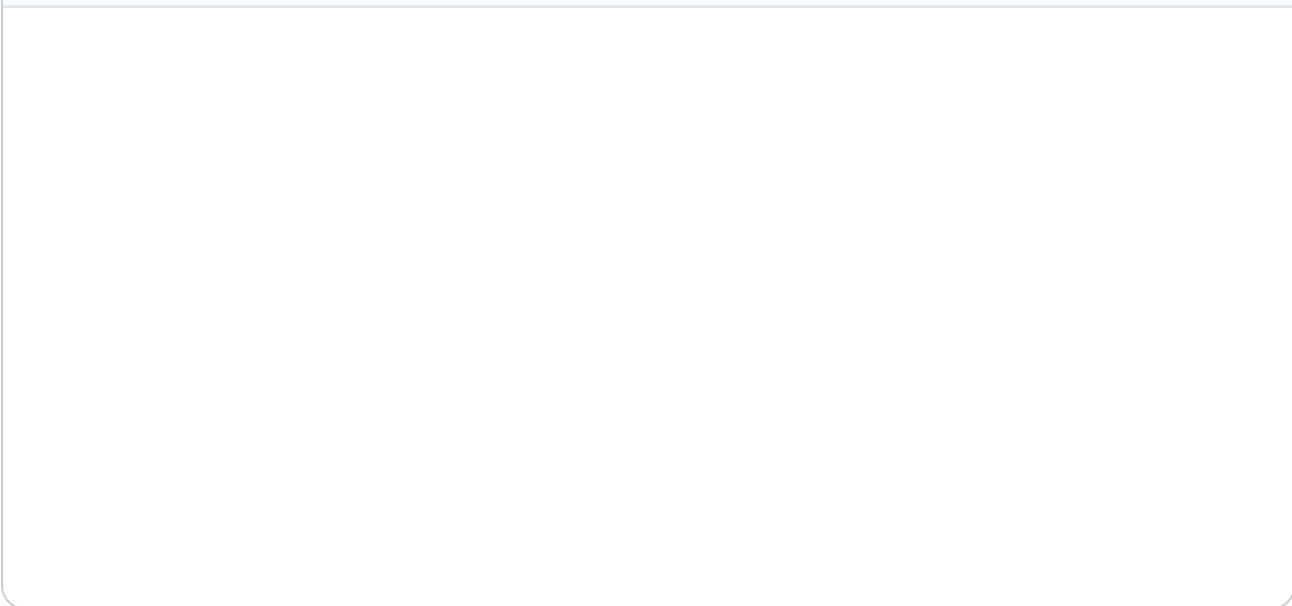**Wash vs Dry Week-over-Week Changes**

📈 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

3.2 visits/month

Visits per month

30-DAY RETURN RATE

9.7%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

61 CUSTOMERS

Pedro Henrique Cerqueira Dias	R$2531.8
Francisco Ricardo De Oliveira	R$2381.75

R$673.19

Average Value per Customer

Loyal Customers

70 CUSTOMERS

Jussara Fagundes	R$2126.42
Brno Cardoso Leal	R$845.5

R$207.47

Average Value per Customer

Potential Customers

147 CUSTOMERS

Samuel Nunes	R$1414.21
Amanda Simioni	R$769.69

R$131.72

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$2365.4

From "Não" (124 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

2025-09-08

14.6°C

Rain, Overcast

Rain Expected

2025-09-09

13.6°C

Rain, Partially cloudy

Rain Expected

2025-09-10

13.9°C

Clear

Clear Day

2025-09-11

13.3°C

Partially cloudy

Clear Day

2025-09-12

10.9°C

Clear

Clear Day

2025-09-13

12.7°C

Partially cloudy

Clear Day

2025-09-14

14.7°C

Partially cloudy

Clear Day

Weekly Outlook: Next Week's Average temperature 19.7°C. Clear weather may reduce demand - consider implementing promotional campaigns.

Basic Weather Correlations

📊 Strategic Recommendations

Data-driven insights and actionable recommendations

Launch Off-Peak Hour Discounts to Boost Utilization

Set automatic price reductions of 10-12% during consistently low-demand hours (e.g., 8 AM - 1 PM and after 8 PM) using the POS system. This will help move traffic to underutilized times and improve occupancy, especially since your overall machine usage has dropped to 0% in recent weeks.

Re-engage Inactive Customers via WhatsApp Campaigns

With only 26.4% of customers active and a low 30-day return likelihood (9.7%), send segmented WhatsApp messages offering personalized coupons (e.g., 5-7% discounts) or added cashback for returning clients. Target specifically the "Loyal" and "Potential" segments who are already visiting around 3 times monthly to boost short-term revenue recovery.

Promote Multi-Cycle Credit Packs Bundled with Free Laundry Bag

Create prepaid credit packs (e.g., 5 cycles for BRL 85) and offer a free laundry bag (worth BRL 17.90) as a limited-time bonus. Since the average user performs only 1.05 cycles per visit, the pack incentive encourages cycle upsell per visit and strengthens customer retention.

Lavpop Analytics