



Weekly Analytics Dashboard

Performance Report

📅 2025-07-20 to 2025-07-26

Executive Summary

Key insights and performance highlights for the week

Lavpop Autosserviço Caxias do Sul demonstrated a moderate improvement in performance over the past week, with steady increases in both revenue and service cycles compared to the previous period. Utilization also rose slightly, indicating a healthier alignment between capacity and customer demand. Washing cycles remained the most utilized service, slightly ahead of drying, reflecting consistent customer preferences. Saturday emerged as the strongest day for performance, while Tuesday showed the weakest activity, suggesting opportunities for targeted promotions or operational adjustments mid-week. Peak activity was observed in the mid-afternoon period, notably at 3 PM, aligning with customer behavior trends favoring midday to early afternoon usage. Environmental factors had a mild impact, with a slight inverse relationship between high temperatures and service demand, while moderate rainfall appeared to correlate positively with increased usage, hinting at potential weather-driven demand shifts.

TOTAL NET REVENUE

R\$3374.18

↗ 15% vs Last Week

TOTAL CYCLES

211

↗ 13.4% vs Last Week

OVERALL UTILIZATION

16%

↗ 2% vs Last Week

AVG REVENUE/TRANSACTION

R\$18.14

1.1 services/transaction



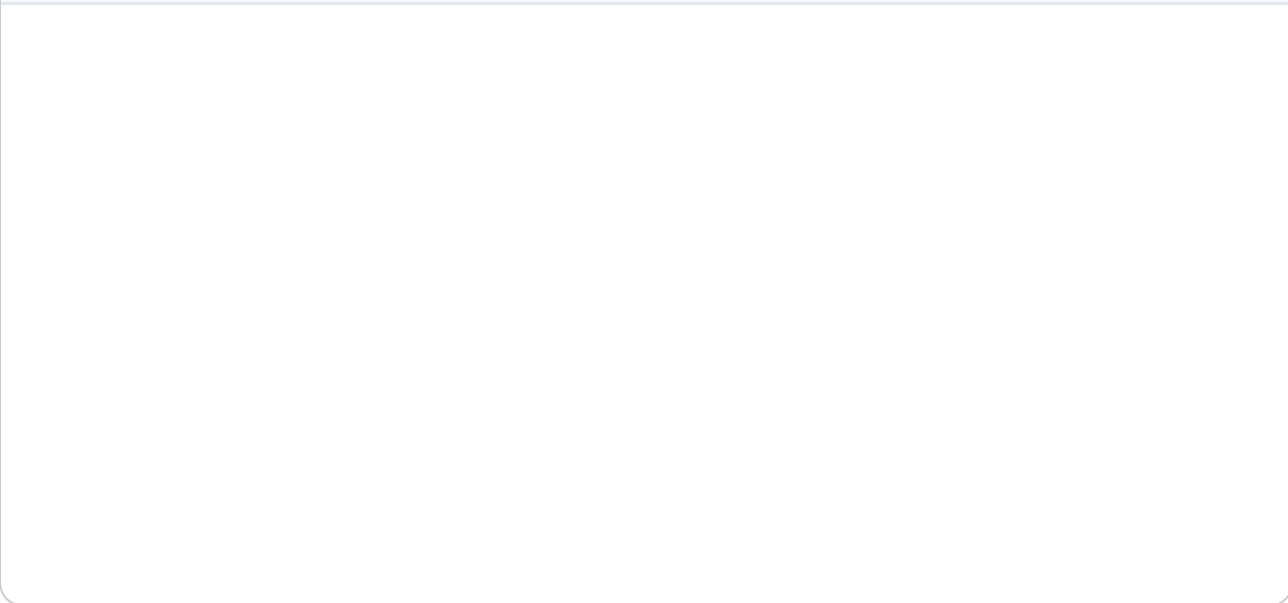
Performance Overview

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\$785.96

Best Day Revenue

Tuesday

Worst Day

R\$132.45

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

115

55% of total

DRYER CYCLES

96

45% of total

WASHER UTILIZATION

18%

↗ 2.6% vs Last Week

DRYER UTILIZATION

14%

↗ 1.1% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

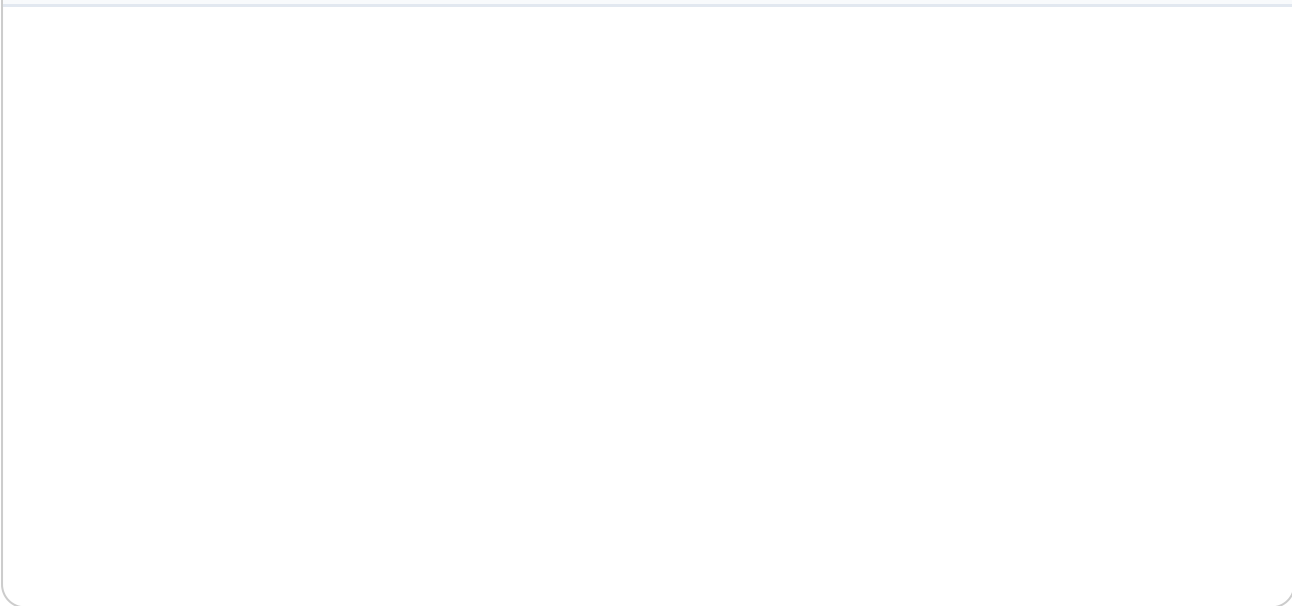




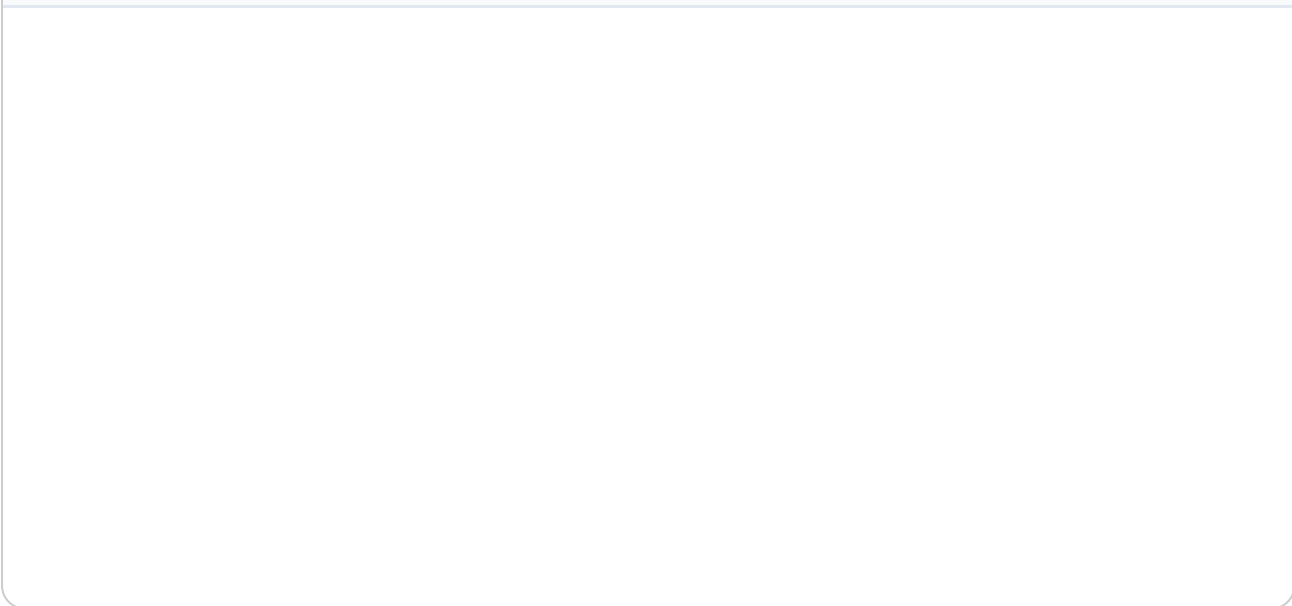
Long-term Trends

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

3.5 visits/month

Visits per month

30-DAY RETURN RATE

12%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

63 CUSTOMERS

Pedro Henrique Cerqueira Dias **R\$2245.4**

Francisco Ricardo De Oliveira **R\$2209.95**

R\$546.25

Average Value per Customer

Loyal Customers

106 CUSTOMERS

Odila Santi **R\$966.59**

Gislaine Lamb **R\$966.59**

R\$160.78

Average Value per Customer

Potential Customers

116
CUSTOMERS

Israel Hofman **R\$2597.35**

Samuel Nunes **R\$1378.41**

R\$129.99

Average Value per Customer

★ **Marketing & Payments**

Campaign performance and payment preferences

WHATSAPP MESSAGES SENT

55

R\$2.46 total cost

MESSAGES TOTAL COST

R\$2.46

Total cost in USD

TOP COUPON REVENUE

R\$33.56

From "novoseca30" (3 uses)

Payment Method Distribution

Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.43

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.25

Post-rain business boost

7-Day Weather Forecast & Business Impact

2025-08-01

13.6°C

Partially cloudy

Clear Day

2025-08-02

17.4°C

Rain, Overcast

Rain Expected

2025-08-03

16°C

Rain, Overcast

Rain Expected

2025-08-04

10.1°C

Rain, Overcast

Rain Expected

2025-08-05

7.7°C

Rain, Overcast

Rain Expected

2025-08-06

11.3°C

Overcast

Clear Day

2025-08-07

11.7°C

Overcast

Clear Day

Weekly Outlook: Next Week's Average temperature 16.3°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

Use MaxPan's automatic price adjustment to offer a 10% discount on cycles during low-demand hours (e.g., before 12 PM and after 8 PM). This leverages underused capacity—especially given the 16% overall utilization—and helps grow volume outside peak time slots while minimizing cannibalization of peak-hour pricing.

Upsell Loyal and Champion Segments with Double-Cycle Offers

Incentivize higher cycle bundling by sending WhatsApp messages to Loyal and Champion segments offering a 15% discount coupon for purchasing at least 2 cycles per visit. These segments already show higher-than-average frequency, so targeted upselling will directly increase average ticket value without requiring new user acquisition.

Weather-Based Flash Campaigns to Drive Urgency

Launch WhatsApp flash promotions when forecasted weather includes high rainfall, as data shows a positive 25% correlation between rain and visits. Offer limited-time discounts or bonus cashback during rainy days to drive urgency and tap into naturally higher demand periods tied to weather.

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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