



## Weekly Analytics Dashboard

Performance Report

📅 2025-07-06 to 2025-07-12

### Executive Summary

Key insights and performance highlights for the week

During the past week, Lavpop Autosserviço Caxias do Sul experienced a moderate decline in overall performance, marked by a noticeable drop in both net revenue and total cycle volume compared to the previous week. Utilization also saw a slight decrease, indicating reduced customer engagement. The majority of activity continued to be balanced between wash and dry cycles. Customer behavior remained consistent with peak demand occurring mainly in the late afternoon, particularly at 6 PM, and Fridays standing out as the busiest days. Conversely, Tuesdays saw the least activity. Correlation analysis suggests that higher temperatures tend to negatively impact usage, while rainfall from the previous day appears to have a mild positive influence, potentially driving demand. Overall, while demand patterns held steady during certain peak hours, the downturn highlights the importance of monitoring external factors and customer needs to support more consistent weekly performance.

TOTAL NET REVENUE

**R\$4136.76**

↘ -17.3% vs Last Week

TOTAL CYCLES

**260**

↘ -15.3% vs Last Week

OVERALL UTILIZATION

**20%**

↘ -3.5% vs Last Week

AVG REVENUE/TRANSACTION

**R\$18.22**

1.1 services/transaction



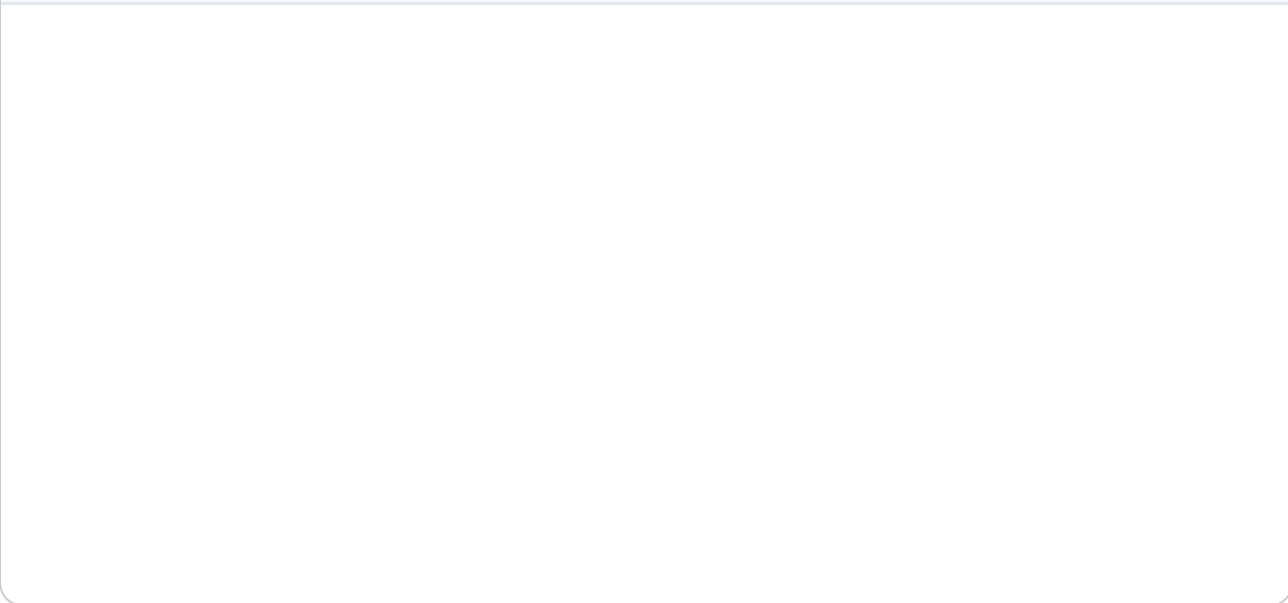
# Performance Overview

Revenue trends and comparative analysis

## Weekly Performance Comparison



## Current Week vs 4-Week Average Growth



Revenue Distribution by Day of Week



Friday

Best Day

R\$966.9

Best Day Revenue

Tuesday

Worst Day

R\$240.96

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

141

54% of total

DRYER CYCLES

119

46% of total

WASHER UTILIZATION

22%

↗ 0.1% vs Last Week

DRYER UTILIZATION

17%

↘ -7.3% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

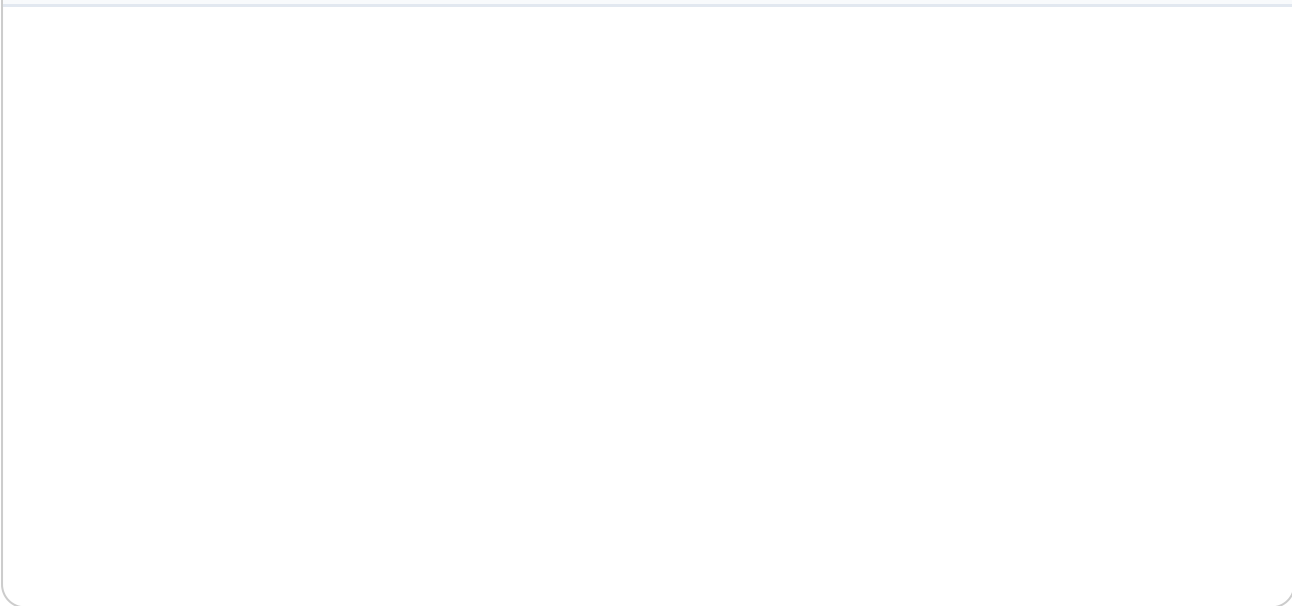




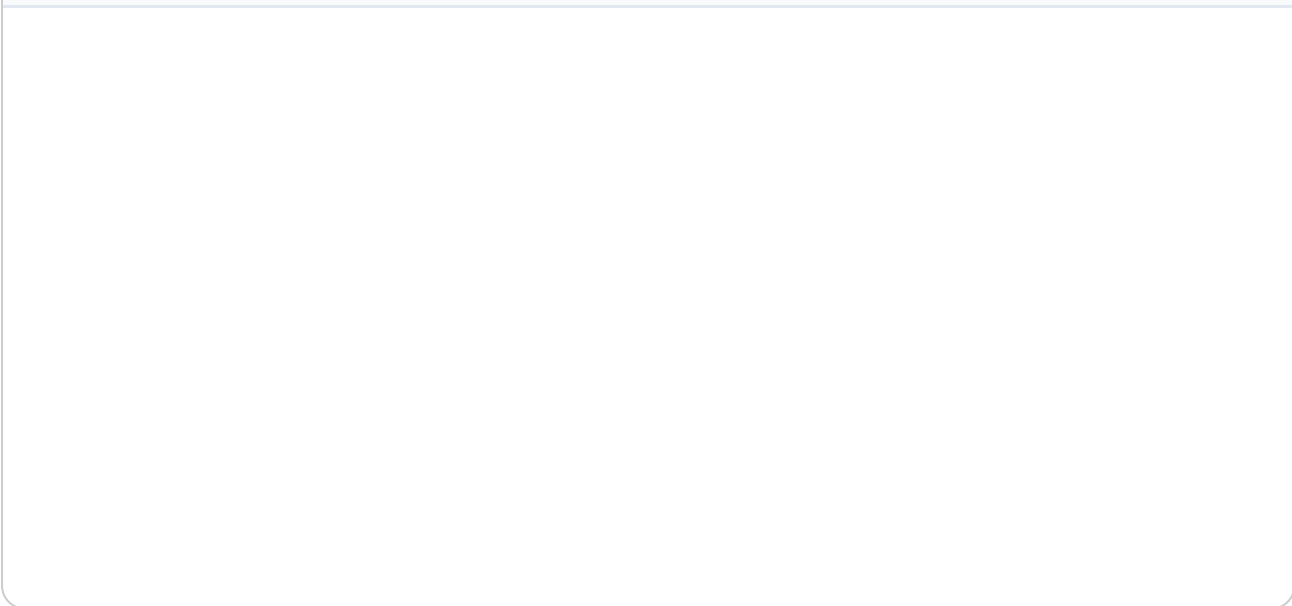
# Long-term Trends

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

3.4 visits/month

Visits per month

30-DAY RETURN RATE

18%

Customer retention

## Customer Segment Value Analysis

## Active vs Lapsed Customers

## Champions

70 CUSTOMERS

Francisco Ricardo De Oliveira **R\$2151.25**

Pedro Henrique Cerqueira Dias **R\$2066.4**

**R\$473.56**

Average Value per Customer

## Loyal Customers

90 CUSTOMERS

Paola Padron **R\$1181.39**

Gislaine Lamb **R\$966.59**

**R\$160.48**

Average Value per Customer

## Potential Customers

111  
CUSTOMERS

Israel Hofman **R\$2597.35**

Samuel Nunes **R\$1378.41**

**R\$125.66**

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\$0**

From "w100" (2 uses)

**Payment Method Distribution**

# Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.44

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.25

Post-rain business boost

## 7-Day Weather Forecast & Business Impact

2025-07-19

10.2°C

Clear

Clear Day

2025-07-20

12.1°C

Clear

Clear Day

2025-07-21

13.3°C

Clear

Clear Day

2025-07-22

14.1°C

Partially cloudy

Clear Day

2025-07-23

11.7°C

Overcast

Clear Day

2025-07-24

11.8°C

Rain, Partially cloudy

Rain Expected

2025-07-25

14.9°C

Rain, Partially cloudy

Rain Expected

**Weekly Outlook:** Next Week's Average temperature 18.8°C. Clear weather may reduce demand - consider implementing promotional campaigns.

## Basic Weather Correlations



## Strategic Recommendations

Data-driven insights and actionable recommendations

### Launch Off-Peak Pricing to Boost Utilization

Use MaxPan to create time-specific cycle price reductions during consistently low-traffic hours (especially 8–12 AM and 8–10 PM). Lowering prices by 10–15% during these off-peak periods can attract more cost-conscious customers, increase machine utilization, and balance demand more evenly throughout the day.

### Segment-Based Promo Coupons for Champions and Potentials

Create WhatsApp campaigns offering targeted discount coupons to Champion and Potential segments, who already bring higher visit and cycle averages. A small 5–10% washing or drying coupon for these groups can improve retention and increase revenue per customer visit, especially since their likelihood to return within 30–60 days is still below 25%.

### Bundle Cycle Credit with Free Laundry Bag Offer

Encourage higher upfront spending by offering a free laundry bag (valued at BRL 17.90) with credit purchases above BRL 100. This leverages the MaxPan credit feature to lock in future usage, boosts customer commitment, and provides practical value to loyal and high-frequency users.

# 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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