



## Weekly Analytics Dashboard

Performance Report

📅 2025-08-03 to 2025-08-09

### Executive Summary

Key insights and performance highlights for the week

During the week, Lavpop Autosserviço Caxias do Sul experienced a slight decline in overall performance, marked by a downturn in net revenue and number of cycles when compared to the previous week, coupled with a modest reduction in utilization. Customer preference leaned slightly toward drying services, which represented a marginally higher share of the total cycle mix. Peak usage occurred primarily in mid-morning and mid-afternoon, with 10:00 a.m. emerging as the most active hour of the week and Saturday as the best-performing day, while Wednesday saw the lowest engagement. Analysis of customer behavior in relation to weather conditions indicates a moderate inverse relationship between heat index and usage, suggesting decreased demand during hotter days, while recent rainfall showed a slight positive influence on activity. These insights highlight consistent usage patterns with some room for performance optimization through targeted promotions and operational adjustments during off-peak times.

TOTAL NET REVENUE

**R\$2918.49**

↘ -8.8% vs Last Week

TOTAL CYCLES

**188**

↘ -8.3% vs Last Week

OVERALL UTILIZATION

**14%**

↘ -1.4% vs Last Week

AVG REVENUE/TRANSACTION

**R\$18.24**

1.2 services/transaction



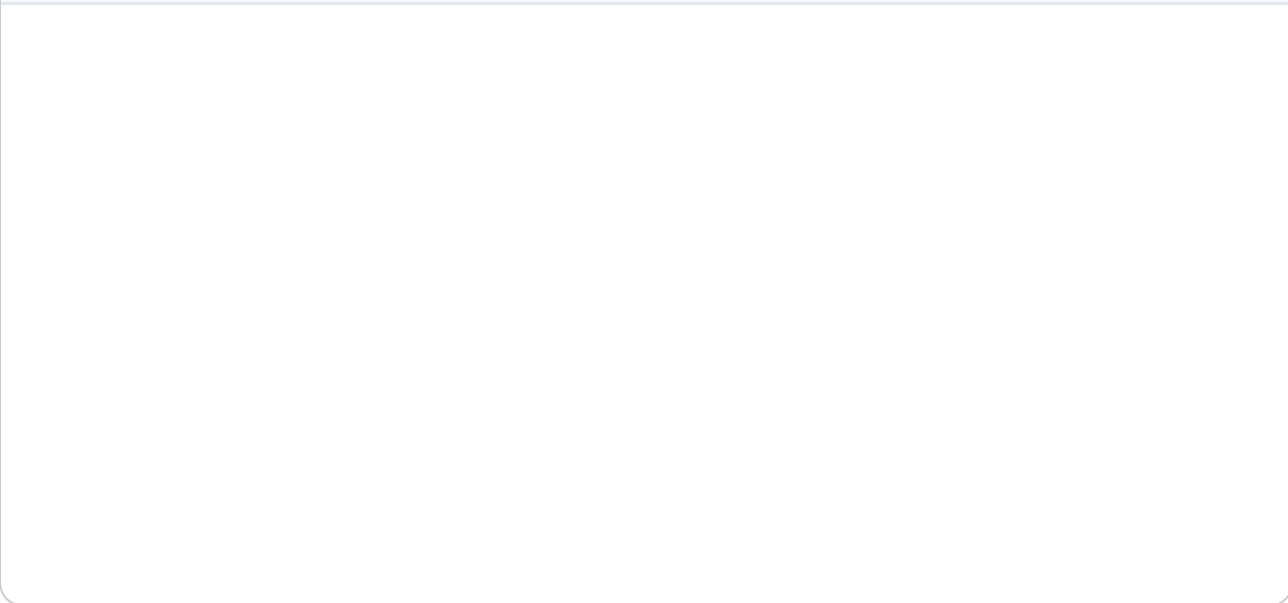
# Performance Overview

Revenue trends and comparative analysis

## Weekly Performance Comparison



## Current Week vs 4-Week Average Growth



Revenue Distribution by Day of Week



Saturday

Best Day

R\$863.23

Best Day Revenue

Wednesday

Worst Day

R\$215.24

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

85

45% of total

DRYER CYCLES

103

55% of total

WASHER UTILIZATION

13%

↘ -3.4% vs Last Week

DRYER UTILIZATION

15%

↗ 0.6% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

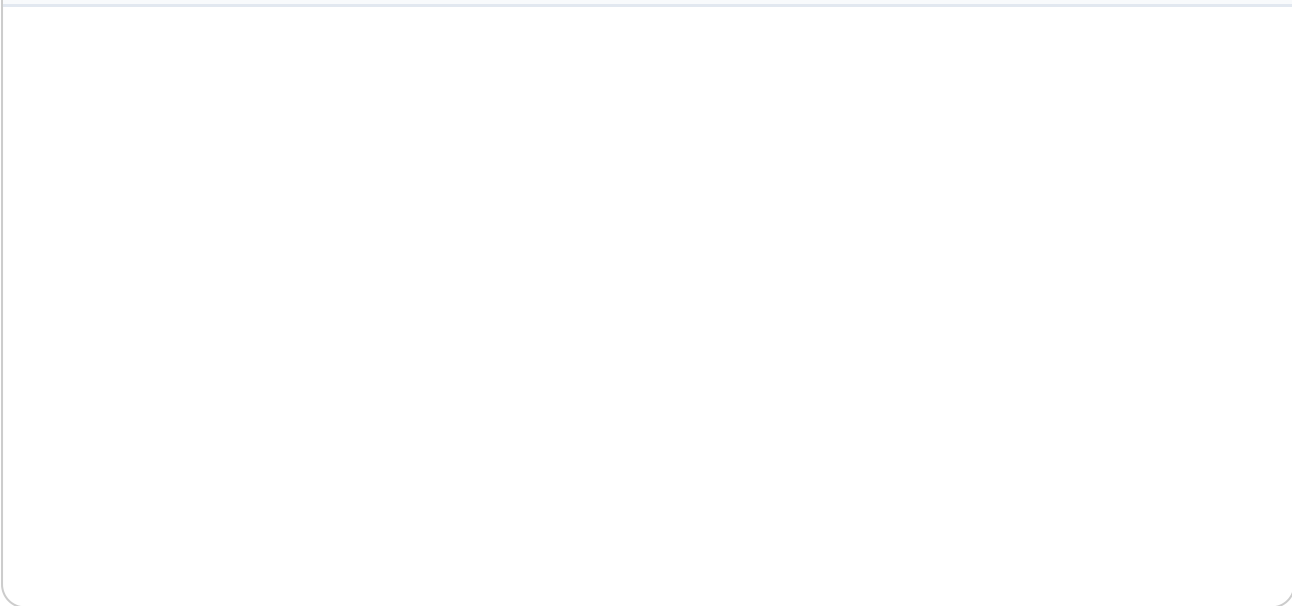




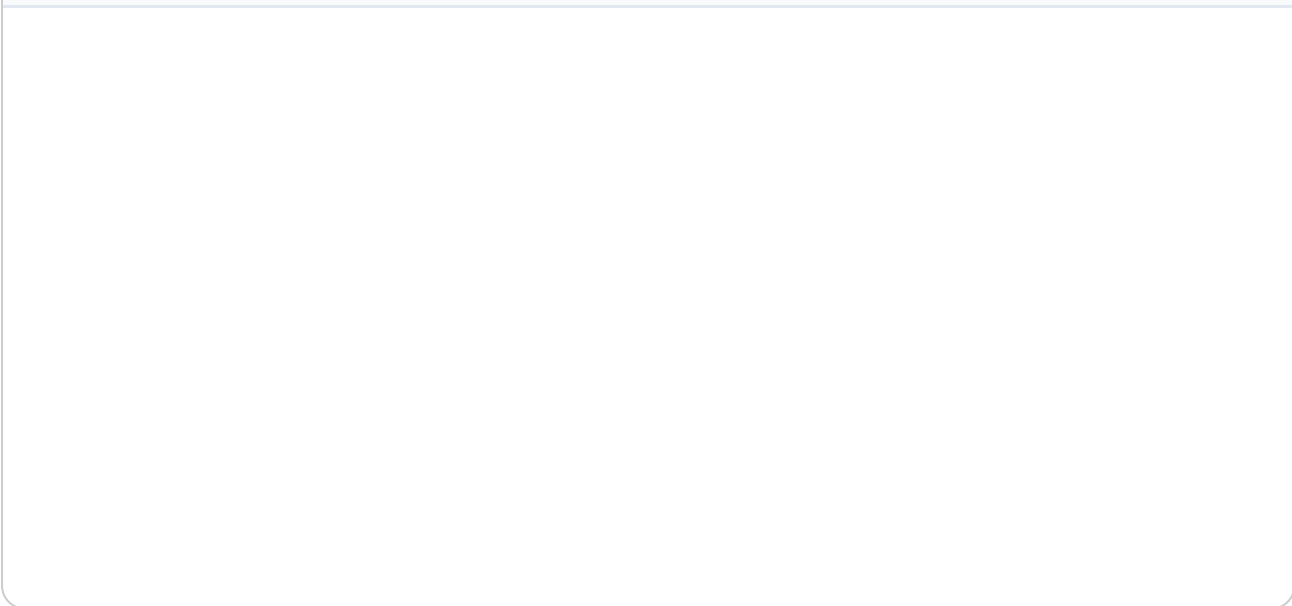
# Long-term Trends

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

10.9%

Customer retention

## Customer Segment Value Analysis

## Active vs Lapsed Customers

## Champions

64 CUSTOMERS

Pedro Henrique Cerqueira Dias R\$2299.1

Francisco Ricardo De Oliveira R\$2245.75

R\$579.47

Average Value per Customer

## Loyal Customers

98 CUSTOMERS

Odila Santi R\$966.59

Amanda Simioni R\$769.69

R\$162.13

Average Value per Customer

## Potential Customers

130 CUSTOMERS

Paola Padron R\$1181.39

Brno Cardoso Leal R\$716

R\$103.69

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

2025-08-11

8.2°C

Clear

Clear Day

2025-08-12

10.2°C

Clear

Clear Day

2025-08-13

11.6°C

Partially cloudy

Clear Day

2025-08-14

8.1°C

Partially cloudy

Clear Day

2025-08-15

9.2°C

Clear

Clear Day

2025-08-16

10.9°C

Rain, Partially cloudy

Rain Expected

2025-08-17

14.3°C

Rain, Partially cloudy

Rain Expected

**Weekly Outlook:** Next Week's Average temperature 16.9°C. Clear weather may reduce demand - consider implementing promotional campaigns.

## Basic Weather Correlations



## Strategic Recommendations

Data-driven insights and actionable recommendations

### Launch a "Double Cycle" Off-Peak Promotion

Encourage customers to run both wash and dry cycles by offering a 10% discount on drying during off-peak hours (especially 8–11 AM and 8–10 PM). This targets underutilized slots and raises average order value per visit, particularly from Champion and Loyal segments, who already show higher per-visit usage.

### Re-engagement Campaign via WhatsApp with Expiring Coupons

Given that only 27.6% of customers are currently active and return rates drop after 30 days, send personalized WhatsApp messages offering time-sensitive discounts (e.g., 7% off valid for 5 days) to dormant users. This can effectively convert "Potential" and lapsed users by creating urgency through expiring offers.

### Adjust Pricing Based on Weather Patterns

Leverage the moderate negative correlation with heat and slight positive correlation with rain by automating a 5% price bump on rainy days, especially during historically high-demand hours (2–5 PM). Weather-responsive pricing can maximize revenue when usage naturally increases and create perceived value during drier weeks.

# 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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