



## Weekly Analytics Dashboard

Performance Report

📅 2025-08-10 to 2025-08-16

### Executive Summary

Key insights and performance highlights for the week

Lavpop Autosserviço Caxias do Sul experienced a positive week-over-week performance, with notable growth in both net revenue and total wash cycles, indicating increased customer engagement and service demand. The operation maintained a balanced usage of wash and dry cycles, reflecting consistent consumer behavior. Utilization levels improved slightly, showing greater facility efficiency without reaching capacity saturation. Customer activity was strongest during Sunday and concentrated in late afternoon and midday hours, particularly around 18:00, highlighting key opportunities for operational optimization. Thursday remained the weakest day, suggesting room for targeted promotions or service adjustments. Weather trends revealed a moderate negative correlation between high heat and usage, while recent rainfall appeared to have a mild positive influence on customer activity, offering strategic insight for demand forecasting.

TOTAL NET REVENUE

**R\$3218.5**

↗ 10.3% vs Last Week

TOTAL CYCLES

**204**

↗ 8.5% vs Last Week

OVERALL UTILIZATION

**16%**

↗ 1.4% vs Last Week

AVG REVENUE/TRANSACTION

**R\$17.21**

1.1 services/transaction



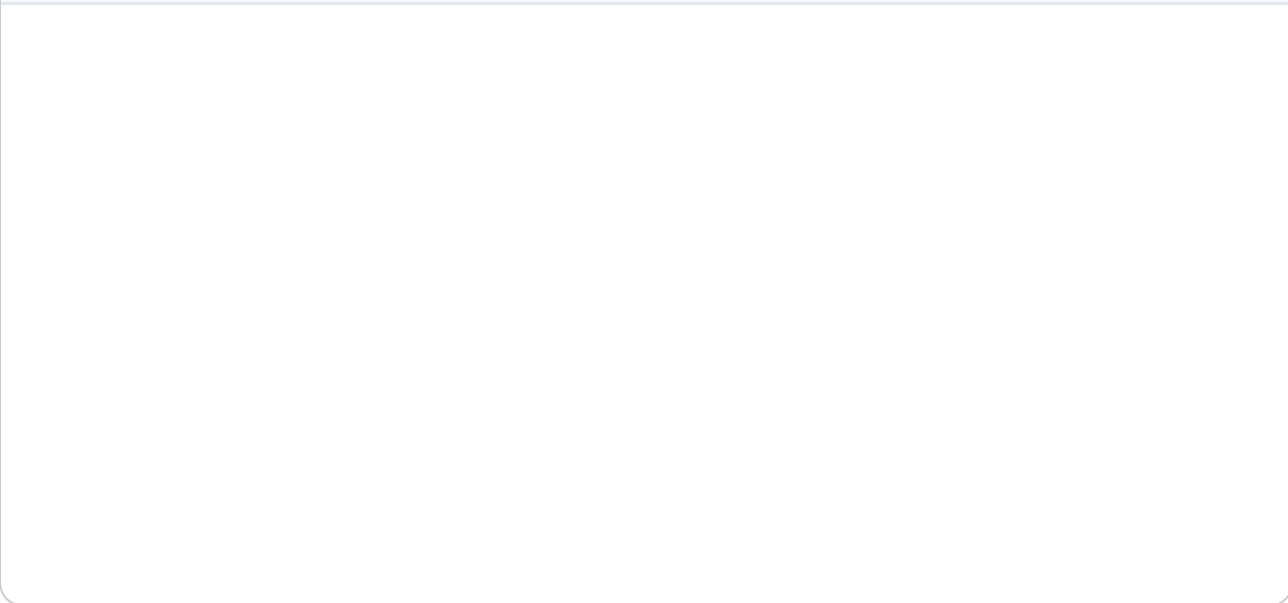
# Performance Overview

Revenue trends and comparative analysis

## Weekly Performance Comparison



## Current Week vs 4-Week Average Growth



Revenue Distribution by Day of Week



Sunday

Best Day

R\$778.2

Best Day Revenue

Thursday

Worst Day

R\$182.13

Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

105

51% of total

DRYER CYCLES

99

49% of total

WASHER UTILIZATION

17%

↗ 3.4% vs Last Week

DRYER UTILIZATION

14%

↘ -0.6% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

Wash vs Dry Week-over-Week Changes

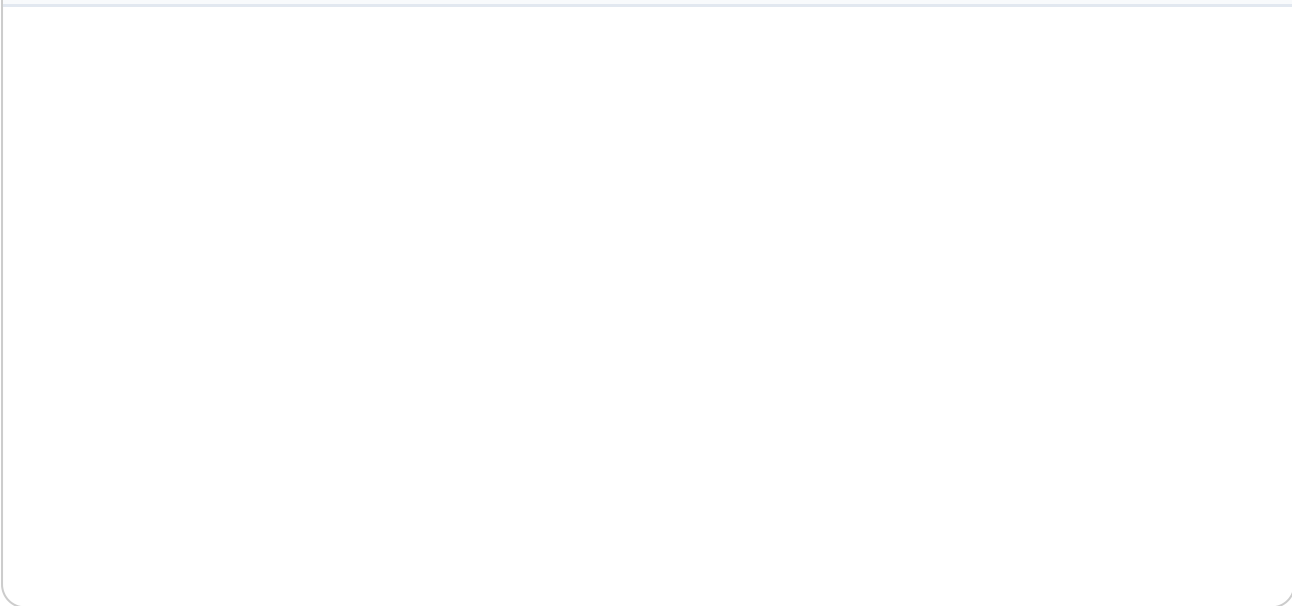




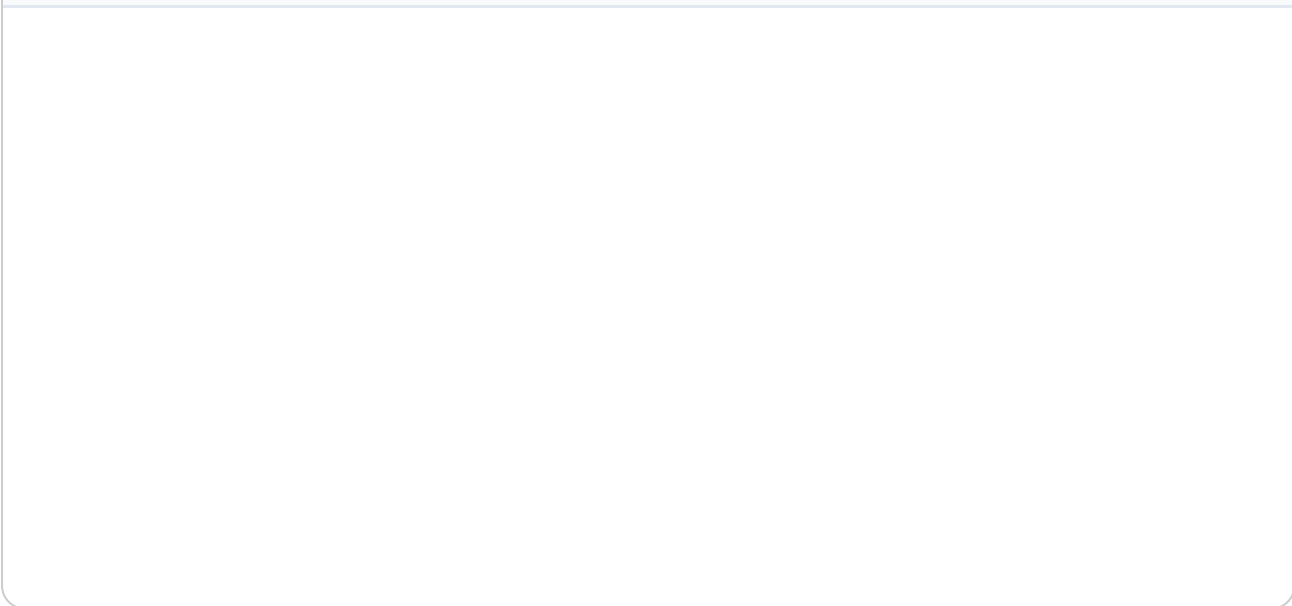
# Long-term Trends

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

3.2 visits/month

Visits per month

30-DAY RETURN RATE

10.8%

Customer retention

### Customer Segment Value Analysis

### Active vs Lapsed Customers

## Champions

61 CUSTOMERS

Francisco Ricardo De Oliveira R\$2310.15

Pedro Henrique Cerqueira Dias R\$2299.1

**R\$618.37**

Average Value per Customer

## Loyal Customers

89 CUSTOMERS

Brno Cardoso Leal R\$845.5

Amanda Simioni R\$769.69

**R\$178.85**

Average Value per Customer

## Potential Customers

149  
CUSTOMERS

Samuel Nunes R\$1414.21

Paola Padron R\$1181.39

**R\$116.03**

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\$12.97**

From "agostolava20" (1 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

2025-08-19

16.3°C

Overcast

Clear Day

2025-08-20

16°C

Rain, Partially cloudy

Rain Expected

2025-08-21

15.6°C

Clear

Clear Day

2025-08-22

17.9°C

Rain, Overcast

Rain Expected

2025-08-23

8.5°C

Rain, Overcast

Rain Expected

2025-08-24

8°C

Rain, Partially cloudy

Rain Expected

2025-08-25

10.9°C

Rain, Overcast

Rain Expected

**Weekly Outlook:** Next Week's Average temperature 18.9°C. Expect higher laundry demand due to rainy conditions.

## Basic Weather Correlations



## Strategic Recommendations

Data-driven insights and actionable recommendations

### Introduce Off-Peak Hour Discounts to Boost Utilization

Machines remain underutilized during most off-peak hours, especially early morning and late evening. Implementing automated price discounts (e.g., 10-15%) during low-traffic hours can incentivize price-sensitive customers and increase the number of cycles without requiring more machines or staff.

### Create Multi-Cycle Credit Packs for Champion and Loyal Segments

Champions and Loyal users already show higher visit frequency and per-visit cycle usage. Offer prepaid cycle packs (e.g., 6 cycles for the price of 5) through WhatsApp promotions, targeting these segments to maximize their lifetime value and increase return likelihood within 30 days.

### Launch a Rainy Day Cashback Booster Campaign via WhatsApp

Given the positive correlation between rainfall and customer activity, create a limited-time WhatsApp campaign that increases cashback to 10% on rainy days. Use local weather forecasts to trigger the promotion, encouraging impulsive visits aligned with natural customer behavior patterns.

# 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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