**LAVPOP**

by 5àsec
TEXTILE EXPERT

# Weekly Analytics Dashboard

Performance Report

📅 2025-06-15 to 2025-06-21

## 📊 Executive Summary

Key insights and performance highlights for the week

Lavpop Autosserviço Caxias do Sul experienced a strong performance improvement over the past week, with notable increases in both net revenue and total service cycles compared to the previous period. Utilization rates also rose steadily, reflecting higher customer engagement throughout the week. Dry cycles continued to dominate over wash cycles, indicating a preference trend among users. Saturday proved to be the most active day, with customer activity peaking particularly around mid to late afternoon, while Tuesday remained the least active. Operational peaks were consistently observed during early-to-late afternoon hours, while mornings and evenings saw comparatively lighter usage. Environmental factors such as lower temperatures had a moderate inverse relationship with demand, while rainfall and humidity exhibited minimal impact. Overall, customer behavior showed clear time and day preferences, allowing for strategic planning to further optimize usage and revenue.

| TOTAL NET REVENUE | TOTAL CYCLES | OVERALL UTILIZATION | AVG REVENUE/TRANSACTION |
|---|---|---|---|
| **R$5984.38** | **371** | **29%** | **R$17.6** |
| ↗ 30.6% vs Last Week | ↗ 27.1% vs Last Week | ↗ 7% vs Last Week | 1.1 services/transaction |

## 📈 Performance Overview

Revenue trends, comparative analysis, and growth patterns

### Monthly Revenue & Utilization Trend

**How to read:** Green bars show monthly revenue growth, blue line shows machine utilization percentage. Look for seasonal patterns and correlation between utilization and revenue.

### Weekly Performance Comparison

**How to read:** Compares current week vs previous week vs 4-week average. Green bars = revenue, blue bars = utilization. Higher bars indicate better performance.

## Current Week vs 4-Week Average Growth

**How to read:** Shows percentage change from 4-week average. Green bars = growth, red bars = decline. Zero line indicates average performance.

## Revenue Distribution by Day of Week

**How to read:** Green bars show current week daily revenue, red line shows 4-week average. Identify strongest/weakest days for staffing and marketing decisions.

| **Saturday** | **R$1429.33** | **Tuesday** | **R$331.15** |
|:---:|:---:|:---:|:---:|
| Best Day | Best Day Revenue | Worst Day | Worst Day Revenue |

## ★ Operations High and Lows

Machine utilization, capacity optimization, and efficiency metrics

| WASHER CYCLES | DRYER CYCLES | WASHER UTILIZATION | DRYER UTILIZATION |
|---|---|---|---|
| **127** | **244** | **20%** | **35%** |
| 34% of total | 66% of total | ↗ % vs Last Week | ↗ 11.2% vs Last Week |

### Best vs Worst Day Comparison

**How to read:** Compares metrics between highest and lowest performing days. Use insights to replicate success factors and improve weak day performance.

### Peak vs Off-Peak Performance

**How to read:** Compares performance during busiest hours vs quieter periods. Blue = peak hours, green = off-peak. Optimize staffing and pricing based on these patterns.

## Hourly Revenue Distribution

**How to read:** Green bars show current week hourly revenue, red line shows 4-week average. Peak hours (highlighted in blue/gold) generate most revenue. Schedule staff and maintenance during low-revenue hours.

## 4-Week Average Hourly Utilization

**How to read:** Shows machine usage by hour over 4 weeks. Blue bars = peak utilization hours, green = normal hours. Plan maintenance during low-utilization periods.

## Capacity vs Revenue Efficiency

**How to read:** Scatter plot showing relationship between machine utilization (x-axis) and revenue efficiency (y-axis). Points in upper right = optimal performance. Blue dots = peak hours, green = off-peak.

| **16:00** | **R$626.3** | **101%** | **46%** |
|:---:|:---:|:---:|:---:|
| Best Hour | Avg Peak Revenue/Hour | Peak vs Off-Peak Difference | Peak Hours Utilization |

# Customer Analysis

Customer behavior, segmentation analysis, and retention insights

**AVERAGE SERVICES PER VISIT**
**1.08**
Customer usage pattern

**AVERAGE VISIT FREQUENCY**
**3.3 visits/month**
Visits per month

**30-DAY RETURN RATE**
**17.6%**
Customer retention

**ACTIVE CUSTOMERS**
**28.5%**
Currently active

## Customer Segment Value Analysis

## Customer Retention Funnel

## Segment Behavior Analysis

## Active vs Lapsed Customers

### Champions
**50 CUSTOMERS**

| | |
|---|---|
| Francisco Ricardo De Oliveira | **R$2015.65** |
| Clademir Antonio Barcarollo | **R$1839.6** |

**R$487.35**
Average Value per Customer

### Loyal Customers
**72 CUSTOMERS**

| | |
|---|---|
| Israel Hofman | **R$2597.35** |
| Gislaine Lamb | **R$823.39** |

**R$167.81**
Average Value per Customer

### Potential Customers
**104 CUSTOMERS**

| | |
|---|---|
| Ana Neri Vhristo | **R$940.25** |
| Juliana Salvador | **R$414.01** |

**R$78.04**
Average Value per Customer

# ⭐ Marketing Effectiveness & Campaign Performance

Campaign ROI, payment analysis, customer engagement metrics, and promotional performance

| WHATSAPP MESSAGES SENT | CUSTOMER RESPONSES | ACTIVE CAMPAIGNS | TOP COUPON REVENUE |
|---|---|---|---|
| **933** | **73** | **4** | **R$55.93** |
| R$51.92 total cost | 7.8% response rate | 2 with reliable data | From "novoseca30" (5 uses) |

## Campaign Performance Analysis

### Campaign: novoseca30                                          D

| **12** | **R$134** | **R$2.08** | **New** |
|---|---|---|---|
| Total Redemptions | Revenue Generated | ROI per R$ Discount | Target Segment |

**Recommendation:** Reduce discount to 22% OR switch to different segment. Early data suggests major changes needed

### Campaign: junhoseca30                                          D

| **9** | **R$112** | **R$2.08** | **Loyal** |
|---|---|---|---|
| Total Redemptions | Revenue Generated | ROI per R$ Discount | Target Segment |

**Recommendation:** Reduce discount to 22% OR switch to different segment. Early data suggests major changes needed

### Marketing ROI Dashboard

**How to read:** Compares performance across different marketing channels. Higher bars indicate better ROI. Focus investment on channels with highest performance scores.

**Payment Method Distribution**

**How to read:** Shows customer payment preferences. Larger segments indicate more popular payment methods. Use to optimize payment processing and fees.

## Payment Method Performance Analysis

| PAYMENT METHOD | TRANSACTIONS | REVENUE SHARE | AVG TRANSACTION VALUE | SERVICES/TRANSACTION |
|---|---|---|---|---|
| PIX | 105 | 34% | R$19.22 | 1.1 |
| Cartão de Débito | 132 | 40% | R$18.05 | 1 |
| Cartão de Crédito | 83 | 26% | R$19.09 | 1.2 |

**Saldo Usage**

**22** cycles were payed using **Saldo da carteira**.

## ☼ Weather Impact Analysis

How weather patterns influence business performance and operational planning

**HEAT INDEX CORRELATION**
**-0.43**
Hot days reduce revenue by approximately 32%

**YESTERDAY RAIN IMPACT**
**0.26**
Days after rain generate approximately 20% more revenue

**HUMIDITY CORRELATION**
**0.15**
Higher humidity increases demand

**ANALYSIS PERIOD**
**442**
Data points over 6 months

### Weather Impact Correlation Analysis

**How to read:** Shows correlation between weather factors and business metrics. Values closer to -1 or +1 indicate stronger relationships. Positive values mean weather increases business, negative values mean it decreases business.

### 5-Day Weather Revenue Forecast

**How to read:** Predicts revenue impact based on weather forecasts. Green bars indicate revenue boost days, orange/red bars show potential revenue decreases. Use for operational planning and staffing decisions.

**Heat Impact Analysis:** Hot days reduce revenue by approximately 32% - Consider discount offerings on hot days to maximize revenue and customer satisfaction.

**Post-Rain Analysis:** Days after rain generate approximately 20% more revenue - Plan marketing campaigns for days following rainfall to capture increased demand.

**HEAT INDEX CORRELATION**
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Hot days reduce revenue by approximately 32%

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**HUMIDITY CORRELATION**
**0.15**
Higher humidity increases demand

**ANALYSIS PERIOD**
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Data points over 6 months

# Weekly Weather Forecast Recommendations

**Week Overview:** Week Overview: 4 rainy days forecast - prepare for post-rain demand spikes

Sunday (2025-06-23): Cold day forecast (6.6°C). Possible increase in laundry demand

Sunday (2025-06-23): Rain expected (36.5mm, 100% prob). Prepare for 7% boost on Monday

Monday (2025-06-24): Cold day forecast (-0.8°C). Possible increase in laundry demand

Tuesday (2025-06-25): Cold day forecast (4.6°C). Possible increase in laundry demand

Wednesday (2025-06-26): Cold day forecast (9.6°C). Possible increase in laundry demand

Wednesday (2025-06-26): Rain expected (4.8mm, 100% prob). Prepare for 7% boost on Thursday

Thursday (2025-06-27): Cold day forecast (9.2°C). Possible increase in laundry demand

## ▤ Strategic Analysis
Advanced analytics, risk assessment, and predictive insights

### Revenue Concentration Risk Analysis

### Predictive Capacity Optimization

## ▥ Strategic Recommendations
Data-driven insights and actionable recommendations

### Launch "Off-Peak Duo" Discount Campaign
Offer limited-time discounts (e.g., 10%) for customers who do both wash and dry cycles during off-peak hours (e.g., 10–13h and 18–22h). This encourages better capacity utilization and increases per-visit revenue without overloading peak slots.

### Create a Loyalty Booster for Champions and Loyals
Introduce a monthly credit bundle for Champion and Loyal customers that includes bonus credits (e.g., BRL 5 cashback for BRL 100 in purchases) and an exclusive 5% discount code. This taps into your most frequent and high-cycle users and drives repeat visits and higher spend.

### Promote the Lavpop Bag as a Cycle Multiplier
Run a WhatsApp promo offering a free wash or dry cycle when purchasing the Lavpop laundry bag (BRL 17.90). This encourages first-time buyers to increase their number of cycles per visit and builds visible brand affinity with reusable Lavpop-branded items.

# Lavpop Analytics Dashboard