Weekly Analytics Dashboard

Performance Report

📅 2025-07-13 to 2025-07-19

📊 Executive Summary

Key insights and performance highlights for the week

During the week, Lavpop Autosserviço Caxias do Sul experienced a noticeable decline in performance, marked by a drop in both net revenue and total cycle volume compared to the previous period. Utilization rates also softened, reflecting reduced overall engagement with the facility. Wash and dry cycles remained nearly evenly split, suggesting consistent user preferences in service types. Operational activity peaked in the early afternoon, particularly around 14:00, which also emerged as the most active hour of the week, while Saturday stood out as the strongest day for customer engagement and Tuesday the weakest. Peak usage clustered in mid-afternoon hours, whereas mornings and late evenings remained underutilized. Environmental factors showed a moderate inverse relationship between heat levels and usage, while rainfall the previous day had a slight positive impact, potentially indicating higher demand during cooler or wetter conditions.

TOTAL NET REVENUE
R$2934.41
↘ -29.1% vs Last Week

TOTAL CYCLES
186
↘ -28.5% vs Last Week

OVERALL UTILIZATION
14%
↘ -5.5% vs Last Week

AVG REVENUE/TRANSACTION
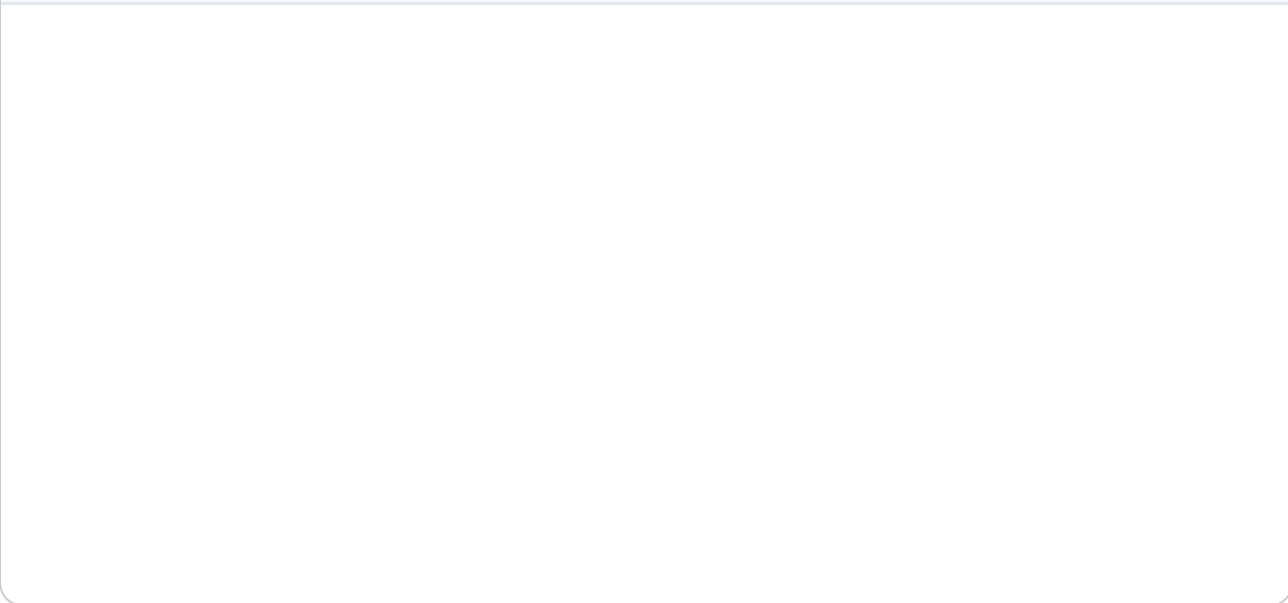**R$17.78**
1.1 services/transaction

📈 Performance Overview

Revenue trends and comparative analysis

Weekly Performance Comparison

Current Week vs 4-Week Average Growth

Revenue Distribution by Day of Week

Saturday	R$728.53	Tuesday	R$180.79
Best Day	Best Day Revenue	Worst Day	Worst Day Revenue

⭐ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

99

53% of total

DRYER CYCLES

87

47% of total

WASHER UTILIZATION

16%

↘ -6.5% vs Last Week

DRYER UTILIZATION

13%

↘ -4.3% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

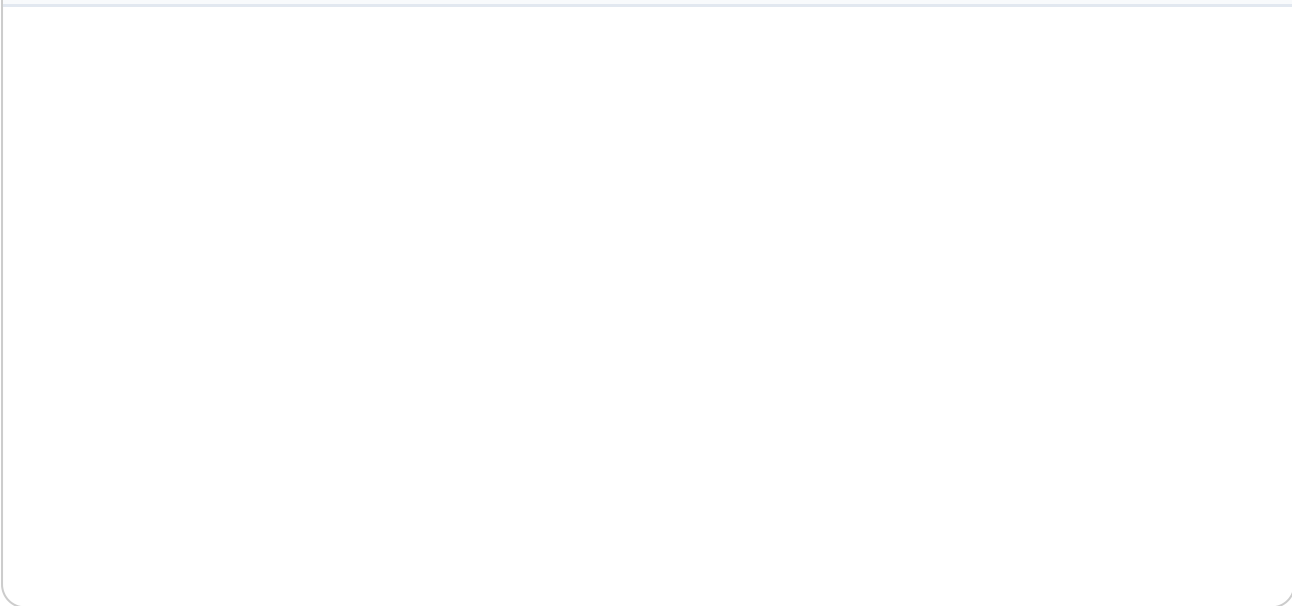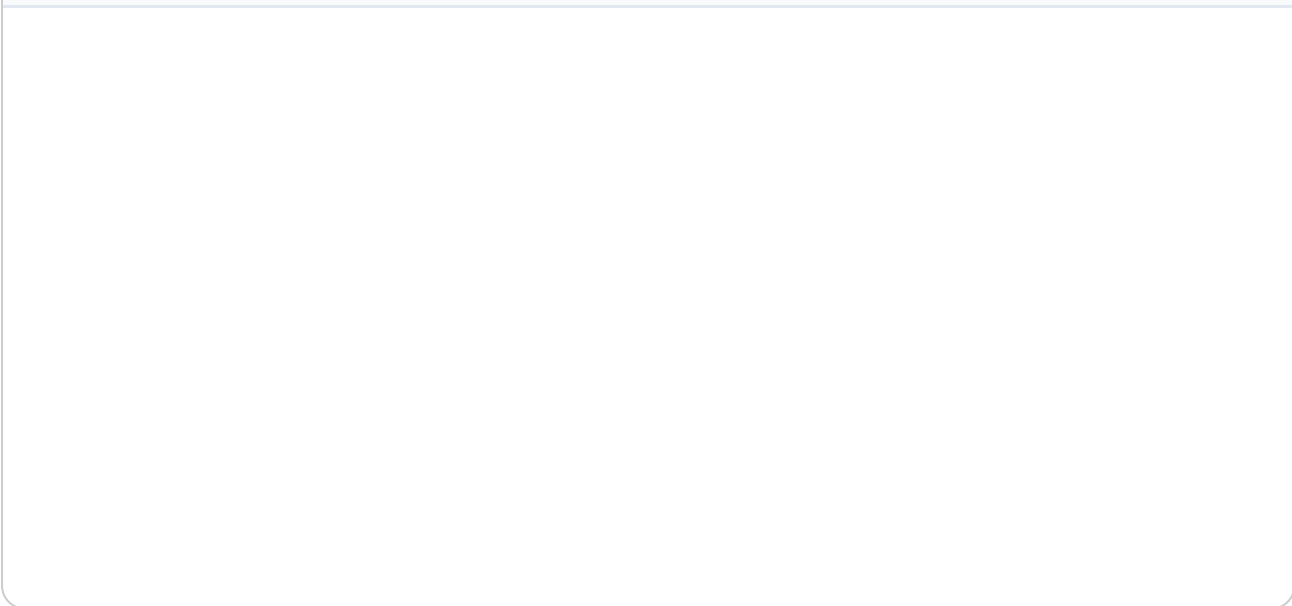**Wash vs Dry Week-over-Week Changes**

〽 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

3.3 visits/month

Visits per month

30-DAY RETURN RATE

16.9%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

69 CUSTOMERS

Francisco Ricardo De Oliveira	R$2187.05
Pedro Henrique Cerqueira Dias	R$2066.4

R$518.72

Average Value per Customer

Loyal Customers

97 CUSTOMERS

Paola Padron	R$1181.39
Odila Santi	R$966.59

R$159.48

Average Value per Customer

Potential Customers

108 CUSTOMERS

Israel Hofman	R$2597.35
Samuel Nunes	R$1378.41

R$118.04

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$22.37

From "novoseca30" (2 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

2025-07-22

14.2°C

Partially cloudy

Clear Day

2025-07-23

10.8°C

Overcast

Clear Day

2025-07-24

11.1°C

Rain, Overcast

Rain Expected

2025-07-25

14.4°C

Rain, Partially cloudy

Rain Expected

2025-07-26

15.6°C

Rain, Partially cloudy

Rain Expected

2025-07-27

13.6°C

Rain, Overcast

Rain Expected

2025-07-28

11.2°C

Rain, Overcast

Rain Expected

Weekly Outlook: Next Week's Average temperature 16.4°C. Expect higher laundry demand due to rainy conditions.

Basic Weather Correlations

📊 Strategic Recommendations

Data-driven insights and actionable recommendations

Launch Off-Peak Discount Pricing

Offer a 10–15% discount on cycles during consistently low-traffic hours (e.g., 8–11 AM and after 8 PM) by using MaxPan's time-based pricing. This will help redistribute demand, increase machine utilization during underused periods, and potentially recover lost revenue from the 29.1% weekly drop.

Create Exclusive WhatsApp Cycle Bundles with Upsell Option

Promote prepaid credit bundles and combo offers (e.g., "5 washes + laundry bag free") through WhatsApp, focusing on loyal and potential segments who already have high visit frequencies. Upsell with an optional add-on dry cycle at a slight discount to boost average cycles per visit above the current 1.08.

Leverage Weather-Based Campaign Triggers

Use rainfall as a trigger to send timed, weather-based promotions via WhatsApp (e.g., "Rainy Day Saver: 10% off drying today!"), as positive rainfall correlation (0.25) indicates higher usage likelihood during wet days. This can attract spontaneous demand and fill gaps on typically slower days.

Lavpop Analytics