📊 Executive Summary

Key insights and performance highlights for the week

During the past week, Lavpop Autosserviço Caxias do Sul experienced a significant decline in overall performance, marked by a sharp drop in revenue, utilization, and customer activity compared to the previous week. The number of wash and dry cycles fell notably, with a stronger preference toward drying services. Utilization rates remained very low, indicating underutilized capacity throughout most operating hours. Despite the downturn, customer activity was strongest on Monday, particularly around 8 PM, with other notable peaks late in the morning and early afternoon. Wednesday marked the least active day. Weather factors revealed a slight inverse relationship between heat and usage, suggesting reduced customer engagement during warmer periods, while rainfall from the previous day showed only a modest positive association with usage levels. These trends highlight the need for targeted initiatives to stimulate demand during off-peak times and less favorable weather conditions.

TOTAL NET REVENUE
R$1958.22
↘ -39.2% vs Last Week

TOTAL CYCLES
13
↘ -93.6% vs Last Week

OVERALL UTILIZATION
1%
↘ -14.5% vs Last Week

AVG REVENUE/TRANSACTION
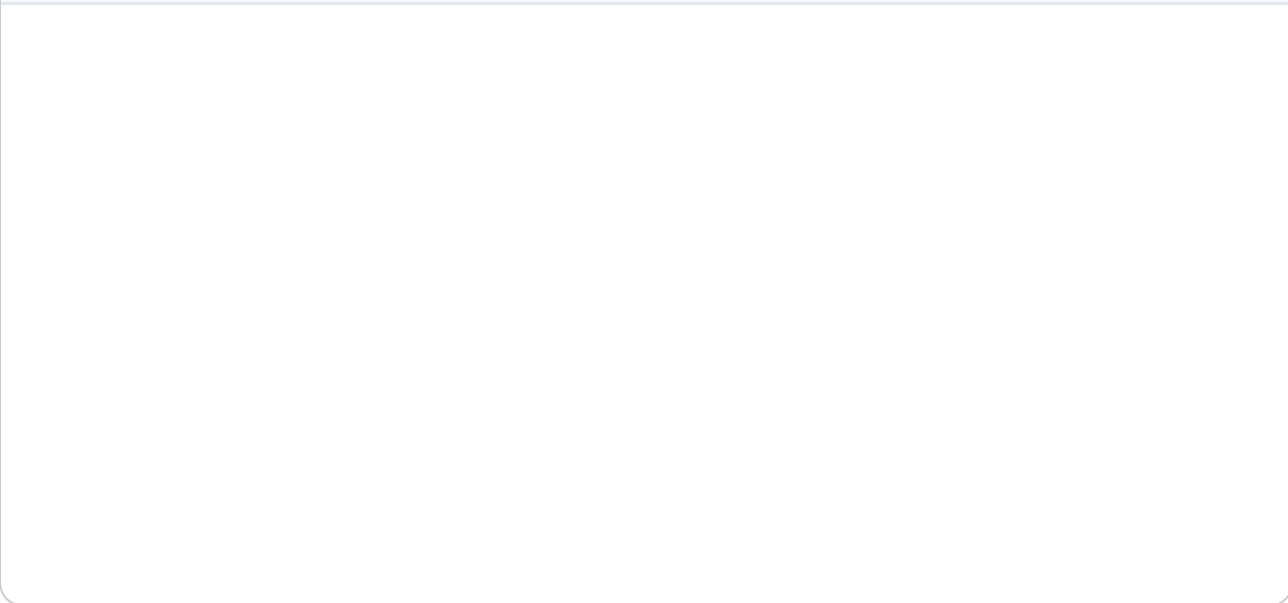**R$17.64**
0.1 services/transaction

〽 Performance Overview

Revenue trends and comparative analysis

Weekly Performance Comparison

Current Week vs 4-Week Average Growth

Revenue Distribution by Day of Week

Monday	R$612.62	Wednesday	R$99.34
Best Day	Best Day Revenue	Worst Day	Worst Day Revenue

★ Wash vs Dry Analysis

Service type performance comparison and optimization insights

WASHER CYCLES

5

38% of total

DRYER CYCLES

8

62% of total

WASHER UTILIZATION

1%

↘ -16.1% vs Last Week

DRYER UTILIZATION

1%

↘ -13.1% vs Last Week

Wash vs Dry Service Performance

Wash vs Dry Utilization Comparison

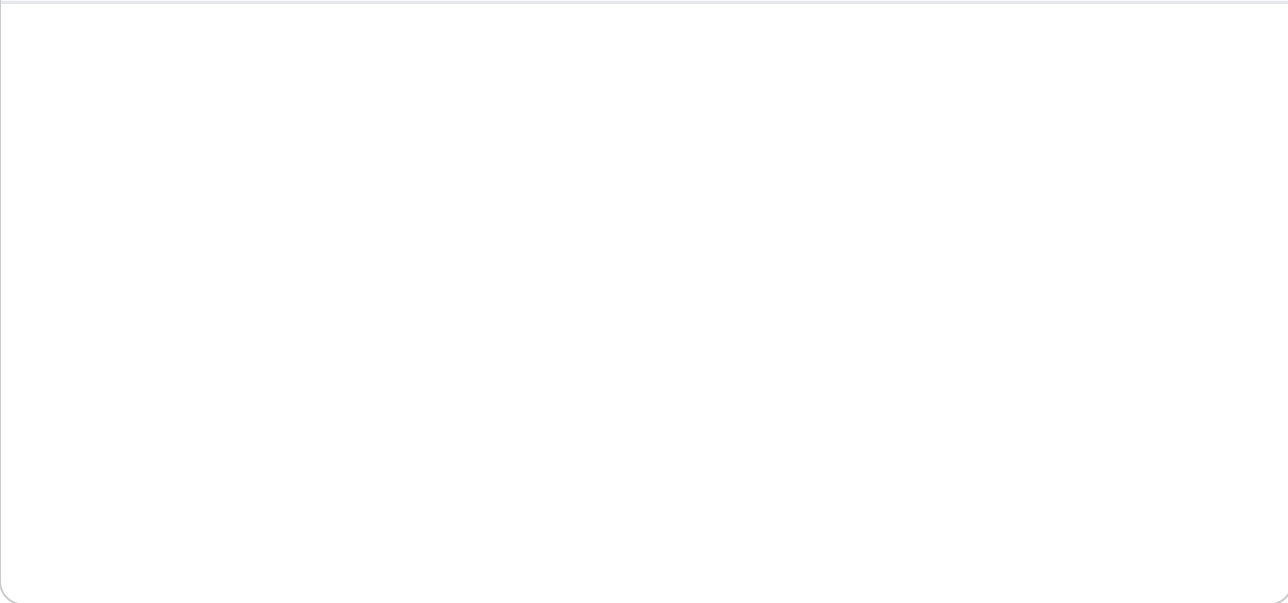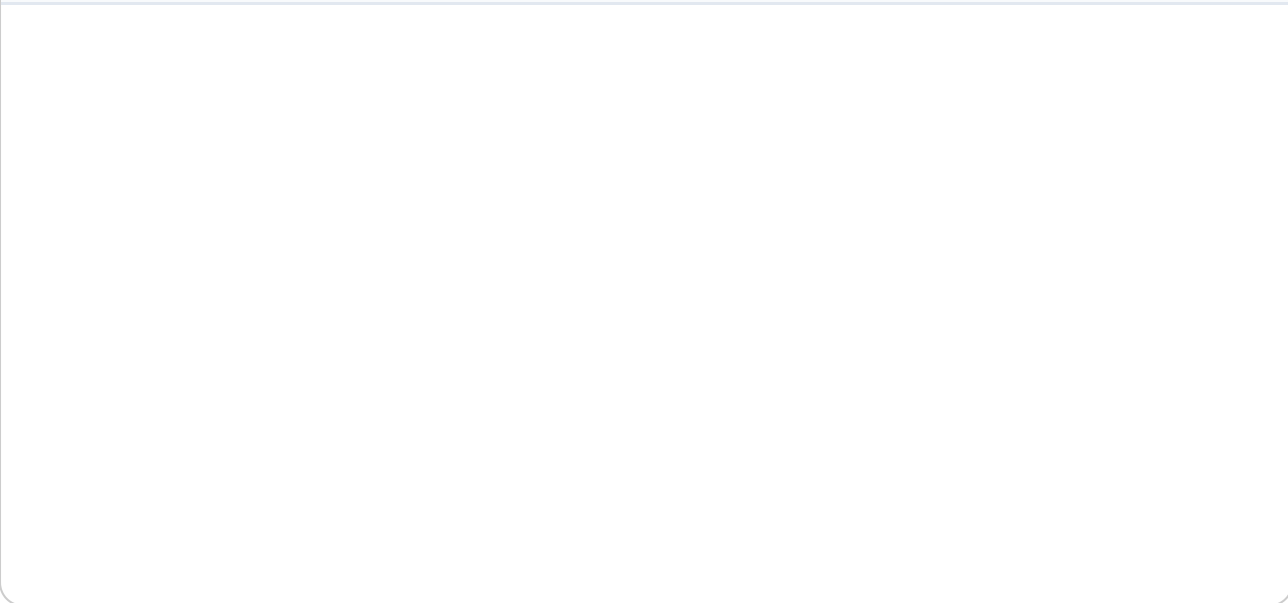**Wash vs Dry Week-over-Week Changes**

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

1.06

Customer usage pattern

AVERAGE VISIT FREQUENCY

3.2 visits/month

Visits per month

30-DAY RETURN RATE

10.3%

Customer retention

Customer Segment Value Analysis

Active vs Lapsed Customers

Champions

Pedro Henrique Cerqueira Dias	R$2442.3
Francisco Ricardo De Oliveira	R$2345.95

R$622.18
Average Value per Customer

Loyal Customers

Brno Cardoso Leal	R$845.5
Richard Geovany Oliveira Fernandes	R$733.89

R$170.09
Average Value per Customer

Potential Customers

Samuel Nunes	R$1414.21
Paola Padron	R$1181.39

R$129.49
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$1766.18

From "Não" (97 uses)

Payment Method Distribution

Weather Impact

How weather patterns influence business performance

HEAT INDEX CORRELATION

-0.41

Weather impact on revenue

YESTERDAY RAIN IMPACT

0.24

Post-rain business boost

7-Day Weather Forecast & Business Impact

2025-08-28	2025-08-29	2025-08-30
14°C	**15.8°C**	**17.8°C**
Rain, Partially cloudy	Clear	Clear
Rain Expected	**Clear Day**	**Clear Day**

2025-08-31	2025-09-01	2025-09-02
18.2°C	**18.4°C**	**19.2°C**
Overcast	Partially cloudy	Partially cloudy
Clear Day	**Clear Day**	**Clear Day**

2025-09-03

20°C

Partially cloudy

Clear Day

Weekly Outlook: Next Week's Average temperature 24.4°C. Clear weather may reduce demand - consider implementing promotional campaigns.

Basic Weather Correlations

📊 Strategic Recommendations

Data-driven insights and actionable recommendations

Launch Off-Peak Time Promotions to Boost Utilization

With machine utilization dropping to just 1% this week and most off-peak hours (8 AM–10 AM, 2 PM–5 PM, 9 PM–11 PM) underperforming, introduce targeted time-based discounts (e.g., 10% off washes or dries) during these hours. Use WhatsApp to promote these limited-time deals and fill downtime without interfering with peak usage.

Create a "Combo Credit" Bundle for Champions and Potential Loyalists

Encourage prepayments by offering bundle discounts via WhatsApp—for instance, pay BRL 150 upfront to receive BRL 165 in credits. Target "Champion" and "Potential" customers, who already show high frequency and usage, to incentivize more cycles while banking guaranteed revenue.

Incentivize Repeat Visits with a "Visit 3x, Get 1 Bag Free" Campaign

Activate more repeat behavior by rewarding customers who complete three visits within 30 days with a free Lavpop laundry bag (BRL 17.90 value). With only 10.3% returning within 30 days, this adds urgency and value without a discount, while also increasing visibility of the branded bag.

Lavpop Analytics

Questions about this report? Contact Gabrielle Vilanova or Lucas López at lavpop.caxias@outlook.com

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