



Weekly Analytics Dashboard

Performance Report

📅 2025-06-01 to 2025-06-07

II. Executive Summary

Key insights and performance highlights for the week

During the past week, Lavpop Autosserviço Caxias do Sul demonstrated a positive performance trend, with increases in both net revenue and the total number of cycles completed when compared to the previous week. Utilization levels also experienced modest growth, signaling a gradual enhancement in operational efficiency. Wash and dry cycles were evenly distributed, suggesting balanced customer demand across both services. Customer behavior analysis revealed Sunday as the highest-performing day, while Monday showed the least activity. The most frequented hour was in the evening, specifically at 19:00, aligning with one of the week's broader peak periods, which also included mid-morning and late afternoon hours. A minimal correlation between external weather factors—such as temperature, rainfall, and humidity—and customer usage implies that Lavpop's service demand remains relatively stable regardless of environmental conditions. These insights highlight consistent customer engagement and present opportunities to further optimize operations during high-traffic periods.

TOTAL NET REVENUE

R\$3516.78

↗ 14.9% vs Last Week

TOTAL CYCLES

220

↗ 10% vs Last Week

OVERALL UTILIZATION

16%

↗ 1.5% vs Last Week

AVG REVENUE/TRANSACTION

R\$18.12

1.1 services/transaction

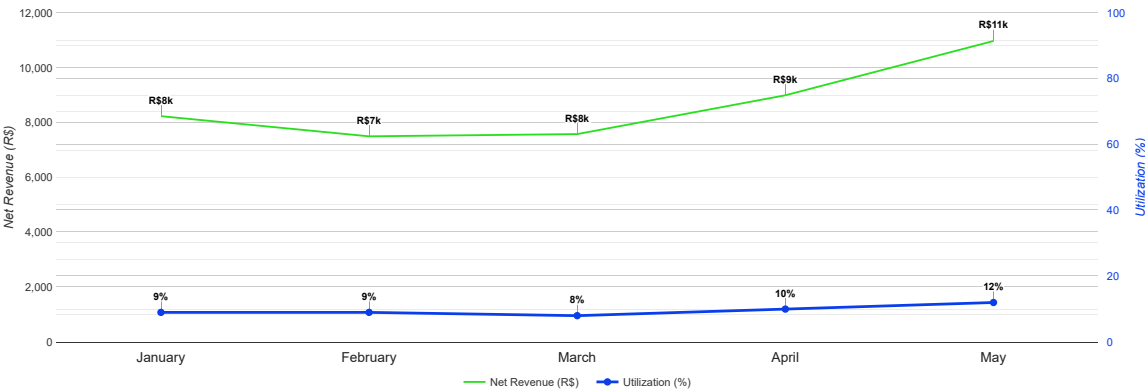


Performance Overview

Revenue trends, comparative analysis, and growth patterns

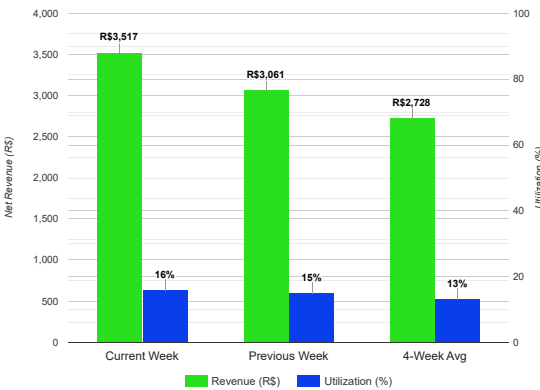
Monthly Revenue & Utilization Trend

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.



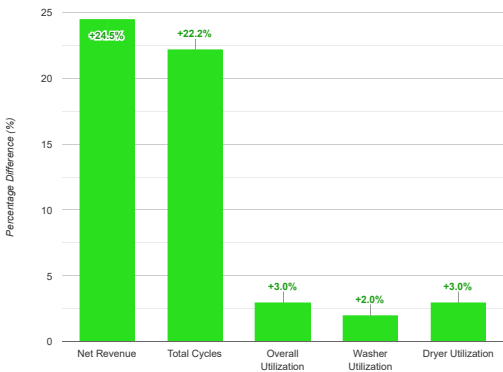
Weekly Performance Comparison

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



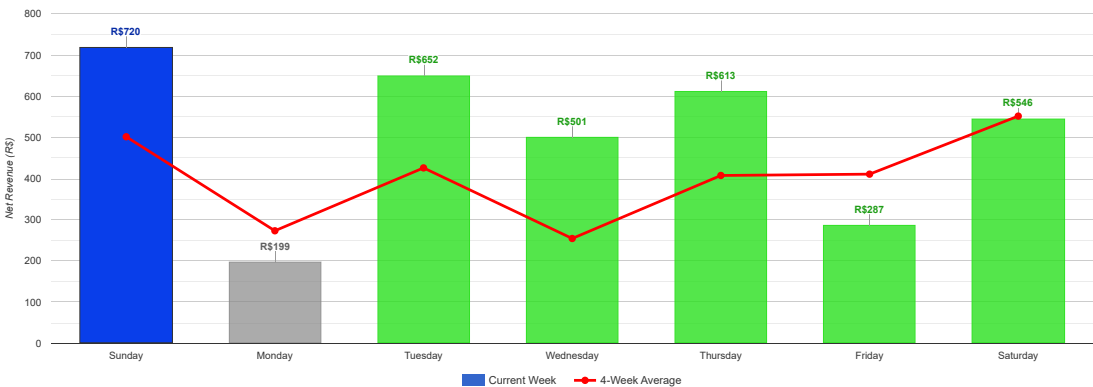
Current Week vs 4-Week Average Growth

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.



Sunday
Best Day

R\$719.65
Best Day Revenue

Monday
Worst Day

R\$198.69
Worst Day Revenue

★ **Operations High and Lows**

Machine utilization, capacity optimization, and efficiency metrics

WASHER CYCLES

110

50% of total

DRYER CYCLES

110

50% of total

WASHER UTILIZATION

17%

↗ 2.2% vs Last Week

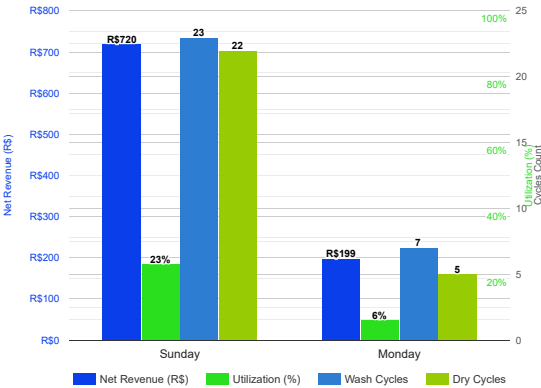
DRYER UTILIZATION

16%

↗ 1% vs Last Week

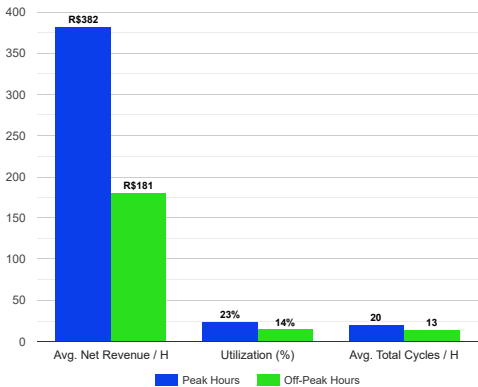
Best vs Worst Day Comparison

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



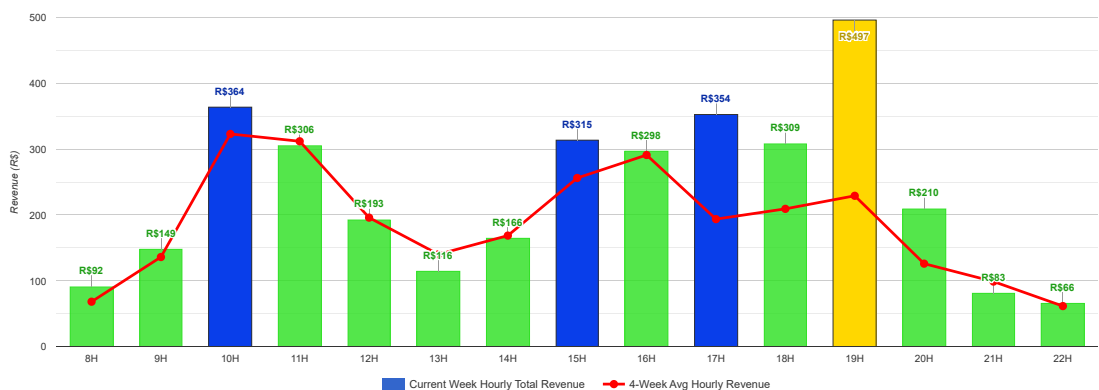
Peak vs Off-Peak Performance

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.



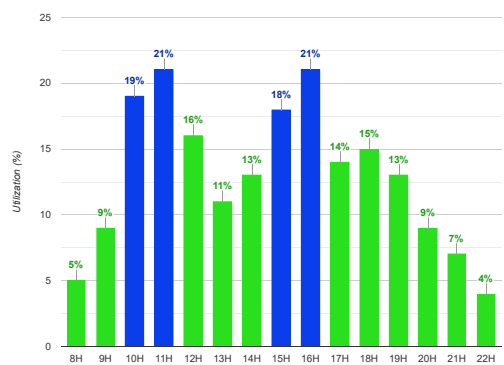
Hourly Revenue Distribution

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.



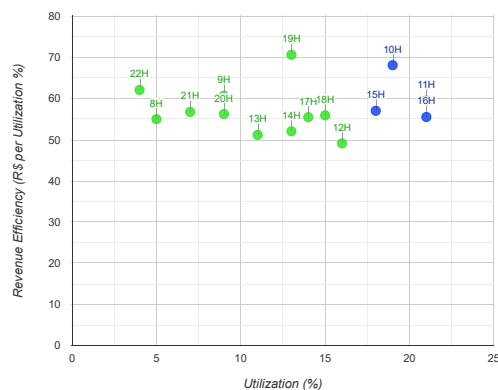
4-Week Average Hourly Utilization

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.



19:00

Best Hour

R\$382.27

Avg Peak Revenue/Hour

112%

Peak vs Off-Peak Difference

23%

Peak Hours Utilization

Customer Analysis

Customer behavior, segmentation analysis, and retention insights

AVERAGE SERVICES PER VISIT

1.08

Customer usage pattern

AVERAGE VISIT FREQUENCY

3.8 visits/month

Visits per month

30-DAY RETURN RATE

12.2%

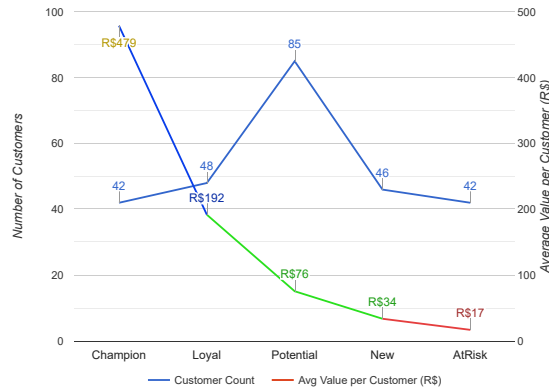
Customer retention

ACTIVE CUSTOMERS

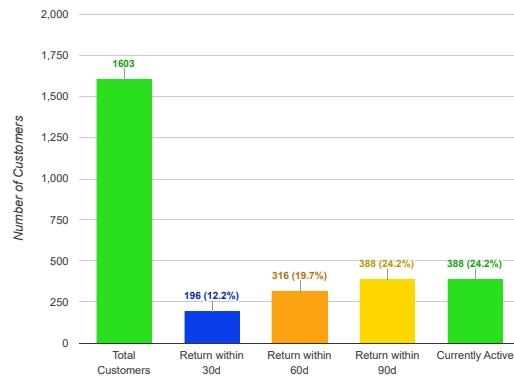
24.2%

Currently active

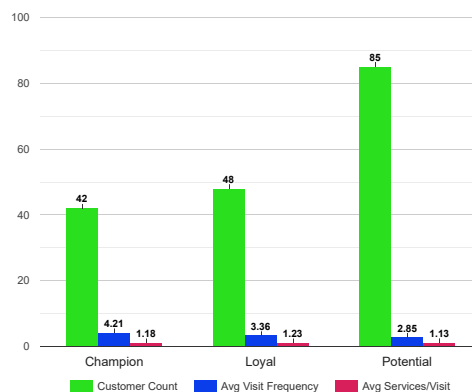
Customer Segment Value Analysis



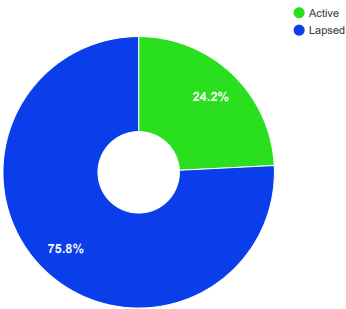
Customer Retention Funnel



Segment Behavior Analysis



Active vs Lapsed Customers



Champions

42 CUSTOMERS

Francisco Ricardo De Oliveira R\$1944.05

Clademir Antonio Barcarollo R\$1768

R\$478.81

Average Value per Customer

Loyal Customers

48 CUSTOMERS

Israel Hofman R\$2597.35

Ana Neri Vhristo R\$940.25

R\$191.86

Average Value per Customer

Potential Customers

85 CUSTOMERS

Gislaine Lamb R\$733.89

Claudia Lara Schio Vacari R\$715.99

R\$75.62

Average Value per Customer

★ **Marketing Effectiveness & Campaign Performance**

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

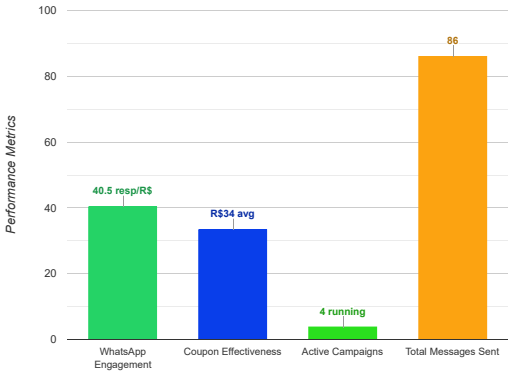
WHATSAPP MESSAGES SENT 86 R\$4.93 total cost	CUSTOMER RESPONSES 2 2.3% response rate	ACTIVE CAMPAIGNS 4 1 with reliable data	TOP COUPON REVENUE R\$33.56 From "junhoseca30" (3 uses)
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Campaign Performance Analysis

Campaign: topdry20 C			
5 Total Redemptions	R\$65 Revenue Generated	R\$3.63 ROI per R\$ Discount	Champion Target Segment
Recommendation: Send to 10+ Champion customers, extend 8 more days. Keep 20% for now, focus on reaching 20+ customers			
Campaign: junhoseca30 INSUFFICIENT_DATA			
3 Total Redemptions	R\$34 Revenue Generated	R\$2.08 ROI per R\$ Discount	Loyal Target Segment
Recommendation: Extend to 14+ days and send to 25+ Loyal customers.			

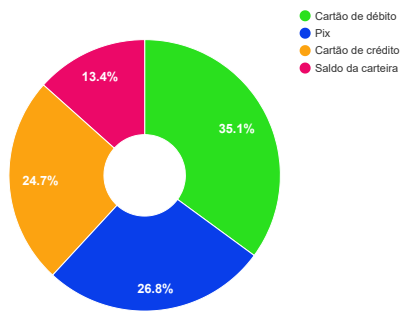
Marketing ROI Dashboard

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	48	31%	R\$22.77	1.1
Cartão de Débito	26	0%	R\$0	1.5
Cartão de Crédito	68	35%	R\$18.18	1.1

Saldo Usage

56 cycles were payed using Saldo da carteira.

Weather Impact Analysis

How weather patterns influence business performance and operational planning

HEAT INDEX CORRELATION

-0.41

Hot days reduce revenue by approximately 31%

YESTERDAY RAIN IMPACT

0.27

Days after rain generate approximately 21% more revenue

HUMIDITY CORRELATION

0.13

Higher humidity increases demand

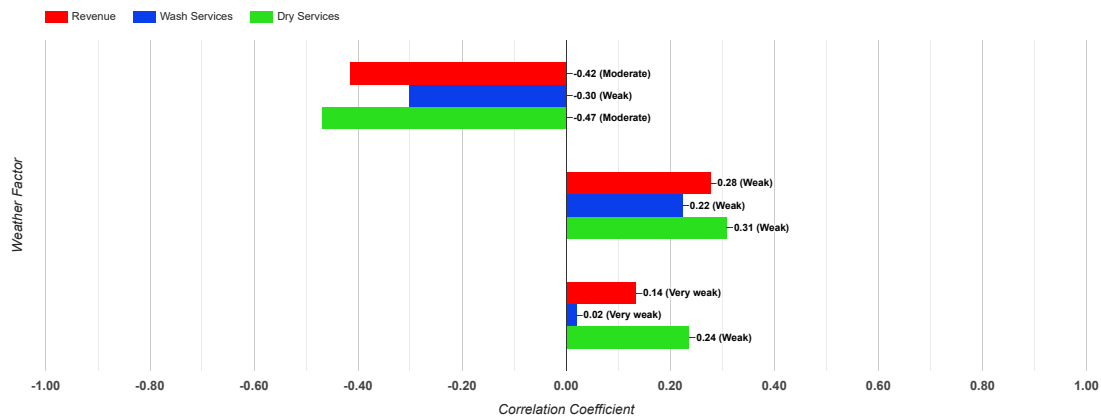
ANALYSIS PERIOD

429

Data points over 6 months

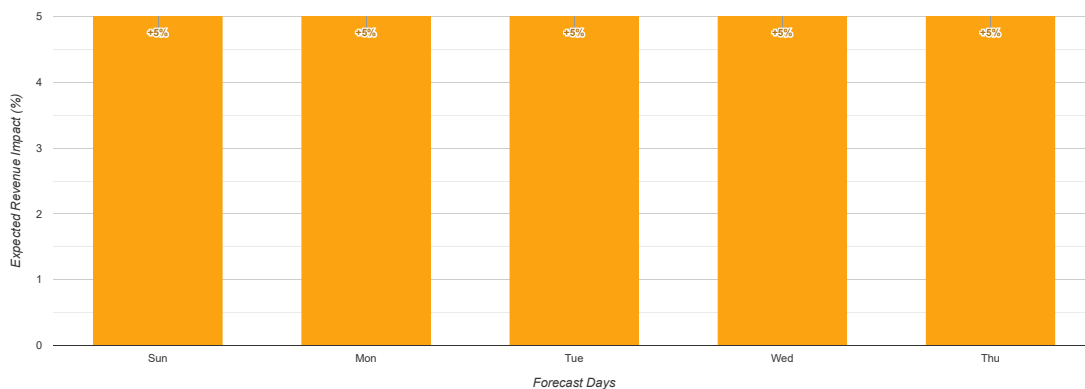
Weather Impact Correlation Analysis

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 31% - Consider discount offerings on hot days to maximize revenue and customer satisfaction.

Post-Rain Analysis: Days after rain generate approximately 21% more revenue - Plan marketing campaigns for days following rainfall to capture increased demand.

Weekly Weather Forecast Recommendations

Week Overview: Week Overview: 2 rainy days forecast - prepare for post-rain demand spikes

Sunday (2025-06-09): Cold day forecast (8.5°C). Possible increase in laundry demand

Monday (2025-06-10): Cold day forecast (8.3°C). Possible increase in laundry demand

Tuesday (2025-06-11): Cold day forecast (6.2°C). Possible increase in laundry demand

Wednesday (2025-06-12): Cold day forecast (8°C). Possible increase in laundry demand

Thursday (2025-06-13): Cold day forecast (9.8°C). Possible increase in laundry demand

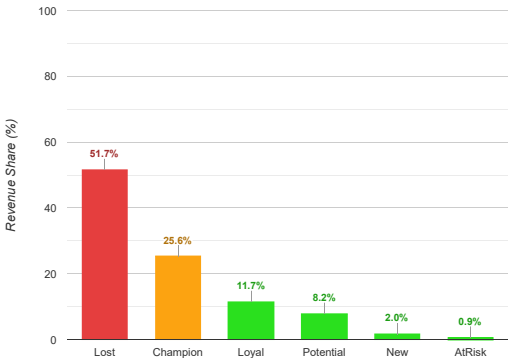
Friday (2025-06-14): Rain expected (2.8mm, 35.5% prob). Prepare for 7% boost on Saturday

Saturday (2025-06-15): Rain expected (51.4mm, 64.5% prob). Prepare for 7% boost on Next day

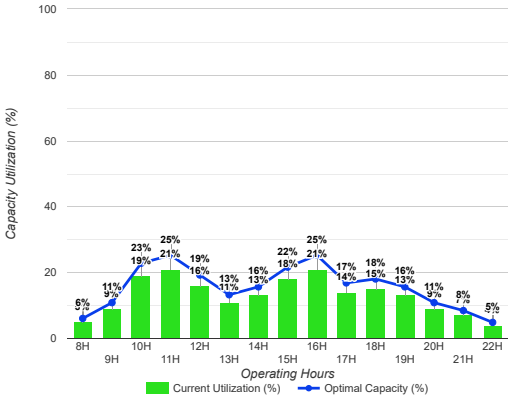
Strategic Analysis

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 Hour” Discount Campaign

Machine utilization remains low (16%) even during business hours, and most usage is concentrated around a few peak hours. Set up automatic price reductions of 10–15% during off-peak times (between 11 AM–2 PM and after 8 PM) to incentivize more visits throughout the full day. This can increase per-machine revenue without increasing operational costs.

Promote Multi-Cycle Credit Packs via WhatsApp

Since your average cycles per visit (1.08) are low and your top customer segments (Champion and Loyal) already show higher usage, offer bundled credit packs (e.g., 5 cycles + 1 free) to these groups via WhatsApp. This targets habitual users, drives prepaid revenue, and increases both visit frequency and per-visit cycle volume.

Weather-Based Wash Day Notifications

With a noticeable correlation between rainfall and customer activity (positive 0.28), create a simple automated WhatsApp campaign that sends discount coupons or friendly “perfect wash day” reminders on rainy days. This leverages real-time weather to boost traffic when customers are statistically more likely to do laundry.

Lavpop Analytics Dashboard

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

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