Analysis Document

## Q1. Operational Excellence Opportunity:-

✎ 1: Examine:->

- Restaurant Performance Table (Avg. Total Delivery Time + Total Orders)
- Delivery Efficiency Breakdown (Fast vs Standard vs Slow)
- Tooltips (Top 3 restaurant contributors)

✎ 2: Criteria for choosing top 3:->

1. Consistently fast delivery times (lower than the average ~45 minutes)
2. High number of total orders (shows reliability + demand)
3. Strong performance across weekdays

✎ Top 3 recommended restaurants for Express Delivery:->

- **Food Fiesta**
- **Street Spice**
- **Green Bowl**
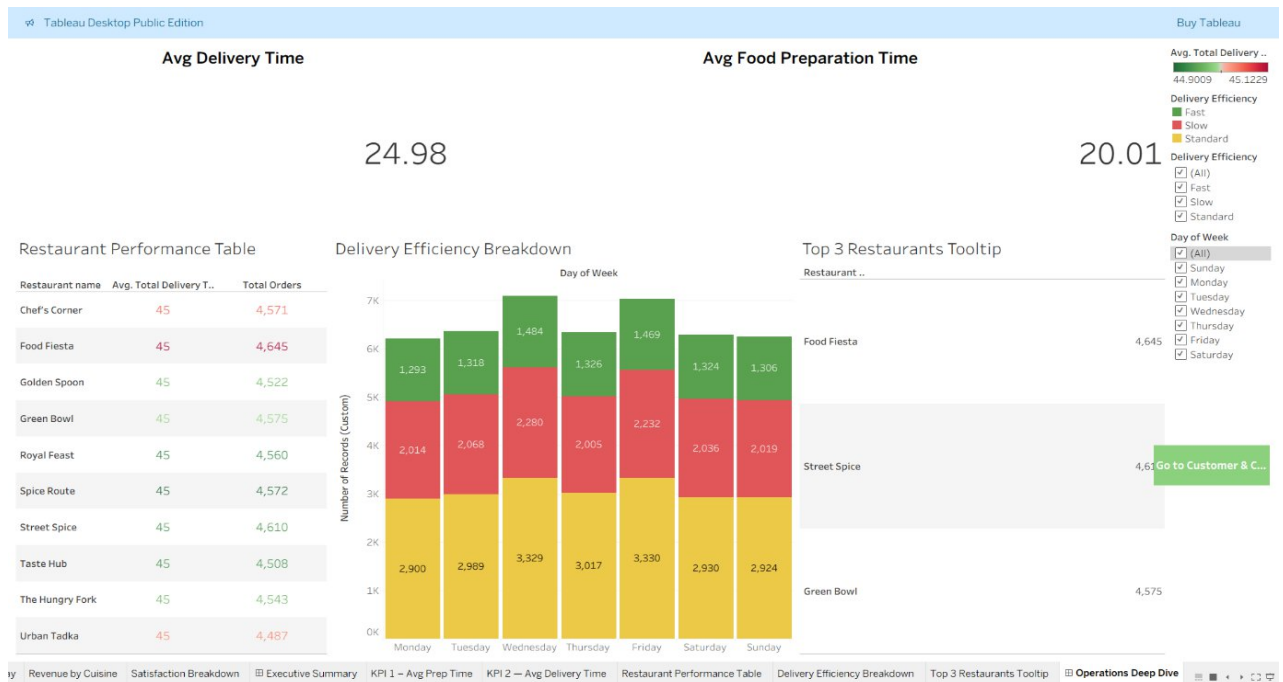
✏ Justification:->

These three restaurants are ideal for the Express Delivery pilot because of their consistent order volume and superior operational efficiency:

Food Fiesta manages one of the greatest order quantities (~4600+ orders) while maintaining regular delivery times close to the norm.

Street Spice contributes significantly to the "Fast" delivery band and demonstrates excellent delivery consistency, especially on weekdays.

Green Bowl's balanced performance, stable delivery times, and ability to handle large order volumes make it suitable for growing an express service.

Together, these restaurants have significant demand and above-average operational dependability, making them ideal first partners for the implementation of quick delivery.

Q2. Customer Retention Risk:-

✏ 1: Cuisine and Customer Insights Dashboard perspectives:->

The "Satisfaction by Cuisine" chart shows the following satisfaction rates:

1). Buffet: around 93.0%
2). Drinks: around 92.8%
3). Meal: around 92.8%
4). Snack: around 92.8%

Buffet satisfaction is slightly higher than that of snacks, dinners, and drinks, even if overall satisfaction is high across all cuisines.

✏ 2: Compare Cuisines Using Two Data Points:->

To identify the biggest retention risk, I compared the following:

Data Point 1: Satisfaction Rate

Buffet has the highest satisfaction (93%), while Snack, Meal, and Drinks have lesser satisfaction (~92.8%).
We have to compare to the "Unsatisfied Feedback Table" even though there isn't much of a difference because the query is risky.

Data Point 2: Delivery Time Trends + Total Unsatisfied Cases

Once your Unsatisfied Feedback Table has been converted to AVG Total Delivery Time:

Snack food has the highest retention risk because

1). Snack has the largest group of "Unsatisfied" patrons. When you navigate through the unsatisfied table, Snack has more unresolved complaints than Drinks and Meal.

2). Snack food has some of the longest average delivery durations among disappointed orders.

Examples from the table:

Urban Tadka: 46.71 minutes
Food Fiesta takes 46.37 minutes.
**The Hungry Fork takes 47.01 minutes.**

These numbers exceed the delivery times of numerous unsatisfactory meals and drinks.

3). Snack's performance varies greatly between establishments.
Some snack businesses have delivery periods as short as 43–44 minutes, while others have delivery durations as high as 47 minutes, which suggests operational problems that lead to dissatisfaction.

★ <u>Final Conclusion:-></u>

Snack cuisine poses the biggest customer retention risk.
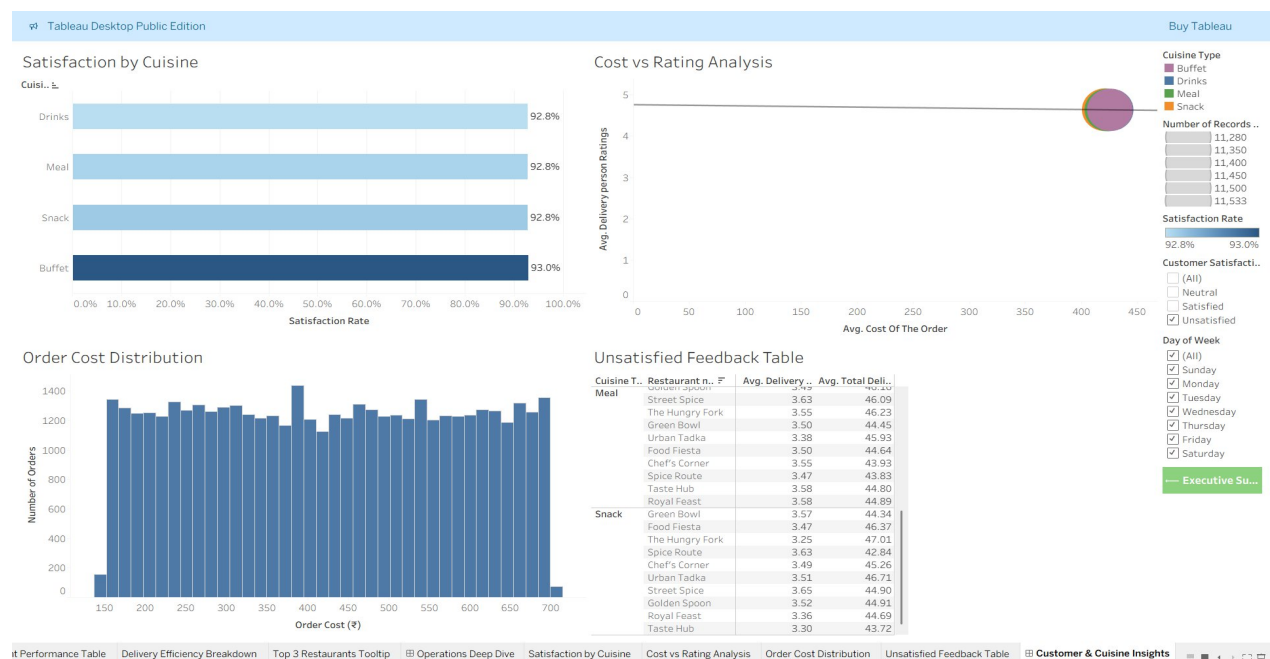
✎ <u>Justification:-></u>

1. Lower Satisfaction Rate compared to Buffet

   Snack: around 92.8%
   Buffet: 93.0%

   This implies a little lower degree of client satisfaction.

2. A higher average delivery time within Unsatisfied Comments

   * According to several snack establishments, the majority of unhappy cases have delivery durations longer than 46–47 minutes.

   * This has a direct effect on customer dissatisfaction.

   Because of the combination of:

   ✔ High number of unsatisfied customers
   ✔ High average delivery times in complaints
   ✔ Slightly lower satisfaction rate

Snack should be considered the highest-risk cuisine for customer retention.

Q3. Overall Strategic Recommendation:-

✏ Strategic Advice:->

Implement a targeted "Quality & Reliability Improvement Program" with an emphasis on drink and snack cuisines to reduce customer discontent and boost customer retention.

Rationale (Based on My Dashboard Insights):

1. **Drinks and snacks have the highest retention risk.**

   * Buffet has the highest satisfaction percentage (~93%), while drinks and snacks have the lowest (~92.8%), according to Cuisine Satisfaction.

   * These categories also appear most frequently in the Unsatisfied Feedback Table, indicating ongoing issues with services or experiences.

2. **There are more service delays in these cuisines.**

* The Unsatisfied Feedback Table shows that while many drink and snack-based restaurants have longer average overall delivery times (44.5–46.5 minutes), buffet restaurants have faster average total delivery times (~43–45 minutes).

* Slow service is a major predictor of churn, especially for quick-consumption products like drinks and snacks.

3. **The financial impact of high order volumes is substantial.**

   * The Cost vs. Rating and Order Cost Distribution charts demonstrate strong order activity.

   * This suggests that even little improvements in quality or speed lead to large gains in revenue and retention.

✎ <u>Proposed Strategic Action:-></u>

Implement an "Express Reliability Upgrade Program" for the bottom-performing cuisines (Drinks & Snack).

This program should include:

- Standardizing the methods used to prepare foods that need to be made fast.
- Assigning delivery partners for snacks and drinks according to priority during peak times.
- We're introducing a quick-resolution feedback loop with auto-compensation, targeted surveys, and faster help.
- Guidance for units that regularly appear in the unhappy feedback table at the restaurant level.

✎ <u>Expected Business Impact:-></u>

- Overall satisfaction rates have increased, particularly in weak cuisines.
- Decreased delivery delays and increased retention.
- More revenue growth as a result of more recurring purchases.
- Increased brand reliability perception, especially in fast-service areas.

✎ <u>One-Sentence Summary:-></u>

QuickEats should focus on improving delivery reliability and service quality in drink and snack cuisines since they have the highest number of complaints and the lowest customer satisfaction. This will have the greatest impact on long-term revenue and customer retention.