



CRISIS IMPACT DASHBOARD

Month

All

city

All

Crisis

Pre-crisis

237K

orders precrisis

37.62M

Revenue Precrisis

4.50

Average of rating

39.53

AvgDeliveryMin Pre-crisis

0.01

Cancelation Rate

69K

Orders crisis

10.94M

Revenue crisis

2.50

Average of rating

60.14

AvgDeliveryMin crisis

0.03

Cancelation Rate

-0.71

%decline in orders

26.68M

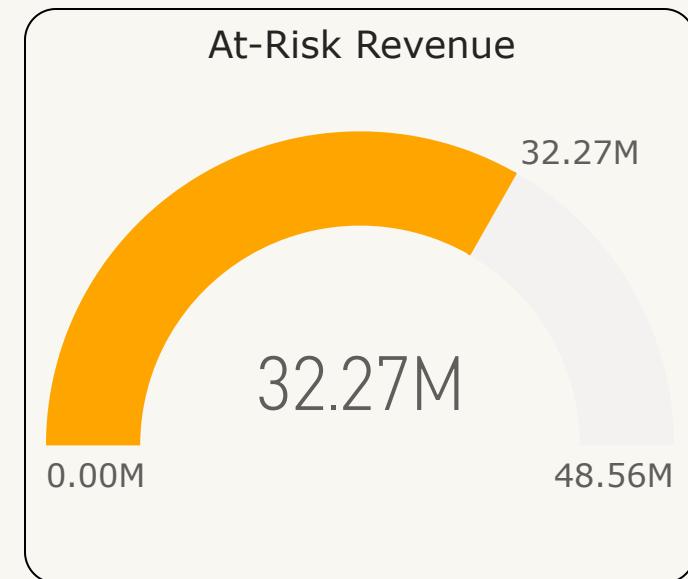
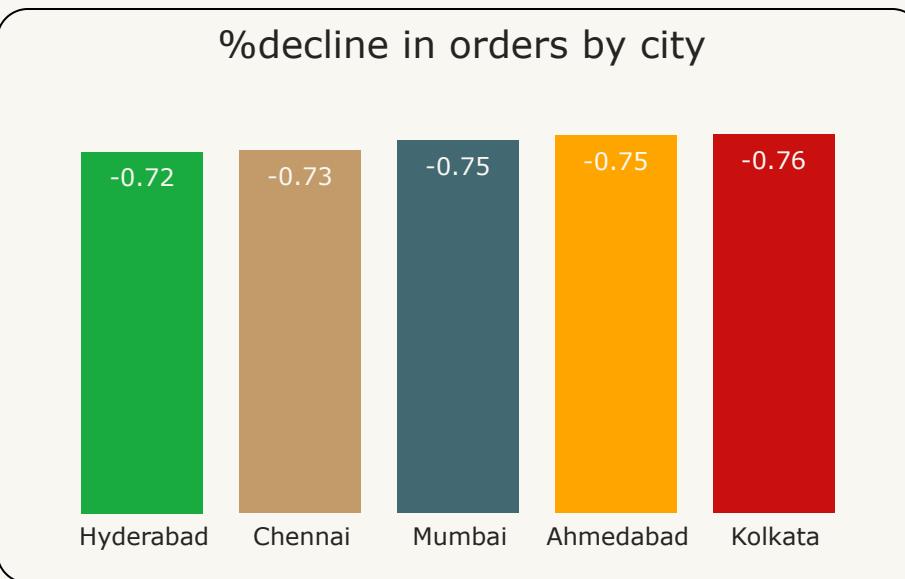
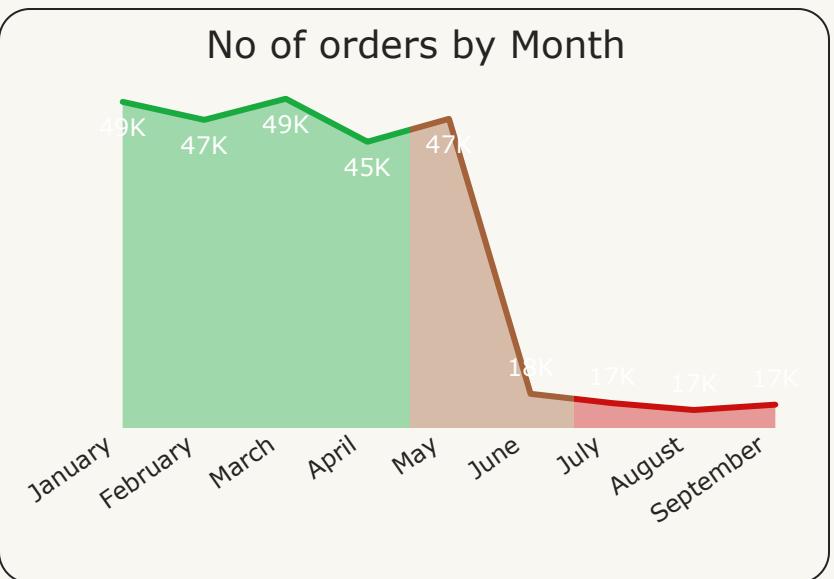
Revenue Loss

-2.01

Rating Change

0.64

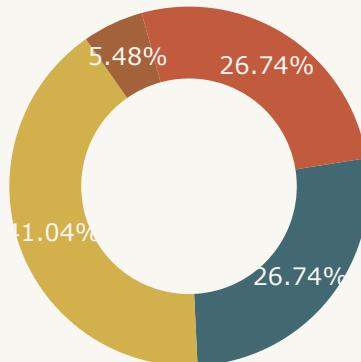
SLA Breach %



Customer Segments

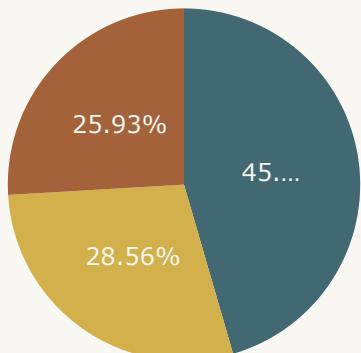
customer_id	Revenue Precrisis	Revenue Loss	Sum of rating	Return Probability	Return Category
	0.00	0.00		0.30	
CUST000007	239.39	239.39	5.00	0.34	Lost
CUST000008	246.05	246.05		0.34	Lost
CUST000009	331.13	-321.56		0.34	Lost
CUST000015	262.57	262.57		0.34	Lost
CUST000017	300.79	300.79	4.90	0.34	Lost
CUST000025	349.72	349.72		0.34	Lost
CUST000039	475.76	475.76	4.70	0.34	Lost
CUST000044	313.25	-108.32	4.40	0.34	Lost
CUST000049	342.58	342.58	4.70	0.34	Lost
CUST000056	181.91	181.91		0.30	Lost
CUST000059	464.02	464.02	3.90	0.34	Lost
Total	3,76,20,964.25	2,66,80,812.94	2,78,870.20	0.70	

Segment Distribution



● Sum of AtRisk Flag ● Sum of Active Flag ● Sum of New Flag ● Sum of Lost Flag

Total Customers by Return Category



Return Category
 ● Lost
 ● Active
 ● New

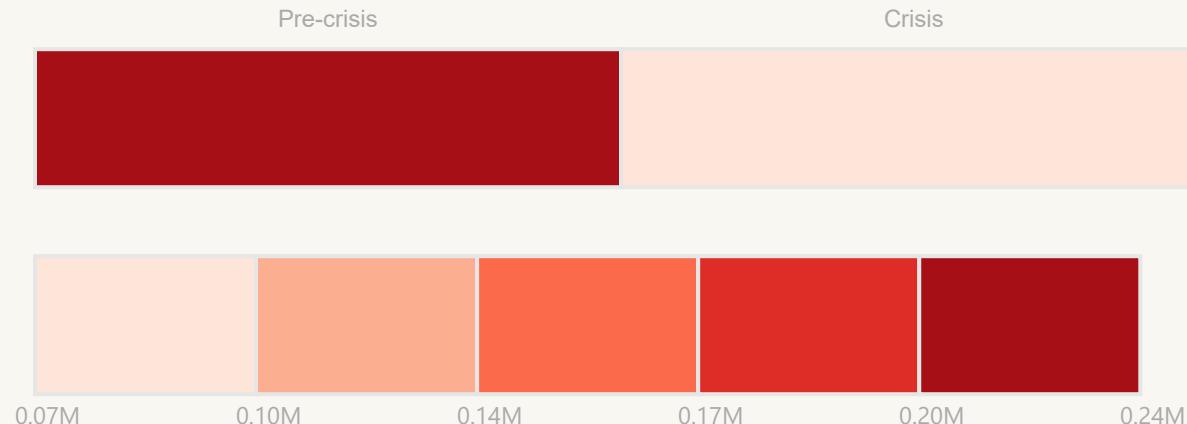
Return Probability by Return Category



6.60M
 Top5Revenue

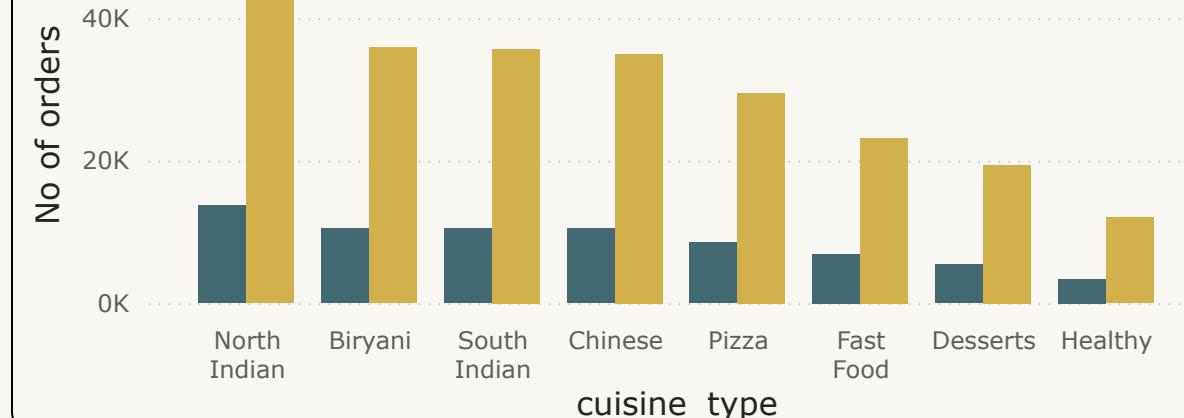
Order Behaviour And Demand Shift

No of orders by period



No of orders by cuisine type

period ● Crisis ● Pre-crisis



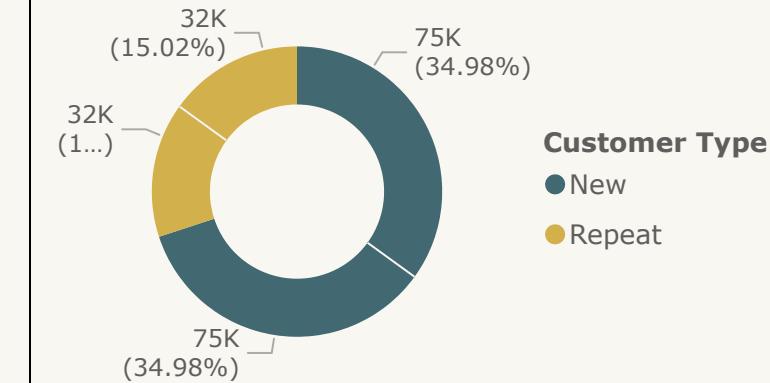
No of orders by Month



Average Basket Value by Month



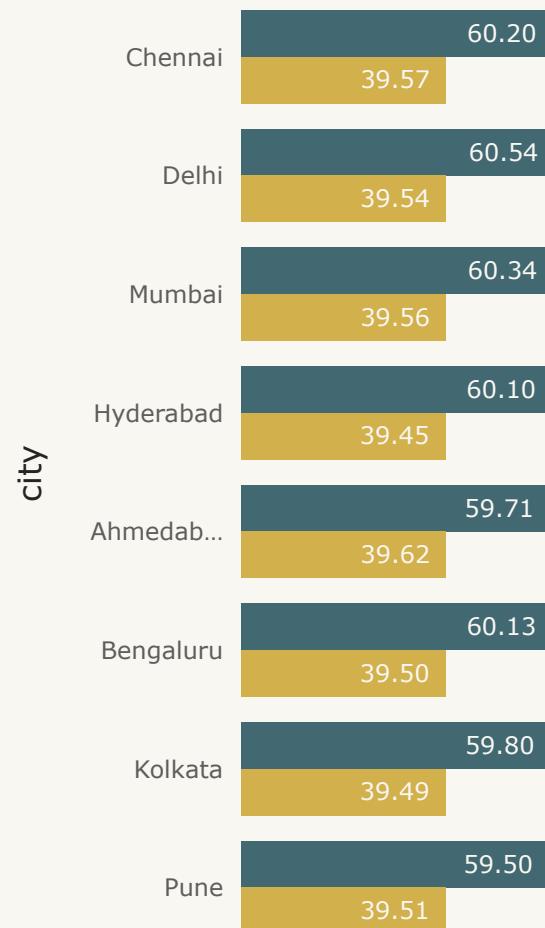
Total Customers by Customer Type



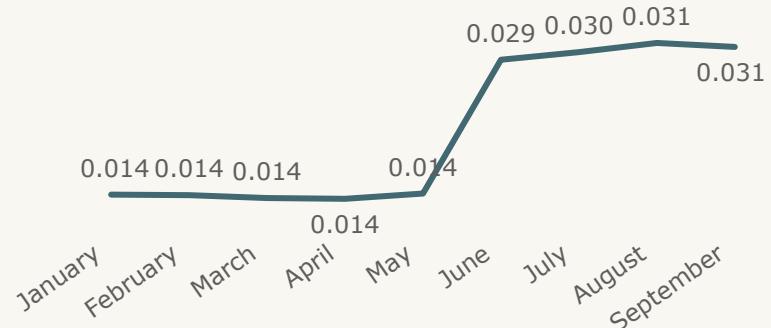
Delivery & Ops Performance

Actual delivery time by city

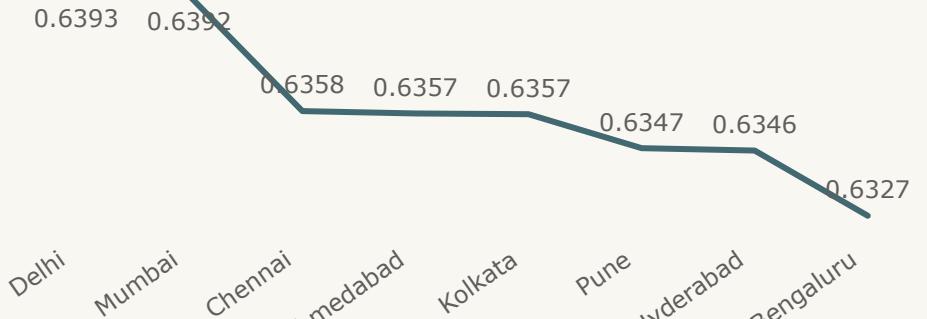
period ● Crisis ● Pre-crisis



Cancelation Rate by Month



SLA Breach % by city

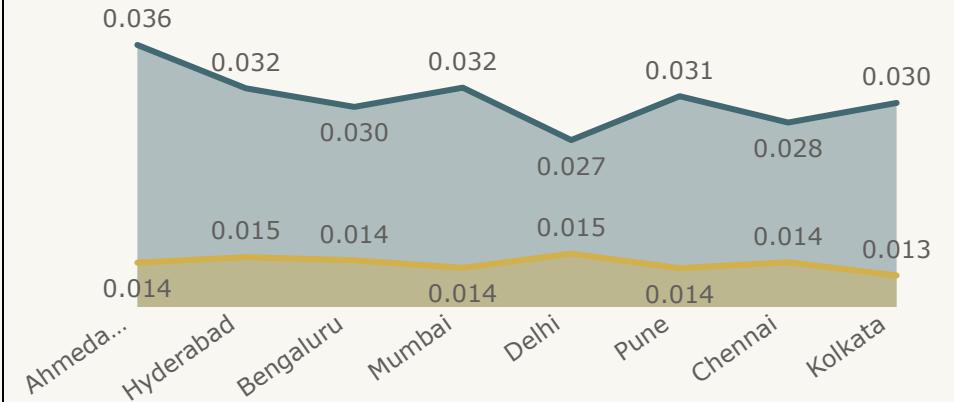


30.79M

DelayedRevenue

Cancelation Rate by city

period ● Crisis ● Pre-crisis



Restaurants and partnership profitability

Revenue Loss by restaurant name

Flavou...	21K
Classic...	20K
Punjab...	19K
Fresh ...	19K
Urban ...	18K
Urban ...	18K
Punjab...	18K
Hot & ...	17K
Grand ...	17K
Spicy ...	17K
Spicy ...	17K
Thindi ...	17K
Thindi ...	17K
Delhi ...	17K
Flavou...	17K
Spicy ...	17K
Classic...	17K
Flavou...	16K
Annap...	16K
Annap...	16K
Hot & ...	16K
Urban ...	16K
Spicy ...	16K
Annap...	16K
Namm...	16K

Repeat Rate by restaurant name



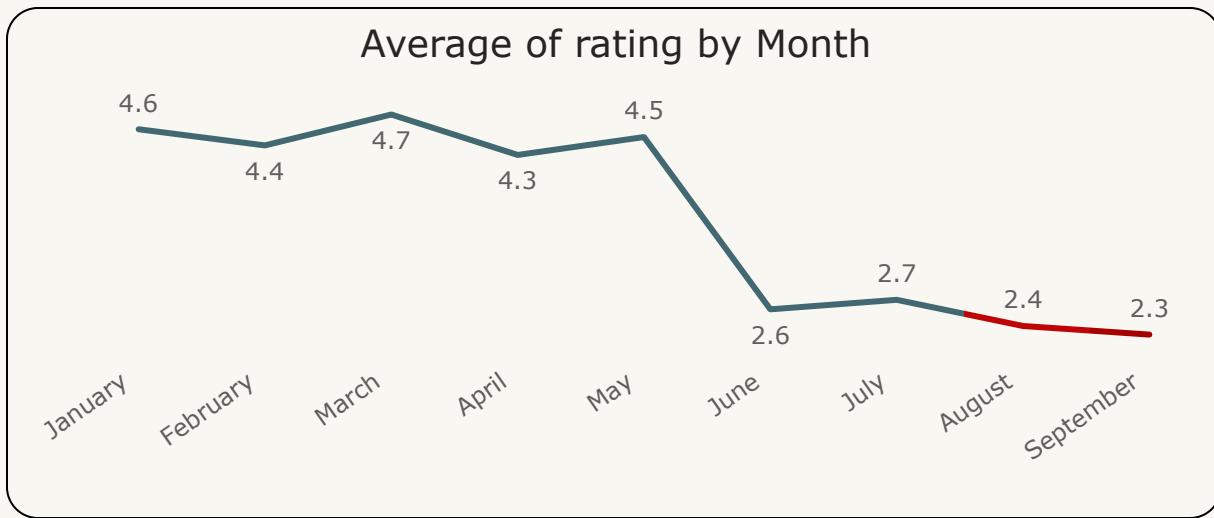
579.35K

Top 20 Partner Revenue

%decline in orders by restaurant name

Tando...	-...
Annap...	-0.37
Royal ...	-0.37
Royal ...	-0.37
Spicy ...	-0.37
Spicy ...	-0.37
Fresh ...	-0.37
Flavou...	-0.39
Annap...	-0.37
Namm...	-0.37
Delhi T...	-0.37
Hot & ...	-0.37
Kolkat...	-0.37
Madra...	-0.38
Bomba...	-0.38
Flavou...	-0.39
Taste ...	-0.39
Tando...	-0.40
Punjab...	-0.40
Delhi ...	-0.40
Annap...	-0.40
Flavou...	-0.40
Madra...	-0.40
Kolkat...	-0.41
Sri Caf...	-0.41

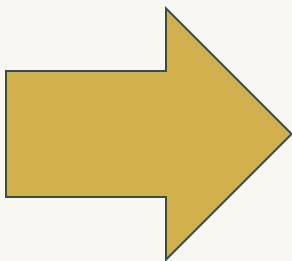
Sentiment & Reviews



city	partner_type	review_text
Ahmedabad	Cloud Kitchen	Average experience
Ahmedabad	Restaurant	Average experience
Bengaluru	Cloud Kitchen	Average experience
Bengaluru	Restaurant	Average experience
Chennai	Cloud Kitchen	Average experience
Chennai	Restaurant	Average experience
Delhi	Cloud Kitchen	Average experience
Delhi	Restaurant	Average experience
Hyderabad	Cloud Kitchen	Average experience
Hyderabad	Restaurant	Average experience
Kolkata	Cloud Kitchen	Average experience
Kolkata	Restaurant	Average experience
Mumbai	Cloud Kitchen	Average experience
Mumbai	Restaurant	Average experience

Phase 1

Radical Transparency & Safety Enforcement



Partner Purge & Re-certification

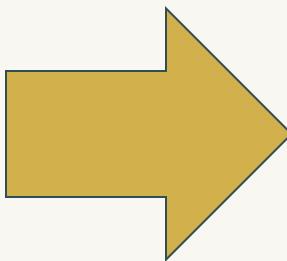
Launch 'QuickBite Safety Shield'

Targeted Apology Campaign

Operational Crisis Callout

Phase 2

High-Value Customer Recapture



**'Recapture Riches'
Campaign**

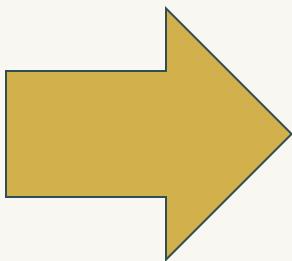
Loyalty Fortification

**Operational Excellence
Guarantee**

**Segment-Specific Feedback
Loop**

Phase 3

Resilience and Long-Term Growth



Weather-Resilient Tech Stack

Quality-Weighted Visibility

Cuisine Quality Review