



CRISIS IMPACT DASHBOARD

Month ▼

All ▼

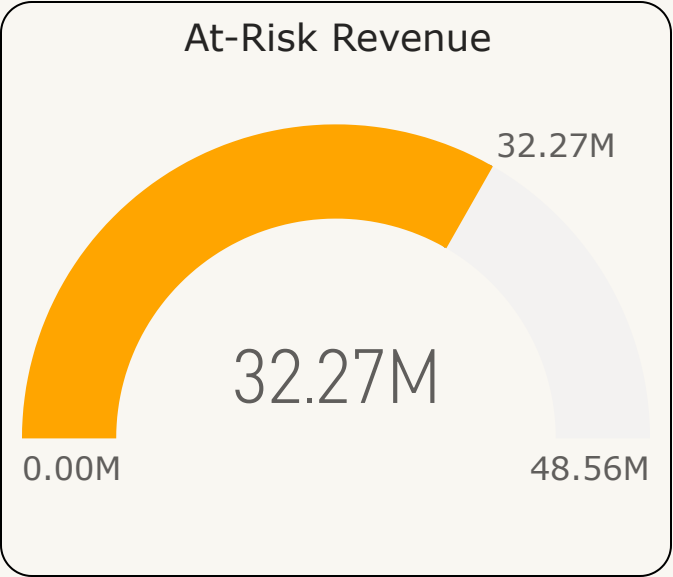
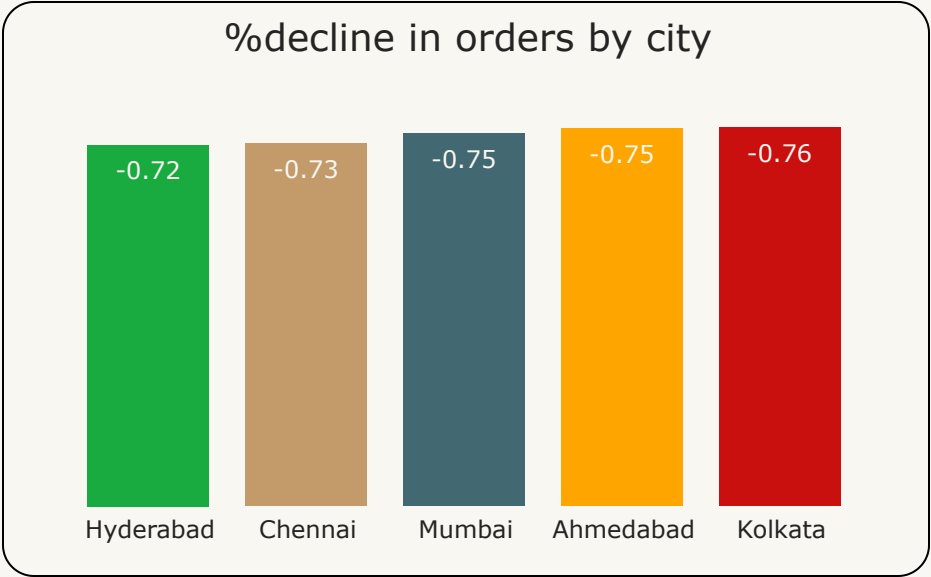
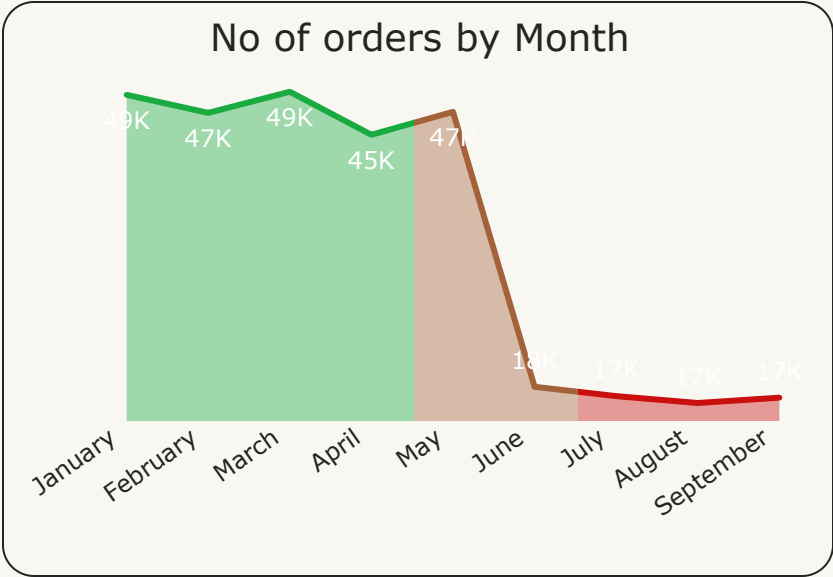
city ▼

All ▼

Crisis

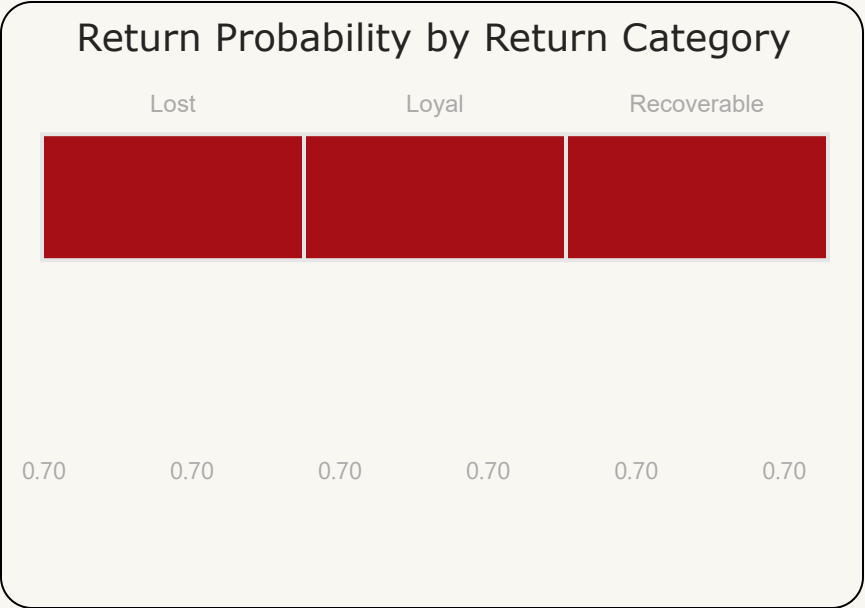
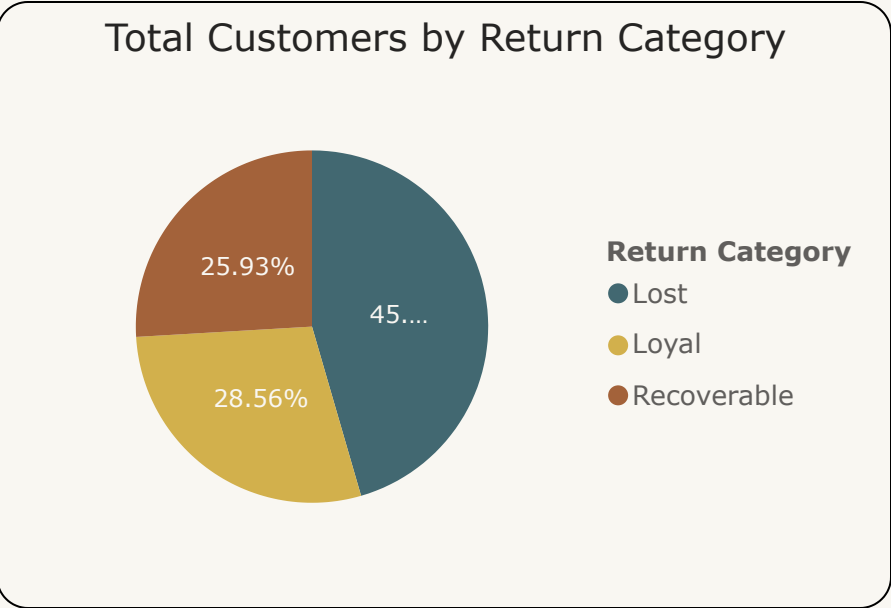
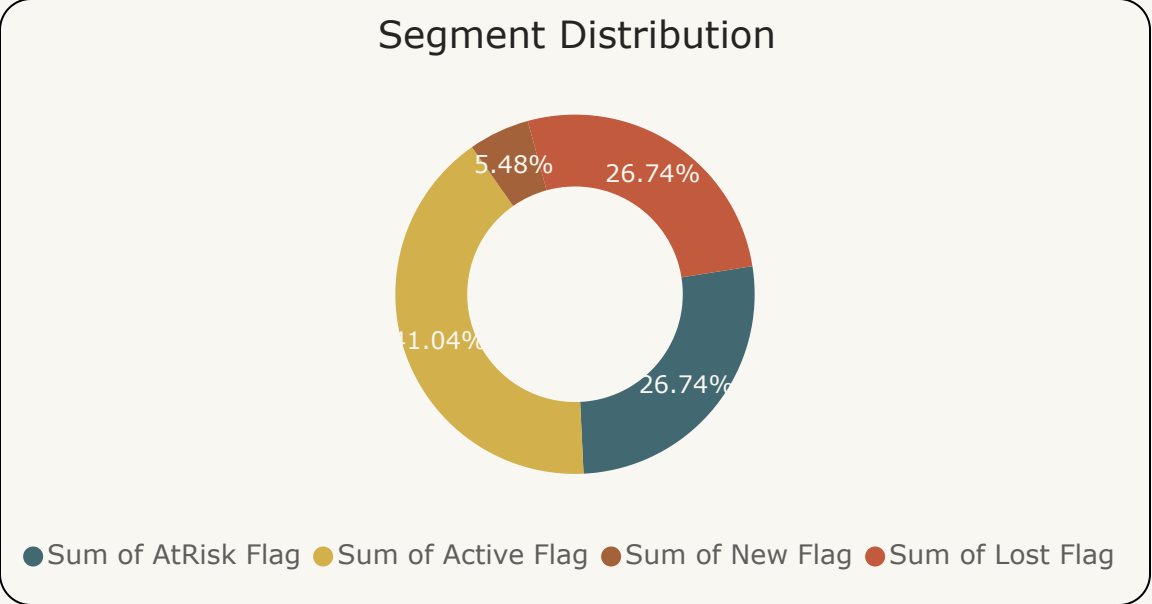
Pre-crisis

237K orders precrisis	37.62M Revenue Precrisis	4.50 Average of rating	39.53 AvgDeliveryMin Pre-c...	0.01 Cancellation Rate
69K Orders crisis	10.94M Revenue crisis	2.50 Average of rating	60.14 AvgDeliveryMin crisis	0.03 Cancellation Rate
-0.71 %decline in orders	26.68M Revenue Loss	-2.01 Rating Change	0.64 SLA Breach %	



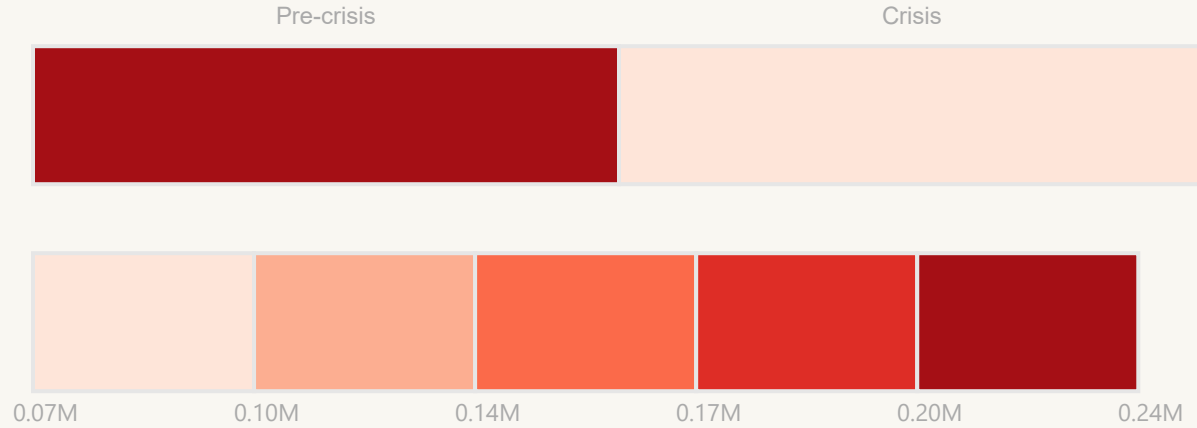
Customer Segments

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	

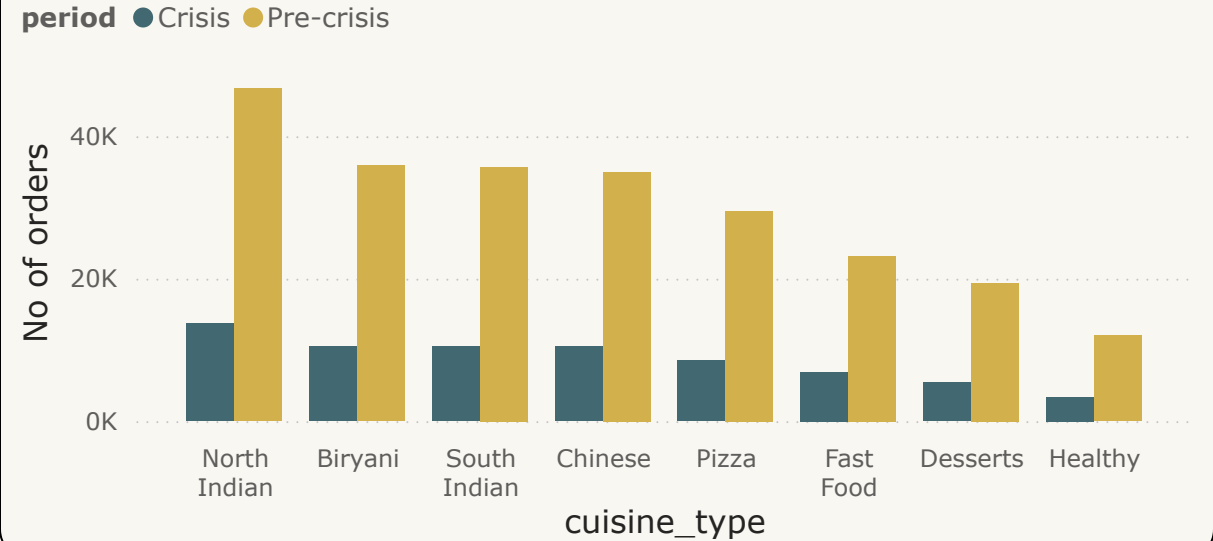


Order Behaviour And Demand Shift

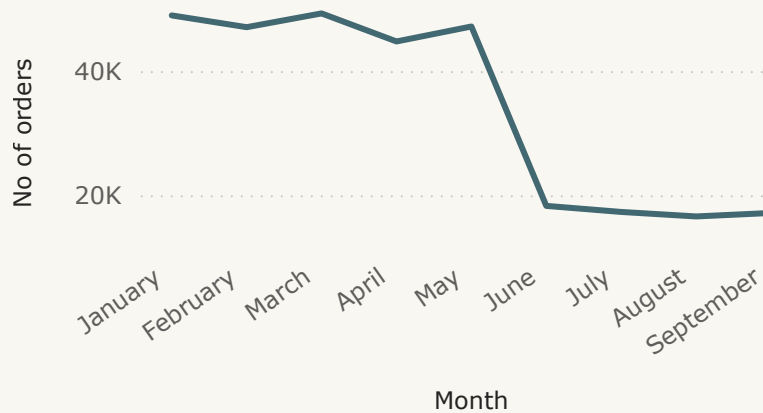
No of orders by period



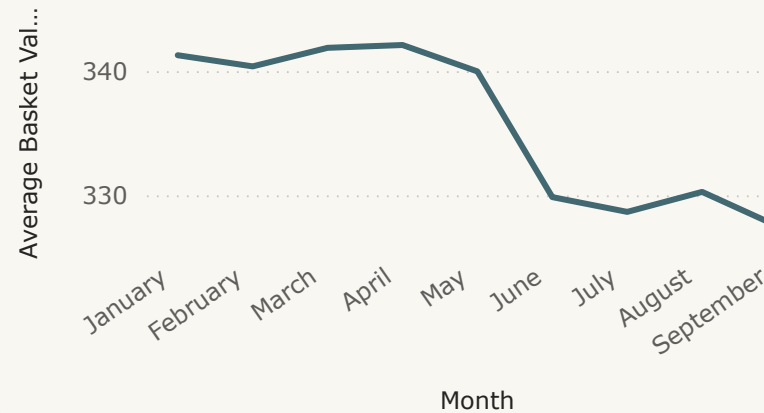
No of orders by cuisine type



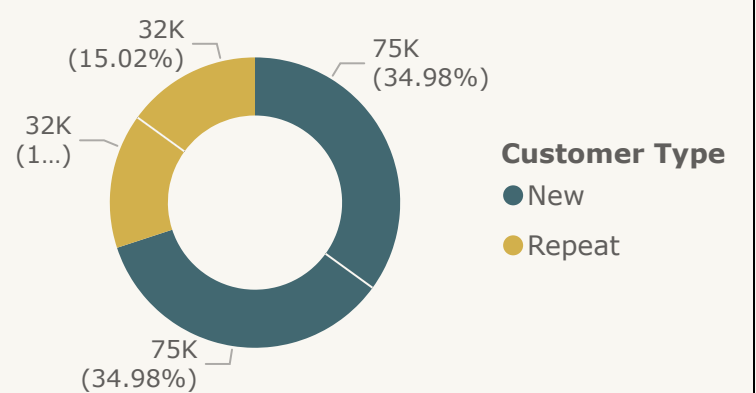
No of orders by Month



Average Basket Value by Month



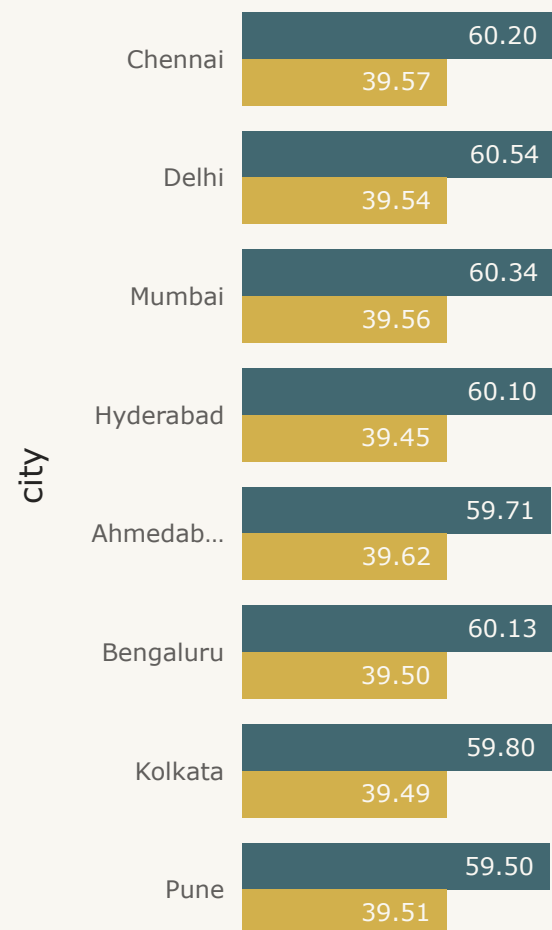
Total Customers by Customer Type



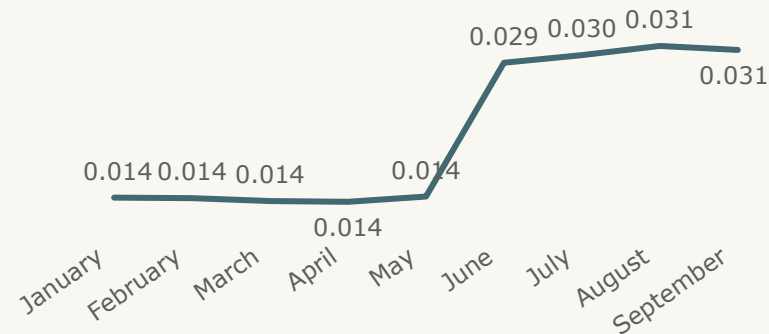
Delivery & Ops Performance

Actual delivery time by city

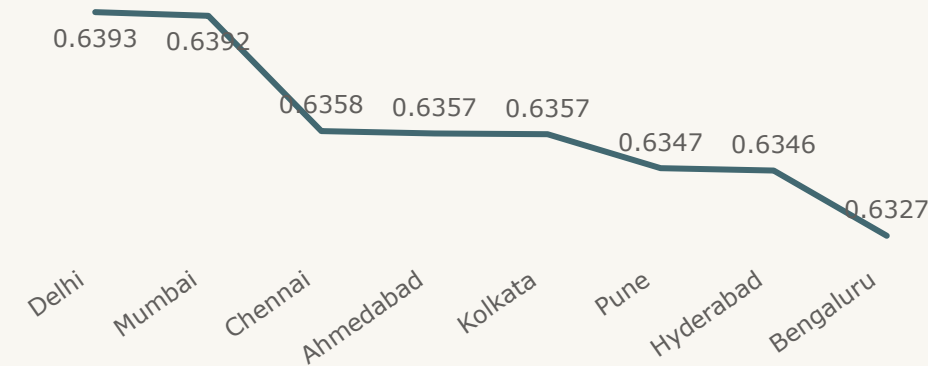
period ● Crisis ● Pre-crisis



Cancellation Rate by Month



SLA Breach % by city

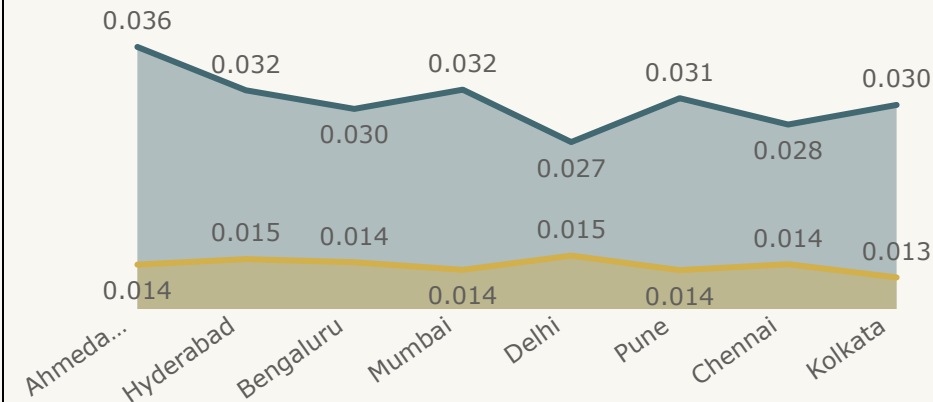


30.79M

DelayedRevenue

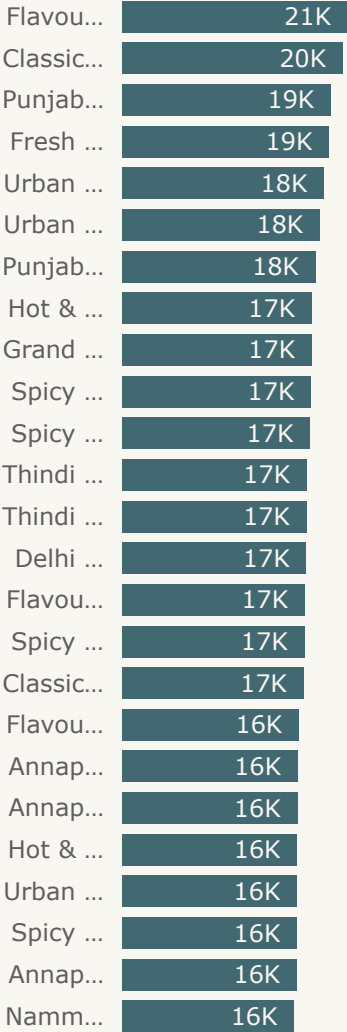
Cancellation Rate by city

period ● Crisis ● Pre-crisis



Restaurants and partnership profitability

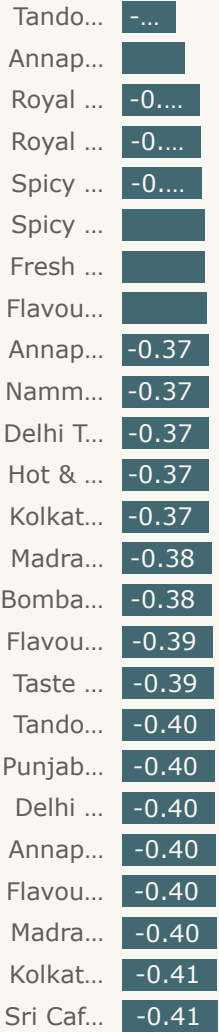
Revenue Loss by
restaurant name



Repeat Rate by restaurant name



%decline in orders by
restaurant name



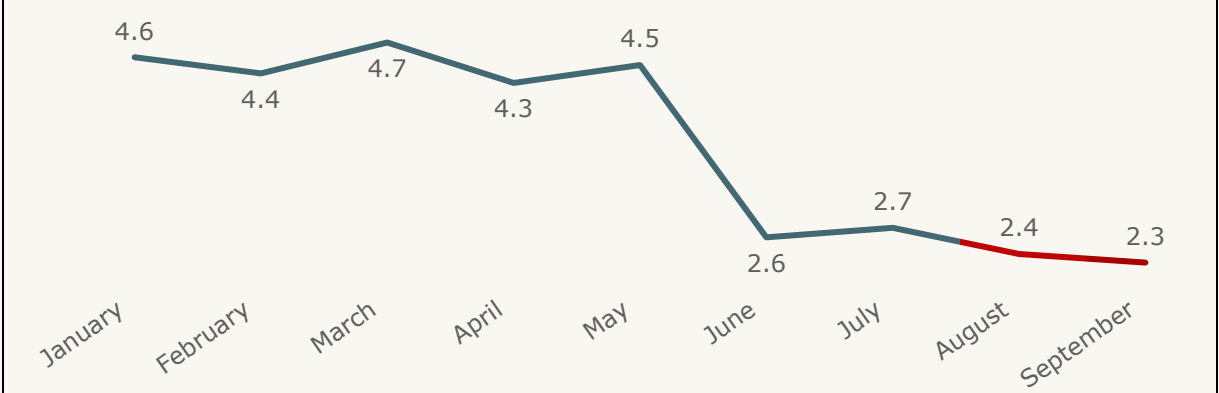
579.35K

Top 20 Partner Revenue

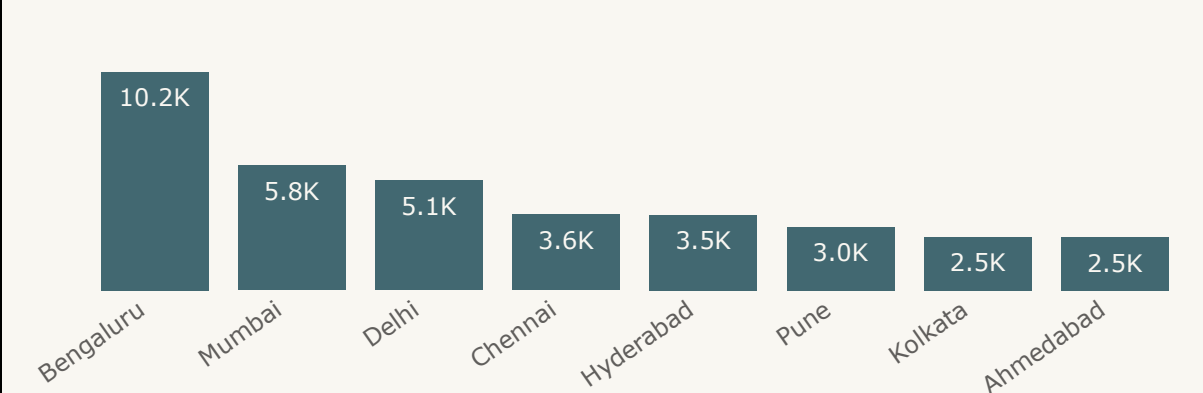
cuisine_type	Average of rating
Pizza	4.06
Desserts	4.06
North Indian	4.06
Chinese	4.06
Healthy	4.05
South Indian	4.05
Fast Food	4.04
Biryani	4.04
Total	4.05

Sentiment & Reviews

Average of rating by Month



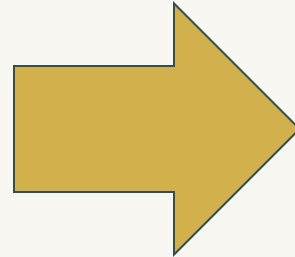
Sentiment score by city



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**

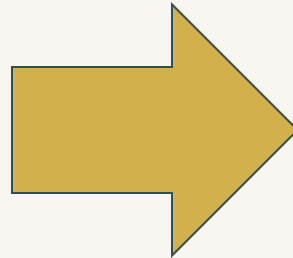
**Launch 'QuickBite Safety
Shield'**

**Targeted Apology
Campaign**

**Operational Crisis
Callout**

Phase 2

High-Value Customer Recapture



**'Recapture Riches'
Campaign**

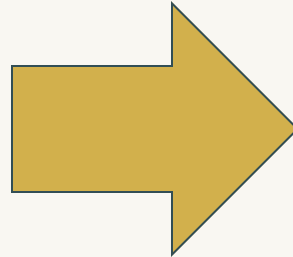
Loyalty Fortification

**Operational Excellence
Guarantee**

**Segment-Specific Feedback
Loop**

Phase 3

Resilience and Long-Term Growth



Weather-Resilient Tech Stack

Quality-Weighted Visibility

Cuisine Quality Review