



# QUICKBITE CRISIS IMPACT REPORT

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# Problem Statement

QuickBite Express is a Bengaluru-based food-tech startup (founded in 2020) that connects customers with nearby restaurants and cloud kitchens. In June 2025, QuickBite faced a major crisis. A viral social media incident involving food safety violations at partner restaurants, combined with a week-long delivery outage during the monsoon season, triggered massive customer backlash. Competitors capitalized with aggressive campaigns, worsening the situation.

The challenges were severe:

- A large portion of active users disengaged within a short period.
- Daily orders saw a sharp decline compared to earlier months.
- Customer satisfaction scores fell sharply, signaling trust issues.
- Many partner restaurants shifted to competing platforms.
- Customer acquisition costs rose significantly.



# CRISIS IMPACT DASHBOARD

Month

All

city

All

period

Crisis

Pre-crisis

**237K**

orders precrisis

**37.62M**

Revenue Precrisis

**4.50**

Average of rating

**39.53**

AvqDeliveryMin Pre-crisis

**0.01**

Cancelation Rate

**69K**

Orders crisis

**10.94M**

Revenue crisis

**2.50**

Average of rating

**60.14**

AvqDeliveryMin crisis

**0.03**

Cancelation Rate

**-0.71**

%decline in orders

**26.68M**

Revenue Loss

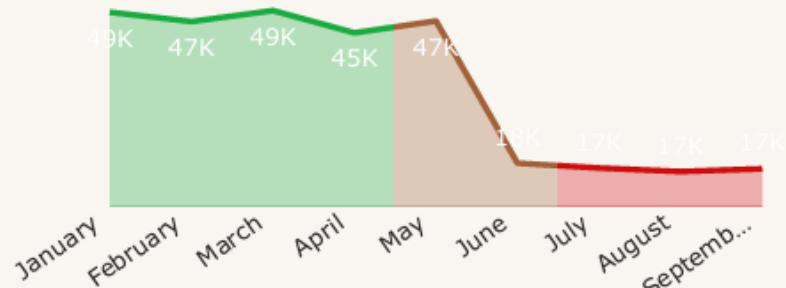
**-2.01**

Rating Change

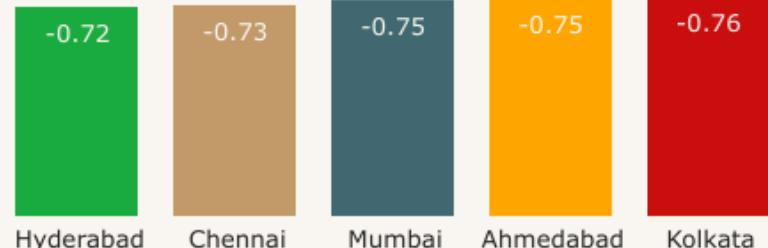
**0.64**

SLA Breach %

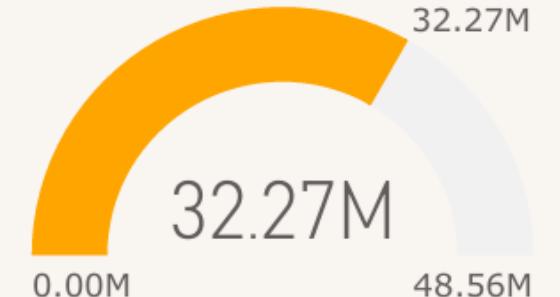
No of orders by Month



%decline in orders by city



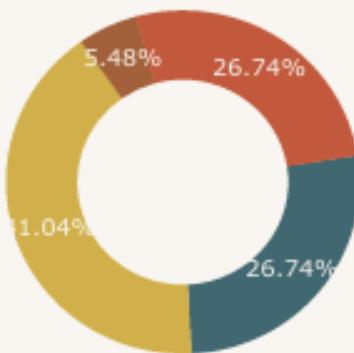
At-Risk Revenue



# Customer Segments

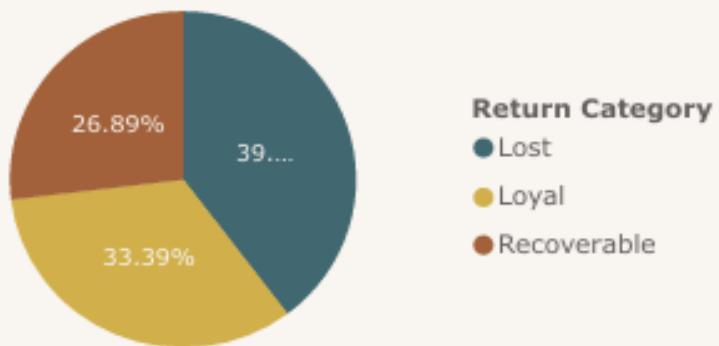
customer_id	Revenue Precrisis	Revenue Loss	Sum of rating	Return Probability	Return Category
CUST000007	0.00	0.00	5.00	0.34	Lost
CUST000008	239.39	239.39	5.00	0.34	Lost
CUST000009	246.05	246.05		0.34	Lost
CUST000015	331.13	-321.56		0.34	Lost
CUST000017	262.57	262.57		0.34	Lost
CUST000025	300.79	300.79	4.90	0.34	Lost
CUST000039	349.72	349.72		0.34	Lost
CUST000044	475.76	475.76	4.70	0.34	Lost
CUST000049	313.25	-108.32	4.40	0.34	Lost
CUST000059	342.58	342.58	4.70	0.34	Lost
CUST000060	464.02	464.02	3.90	0.34	Lost
Total	3,76,20,964.25	2,66,80,812.94	2,78,870.20	0.85	

Segment Distribution

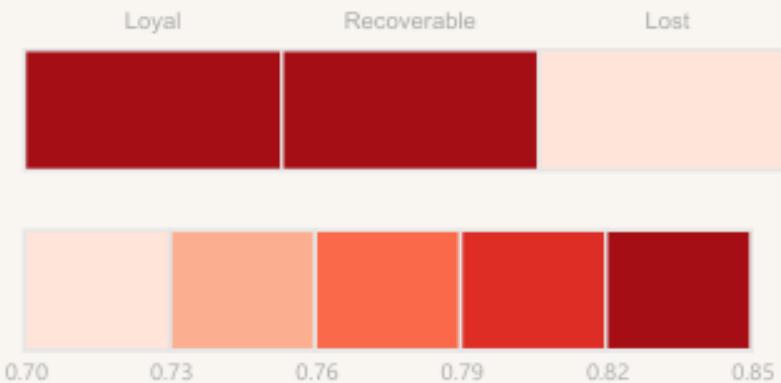


● Sum of AtRisk Flag ● Sum of Active Flag ● Sum of New Flag ● Sum of Lost Flag

Total Customers by Return Category



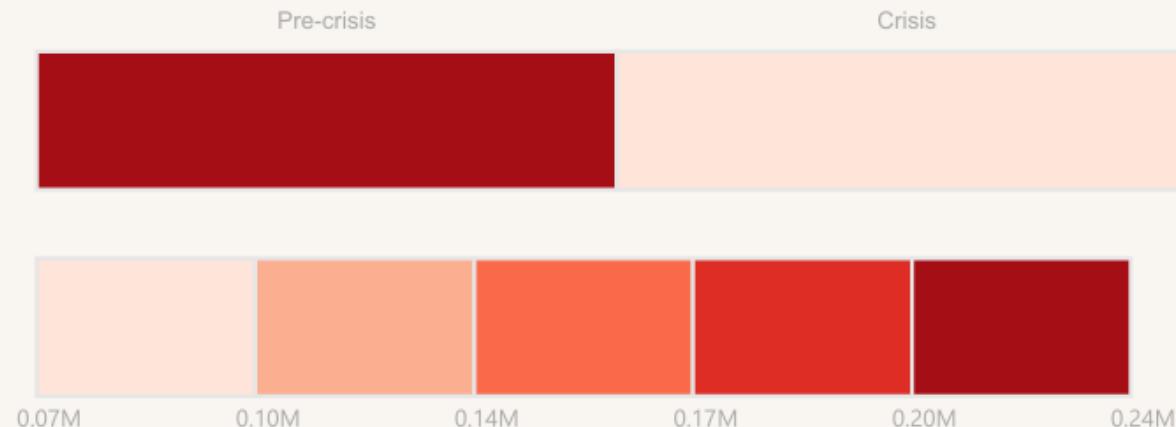
Return Probability by Return Category



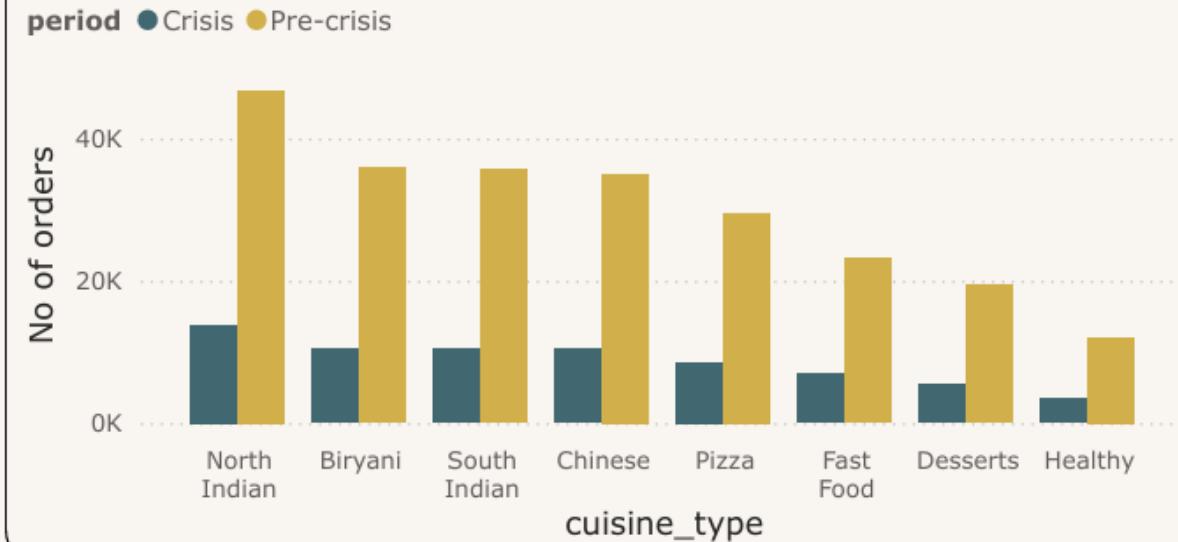
6.60M  
Top5Revenue

# Order Behaviour And Demand Shift

## No of orders by period



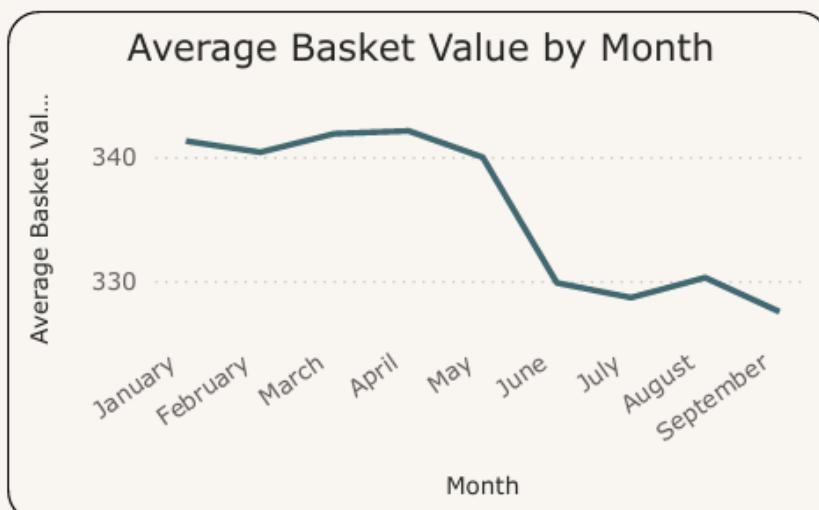
## No of orders by cuisine type



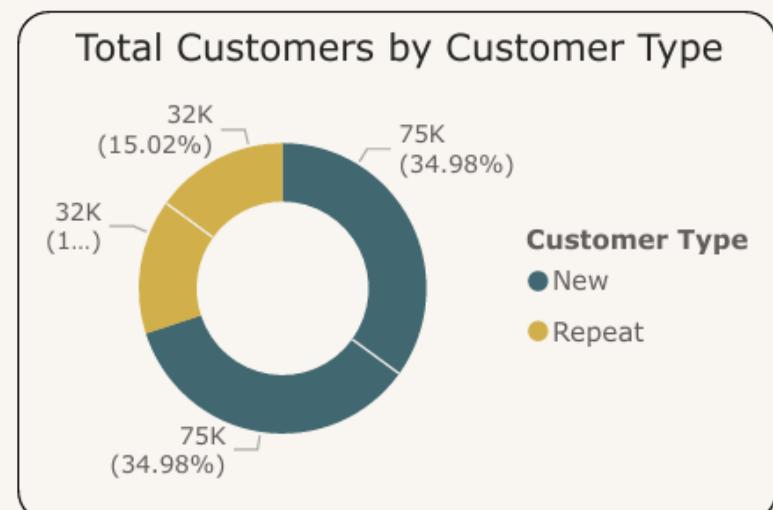
## No of orders by Month



## Average Basket Value by Month



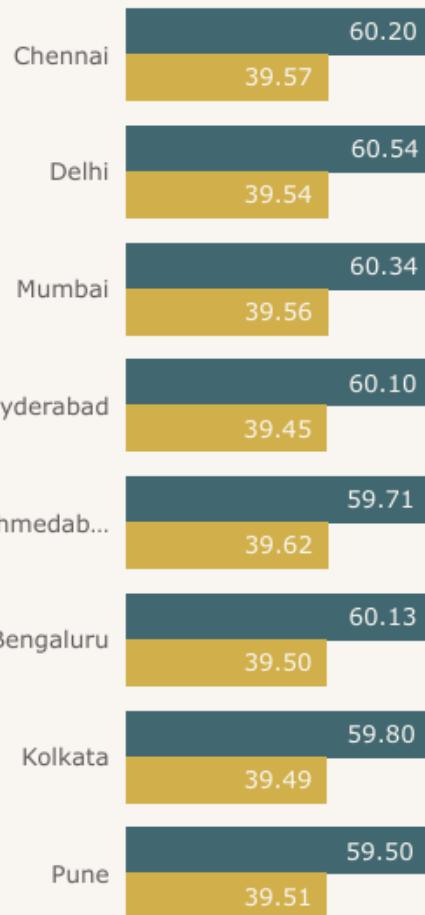
## Total Customers by Customer Type



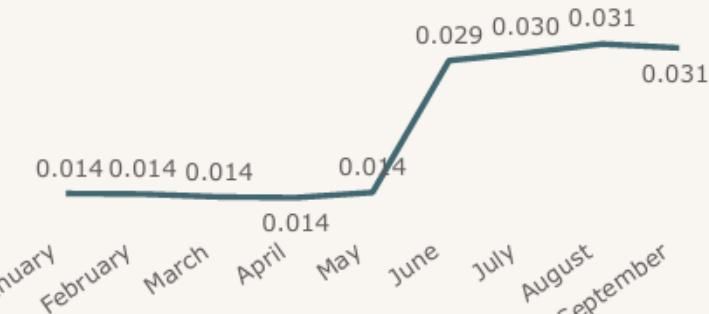
# Delivery & Ops Performance

Actual delivery time by city

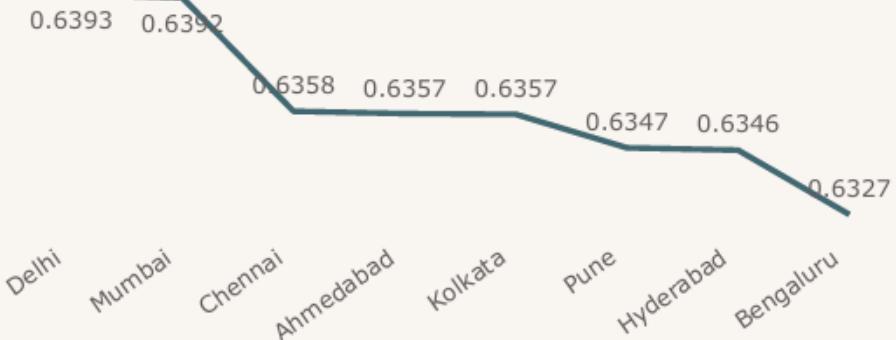
period ● Crisis ● Pre-crisis



Cancelation Rate by Month



SLA Breach % by city

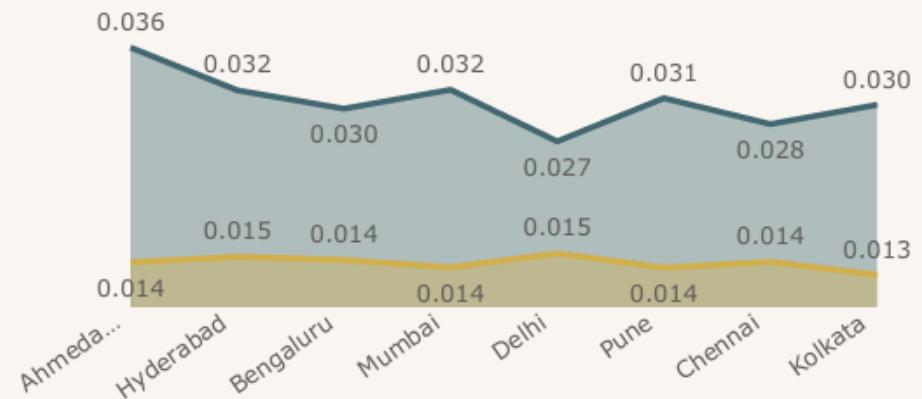


30.79M

DelayedRevenue

Cancelation Rate by city

period ● Crisis ● Pre-crisis



# Resturants 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

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
<b>Total</b>	<b>4.05</b>

%decline in orders by restaurant name

Tando...	-...
Annap...	-0.37
Royal ...	-0....
Royal ...	-0....
Spicy ...	-0....
Spicy ...	-0....
Fresh ...	-0....
Flavou...	-0....
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



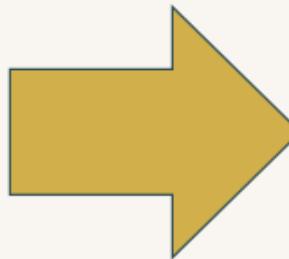
# Sentiment & Reviews



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

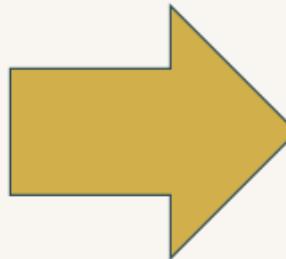
Launch 'QuickBite Safety Shield'

Targeted Apology Campaign

Operational Crisis Callout

## Phase 2

High-Value Customer Recapture



'Recapture Riches' Campaign

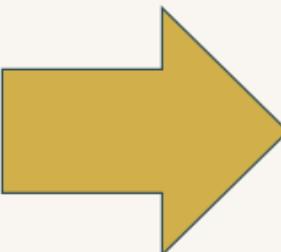
Loyalty Fortification

Operational Excellence Guarantee

Segment-Specific Feedback Loop

# Phase 3

Resilience and Long-Term Growth



Weather-Resilient Tech Stack

Quality-Weighted Visibility

Cuisine Quality Review