



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

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

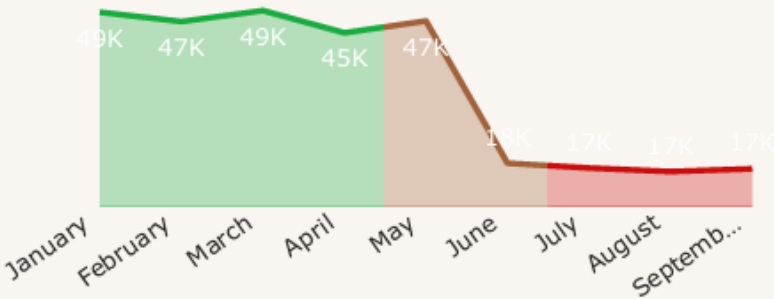
-2.01

Rating Change

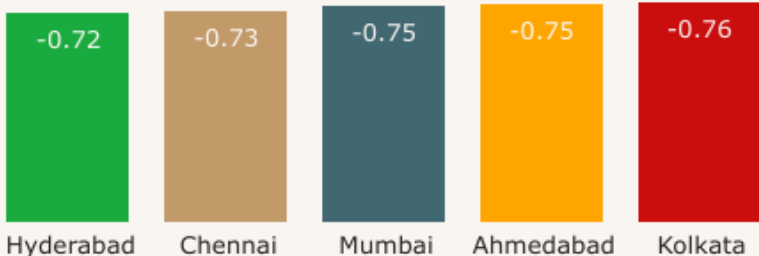
0.64

SLA Breach %

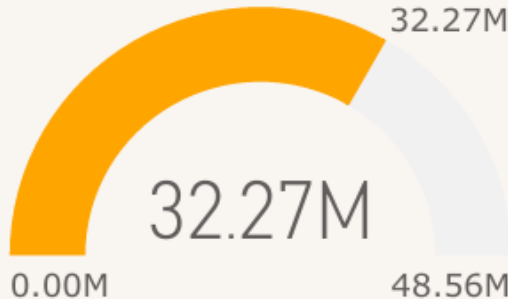
No of orders by Month



%decline in orders by city

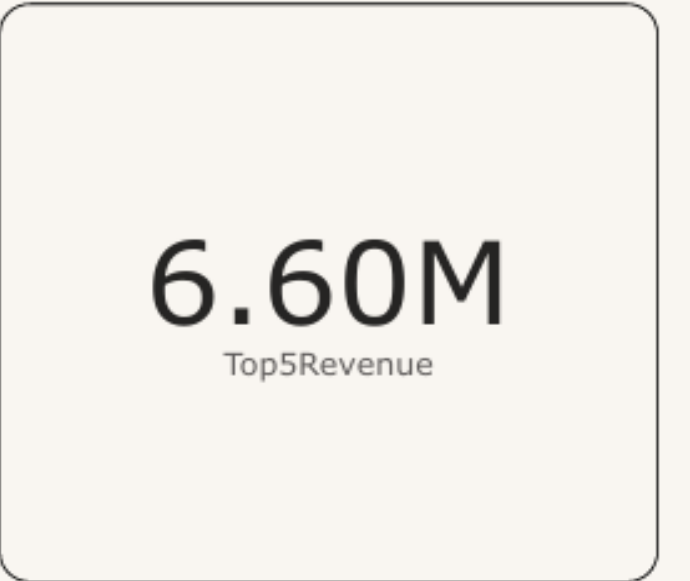
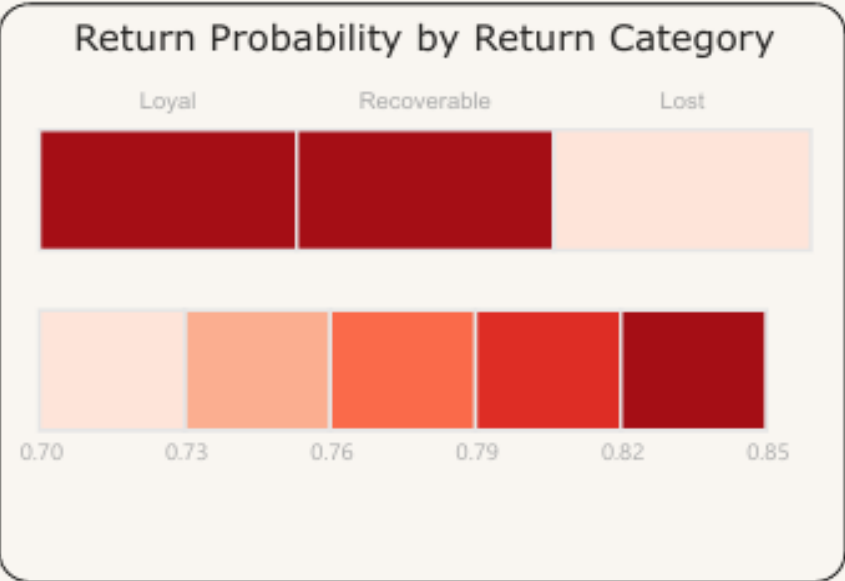
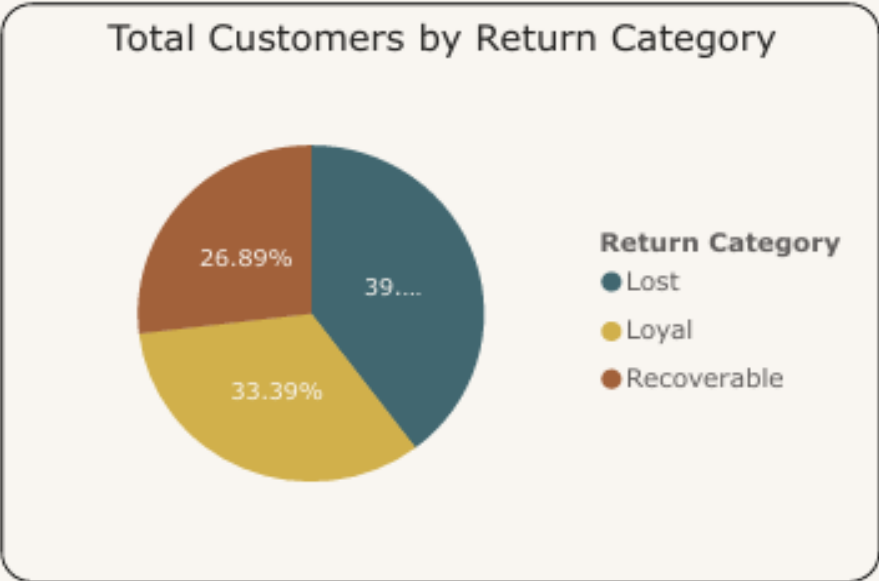
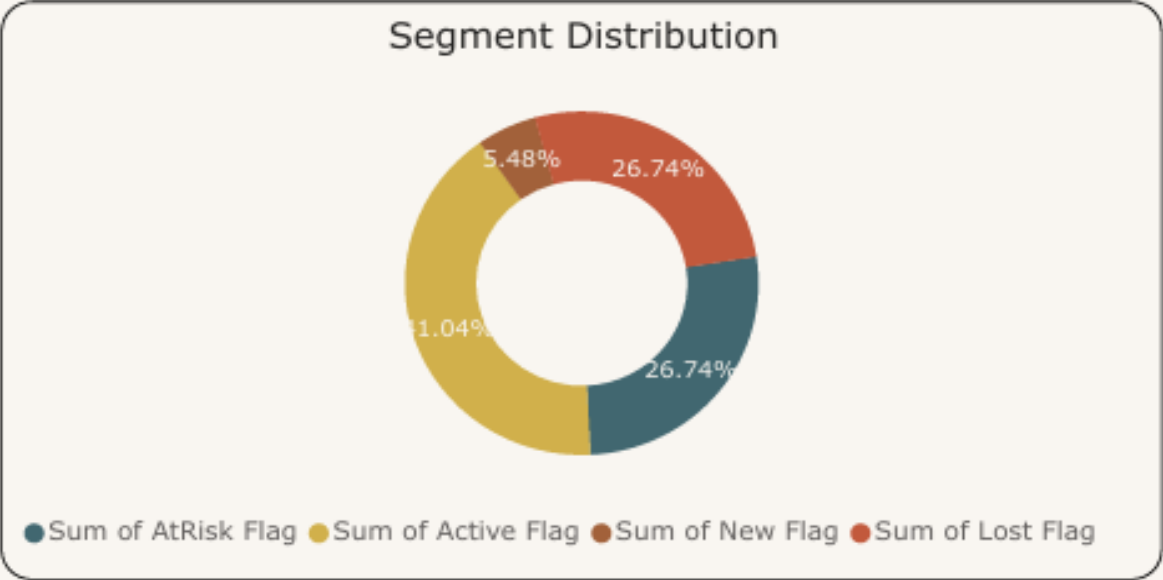


At-Risk Revenue



Customer Segments

customer_id	Revenue Precrisis	Revenue Loss	Sum of rating	Return Probability	Return Category
	0.00	0.00		0.45	
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
CUST000059	464.02	464.02	3.90	0.34	Lost
CUST000060	262.33	-216.92	4.50	0.34	Lost
Total	3,76,20,964.25	2,66,80,812.94	2,78,870.20	0.85	

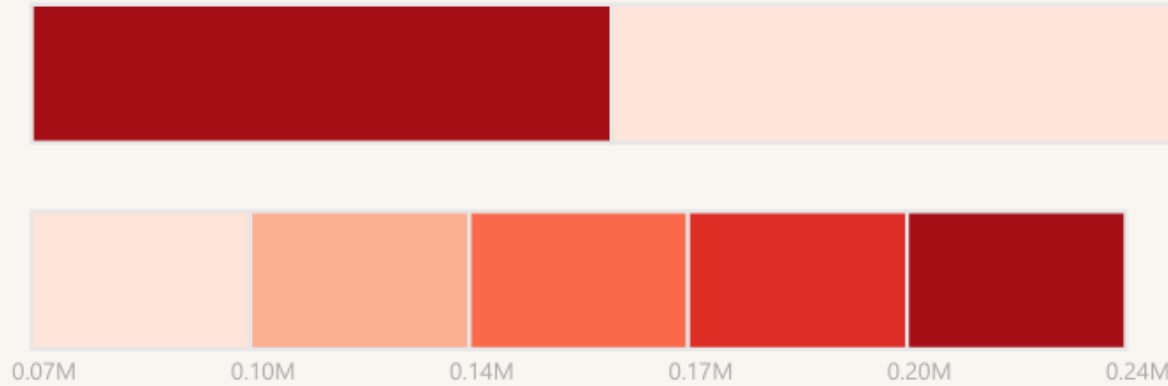


Order Behaviour And Demand Shift

No of orders by period

Pre-crisis

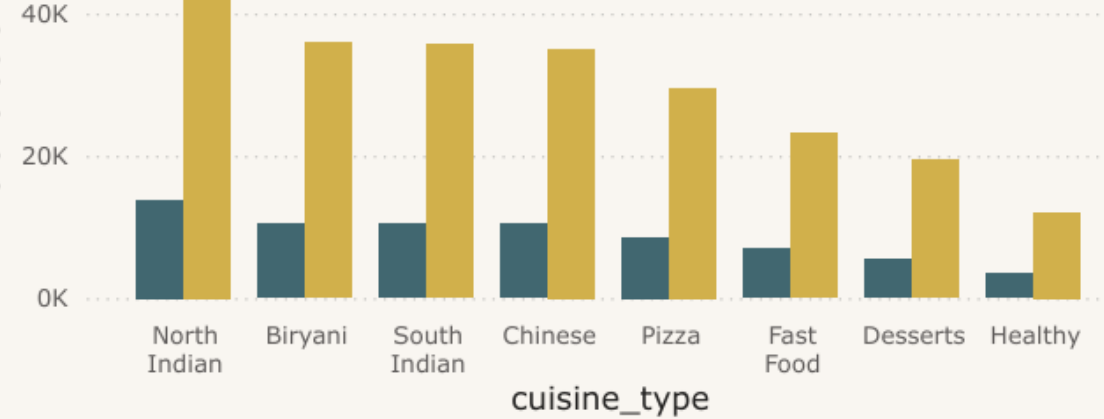
Crisis



No of orders by cuisine type

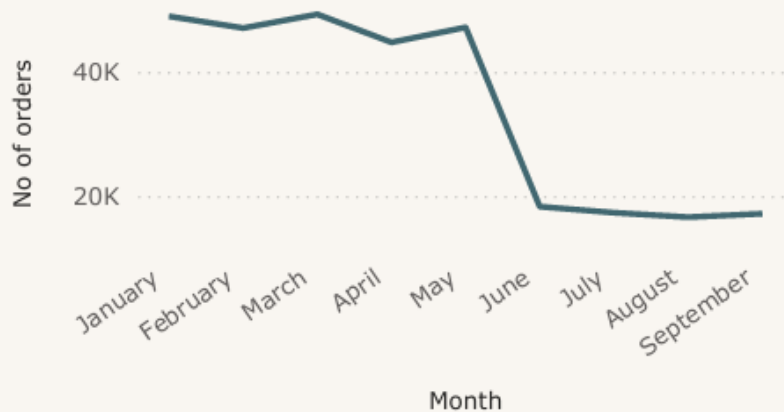
period ● Crisis ● Pre-crisis

No of orders



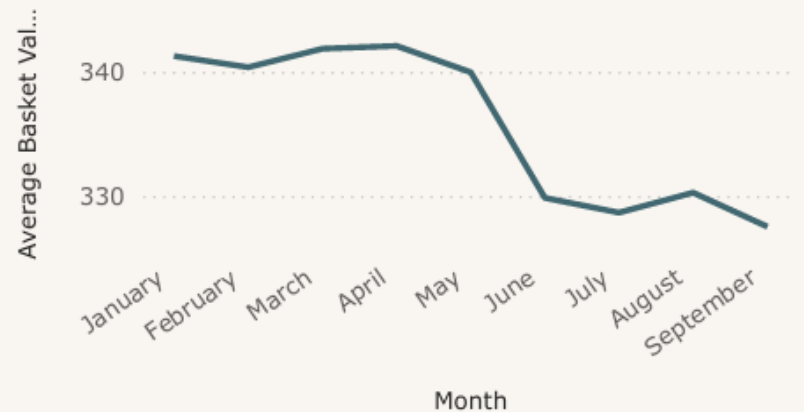
No of orders by Month

No of orders

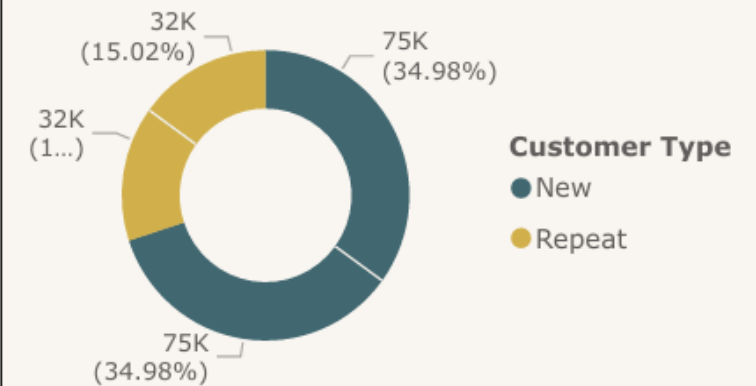


Average Basket Value by Month

Average Basket Val...



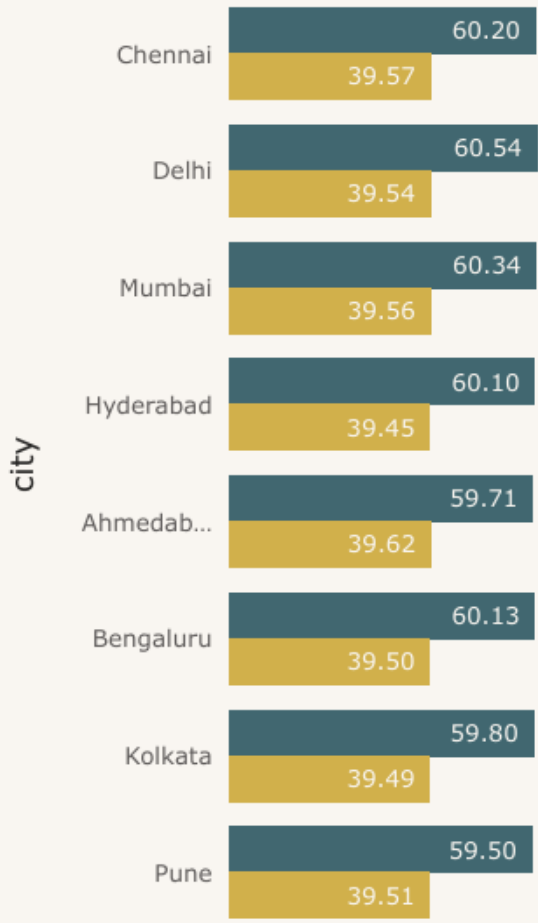
Total Customers by Customer Type



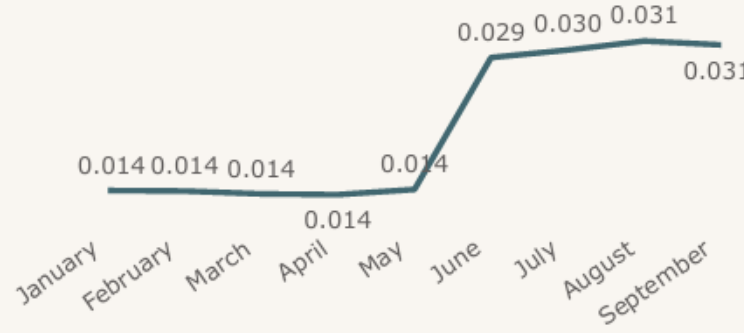
Delivery & Ops Performance

Actual delivery time by city

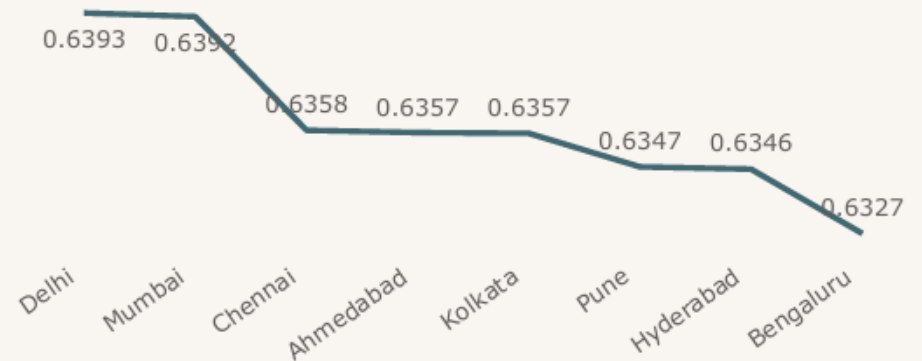
period ● Crisis ● Pre-crisis



Cancellation Rate by Month



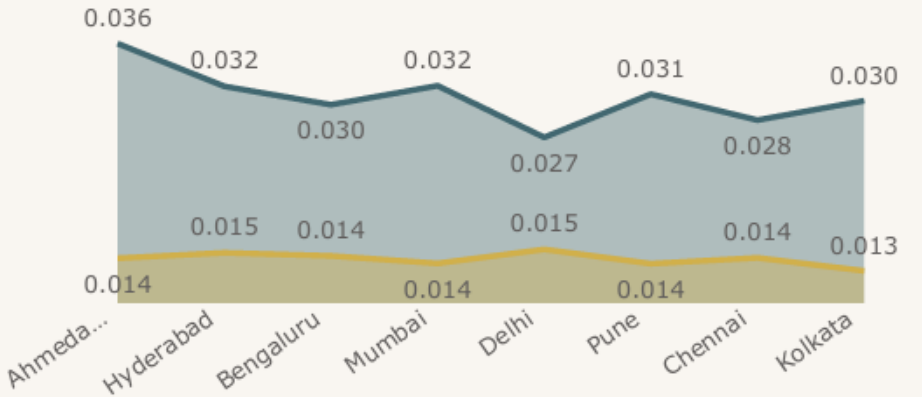
SLA Breach % by city



30.79M
DelayedRevenue

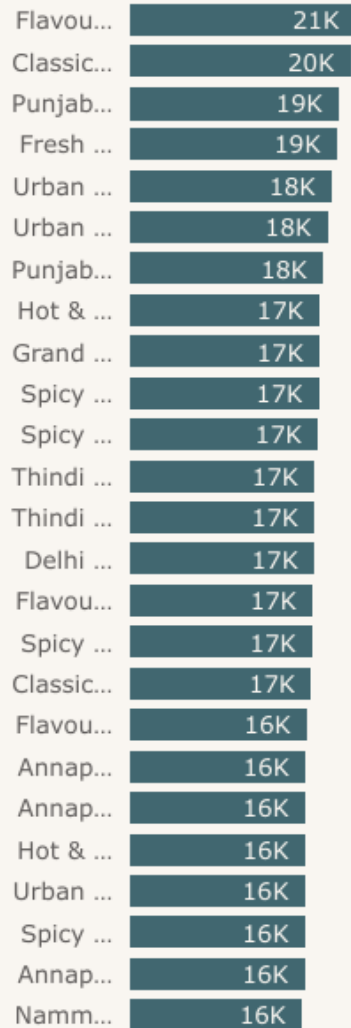
Cancellation Rate by city

period ● Crisis ● Pre-crisis



Restaurants and partnership profitability

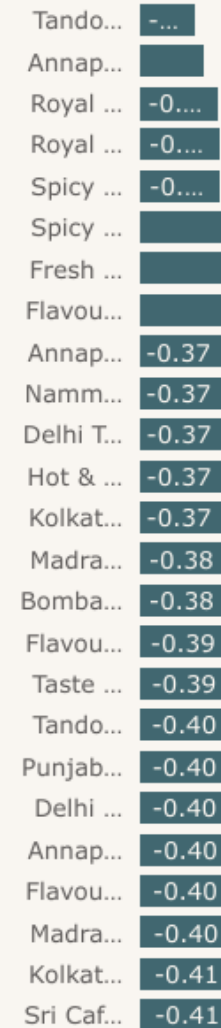
Revenue Loss by restaurant name



Repeat Rate by restaurant name



%decline in orders by restaurant name



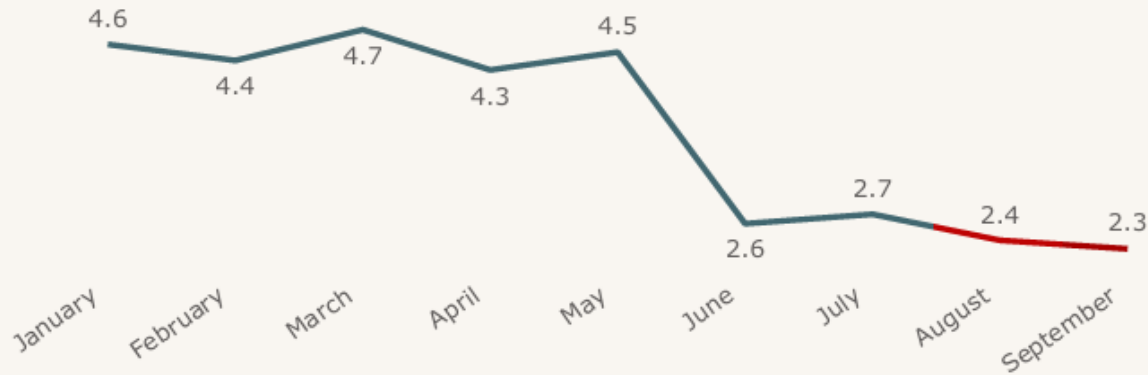
579.35K

Top 20 Partner Revenue

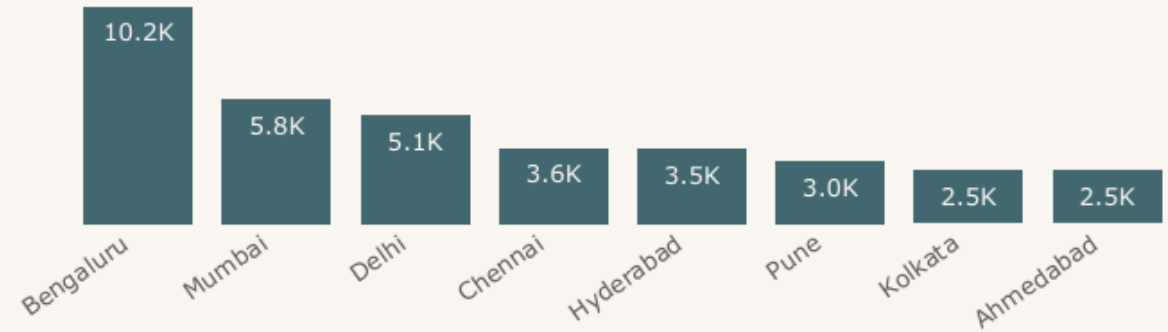
cuisine_type	Average of rating
Pizza	4.06
Desserts	4.06
North Indian	4.06
Chinese	4.06
Healthy	4.05
South Indian	4.05
Fast Food	4.04
Biryani	4.04
Total	4.05

Sentiment & Reviews

Average of rating by Month



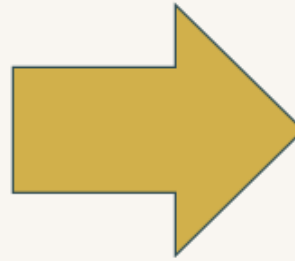
Sentiment score by city



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

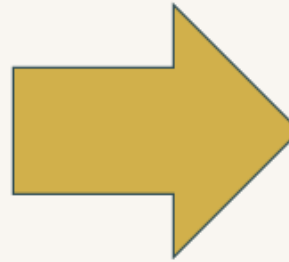
Launch 'QuickBite Safety Shield'

Targeted Apology Campaign

Operational Crisis Callout

Phase 2

High-Value Customer Recapture



'Recapture Riches' Campaign

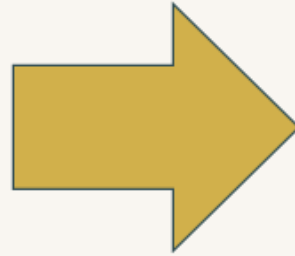
Loyalty Fortification

Operational Excellence Guarantee

Segment-Specific Feedback Loop

Phase 3

Resilience and Long-Term Growth



Weather-Resilient Tech Stack

Quality-Weighted Visibility

Cuisine Quality Review