

Problem Statement – QuickBite Express Crisis Recovery Analysis

Domain: Food Delivery & Consumer Analytics

Function: Crisis Recovery & Business Strategy

Company Background

QuickBite Express is a Bengaluru-based food-tech startup founded in 2020. The platform connects customers with nearby restaurants and cloud kitchens, offering fast and convenient food delivery services across multiple urban locations.

Crisis Overview

In June 2025, QuickBite Express faced a major operational and reputational 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 significant customer backlash. Competitors capitalized on this disruption through aggressive marketing campaigns, further worsening the situation.

Key Challenges Identified

- A large portion of active users disengaged within a short period.
- Daily order volumes declined sharply compared to pre-crisis levels.
- Customer satisfaction scores dropped significantly, indicating trust issues.
- Several partner restaurants migrated to competing platforms.
- Customer acquisition costs increased substantially.

Management Response

In response to the crisis, QuickBite allocated a substantial recovery budget, implemented stricter food safety protocols, and upgraded its delivery infrastructure to improve operational resilience and rebuild customer trust.

Business Questions for Analysis

1. Identify customer segments that are recoverable versus those requiring new engagement strategies.
2. Analyze order behavior across pre-crisis, crisis, and recovery phases.
3. Assess delivery performance, cancellations, and SLA compliance to uncover operational gaps.
4. Recommend targeted marketing and loyalty initiatives to rebuild trust across demographics.
5. Evaluate restaurant partnerships to determine long-term retention value.
6. Monitor customer feedback, ratings, and sentiment to guide ongoing recovery efforts.

Analyst Task

As a Data Analyst, the objective is to analyze the QuickBite dataset and provide actionable insights that guide the company's turnaround strategy.

Project Requirements

- Review metadata and datasets thoroughly as a foundational step.
- Perform analysis using tools such as Power BI, SQL, Python, Tableau, or Excel.
- Design a self-explanatory recovery dashboard highlighting key metrics.
- Present insights and recommendations to leadership with clear business impact.
- Introduce additional analytical questions where relevant.
- Creative presentation formats, including audio or video walkthroughs, are encouraged.