Monthly Orders: Compare total orders across *pre-crisis (Jan–May 2025)* vs *crisis (Jun–Sep 2025)*. How severe is the decline?

jan_total	feb_total	march_total	april_total	may_total
7528680.679999965	7207493.460000024	7560641.249999966	6899185.090000036	7216384.370000021

period	total_orders
Pre-Crisis (Jan–May 2025)	113111
NULL	695
Crisis (Jun–Sep 2025)	35085

pre_orders	crisis_orders	percentage_decline
7555	2280	69.82
17743	5278	70.25
15488	4657	69.93
31089	9235	70.29
10791	3303	69.39
8760	2650	69.75
10968	3493	68.15
7597	2287	69.90

2. Which **top 5 city groups** experienced the **highest percentage decline in orders** during the crisis period compared to the pre-crisis period?

city	pre_orders	crisis_orders
Kolkata	7555	2280
Mumbai	17743	5278
Delhi	15488	4657
Bengaluru	31089	9235
Hyderabad	10791	3303
Pune	8760	2650
Chennai	10968	3493
Ahmedabad	7597	2287

3. Among restaurants with at least **50** pre-crisis orders, which **top 10** high-volume restaurants experienced the **largest percentage decline** in order counts during the crisis period?

restaurant_name	pre_orders	crisis_orders	decline_pct
Royal Curry Mahal	50	2	96.00
Taste of Cafe Corner	50	4	92.00
Fresh Tandoor Delight	54	5	90.74
Flavours of Curry Cafe	53	5	90.57
Flavours of Tandoor Central	64	9	85.94
Urban Kitchen Zone	66	10	84.85
Punjabi Curry Delight	57	9	84.21
Hot & Crispy House Heaven	50	8	84.00
Grand Biryani Hub	50	8	84.00
Hot & Crispy Mess Mahal	58	10	82.76

4. **Cancellation Analysis:** What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?

period	cancellation_rate
Pre-Crisis	6.06
NULL	7.94
Crisis	11.91

city	crisis_cancel_rate
Kolkata	7.19
Bengaluru	7.14
Chennai	7.04
Hyderabad	6.96
Mumbai	6.95
Ahmedabad	6.60
Delhi	6.33
Pune	6.23

5. **Revenue Impact:** Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).

pre_revenue	crisis_revenue	revenue_loss
37390173.07999993	10858592.999999955	26531580.079999976

6.**Customer Lifetime Decline**: Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do they share?

customer_id	crisis_orders	crisis_rating	city	cuisine_type
CUST 102141	1	2.4	Chennai	Fast Food
CUST 102351	1	2	Delhi	South Indian
CUST 102398	1	2.1	Chennai	Pizza
CUST 102907	1	2.2	Mumbai	Chinese
CUST 102947	1	1.9	Mumbai	North Indian
CUST 103030	1	2.6	Bengaluru	North Indian
CUST 103092	1	3.6	Chennai	Pizza
CUST 103096	1	2.1	Mumbai	Chinese
CUST 103297	1	3.1	Mumbai	Healthy
CUST 103517	1	2.4	Bengaluru	Desserts
CUST 103626	1	2.6	Hyderabad	Biryani
CUST 103774	1	2.1	Chennai	Pizza
CUST 103822	1	2.6	Bengaluru	North Indian
CUST 103831	1	2.6	Delhi	Biryani
CUST 103950	1	2.4	Mumbai	Fast Food
CUST 104028	1	3	Chennai	Desserts