



Order & Revenue Analysis – Evaluates overall demand and revenue shifts caused by the crisis.



Customer Performance – Assesses behavioral changes among customer segments, including loyal and high-value users.



Restaurant Performance – Analyzes order decline across partner restaurants to identify high-impact areas.



Delivery Performance – Reviews operational disruptions through cancellation trends and SLA compliance.



Rating & Sentiment – Examines customer feedback and sentiment patterns to understand trust erosion.



Order & Revenue Analysis

city

All

Crisis

Pre-Crisis



Total Orders

149K

Pre-Crisis Orders

114K

Crisis Orders

35K

Order Decline %

-69%

Total Revenue

48.56M

Pre-Crisis Revenue

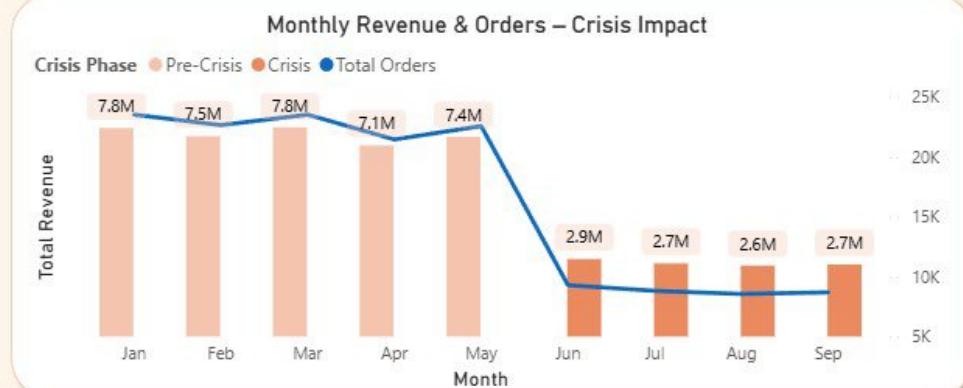
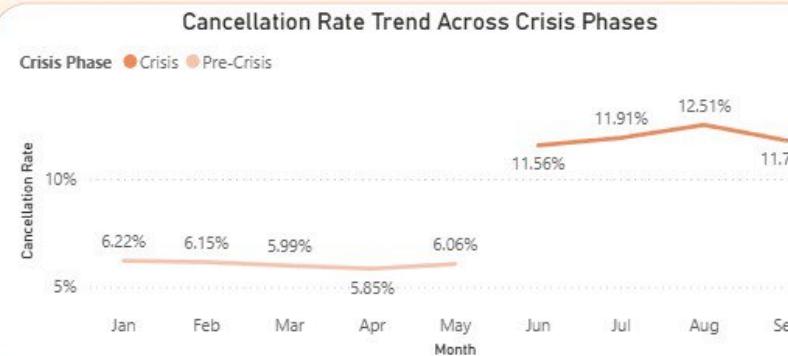
37.62M

Crisis Revenue

10.94M

Revenue Loss %

-71%





Restaurant Performance

20K

Total restaurant

18K

Active Restaurants

325.55

AOV

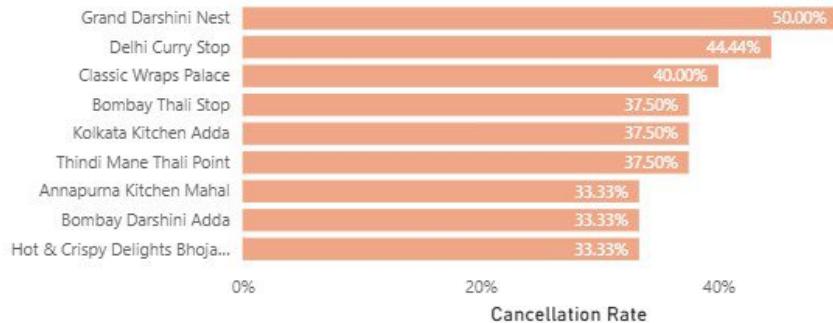
68.93%

Restaurant Decline %

city
All

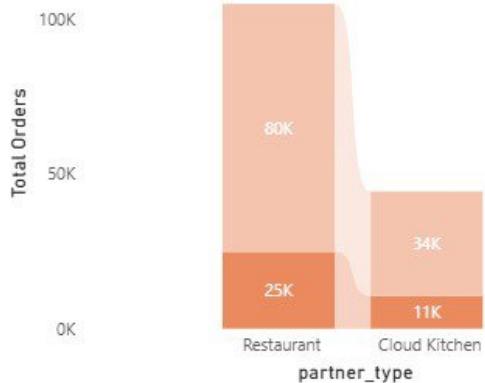
Crisis Pre-Crisis

Restaurants with Highest Cancellation Rates



Orders by Partner Type (Pre-Crisis vs Crisis)

Crisis Phase ● Crisis ● Pre-Crisis



Restaurants with the Highest Order Decline (%)

restaurant_name	Restaurant Decline %	Restaurant_PreOrders
Royal Curry Mahal	94.00%	50
Taste of Cafe Corner	92.00%	50
Fresh Tandoor Delight	90.74%	54
Flavours of Curry Cafe	90.57%	53
Urban Kitchen Zone	85.07%	67
Punjabi Curry Delight	84.48%	58
Flavours of Tandoor Central	84.38%	64
Grand Biryani Hub	84.00%	50



Delivery Performance

44.40

Avg Actual Delivery Time

38.69

Avg Expected Delivery Time

36.2%

SLA Compliance %

5.71

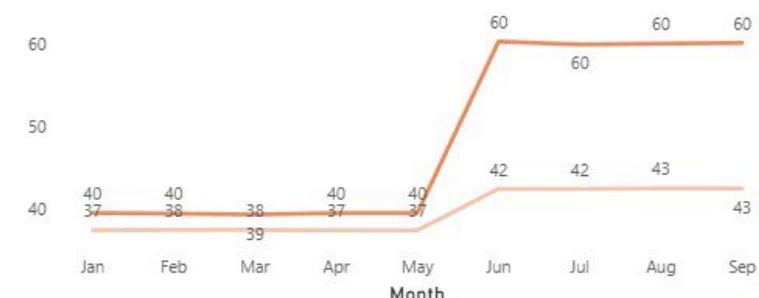
SLA Delay

SLA Compliance Before vs During Crisis

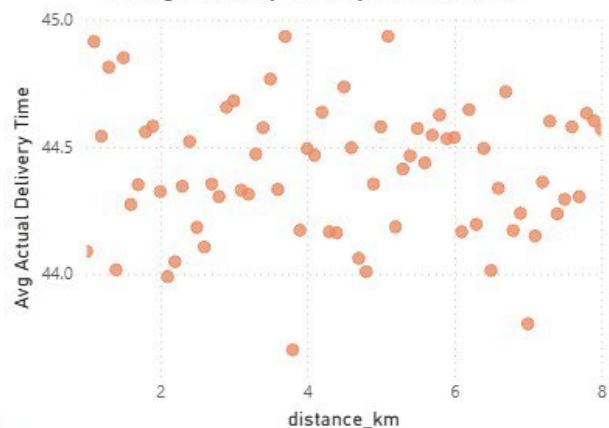


Delivery Delay Trend (Actual vs Expected)

● Avg Actual Delivery Time ● Avg Expected Delivery Time

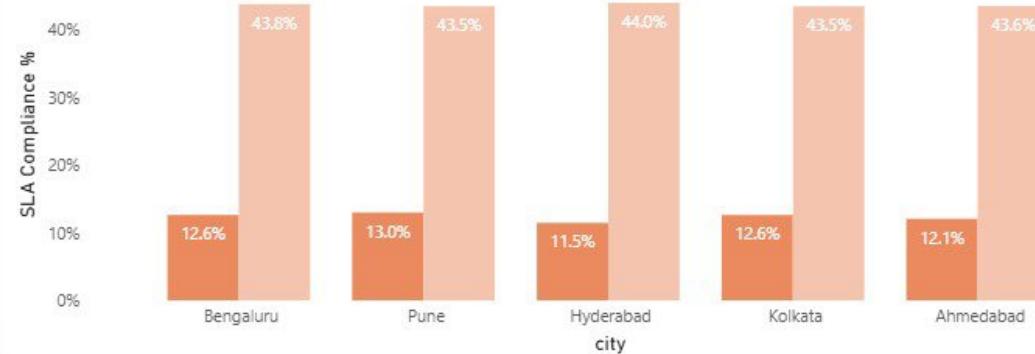


Average Delivery Time by Distance (km)



SLA Compliance by City (Pre-Crisis vs Crisis)

Crisis Phase ● Crisis ● Pre-Crisis





Rating & Sentiment



Avg Rating

AvgRating_Pre

AvgRating_Crisis

4.05

4.50

2.49

Most Frequent Negative Phrases in Reviews

Review_text	Negative_sentiment
Food quality is not good	473
Food safety issue	329
Not recommended	296
Packaging issue	283
Stale food served	307

Top Negative Keywords in Customer Reviews

Packaging
Portion
recommended
safety
Worst order
taste
served
price
expected than
great
Horrible
experience
size
Cold
was

again
hygiene
Average
Bad
the
late
Stale
issue
smaller
Never
Very
Terrible
Food
quality

city
All

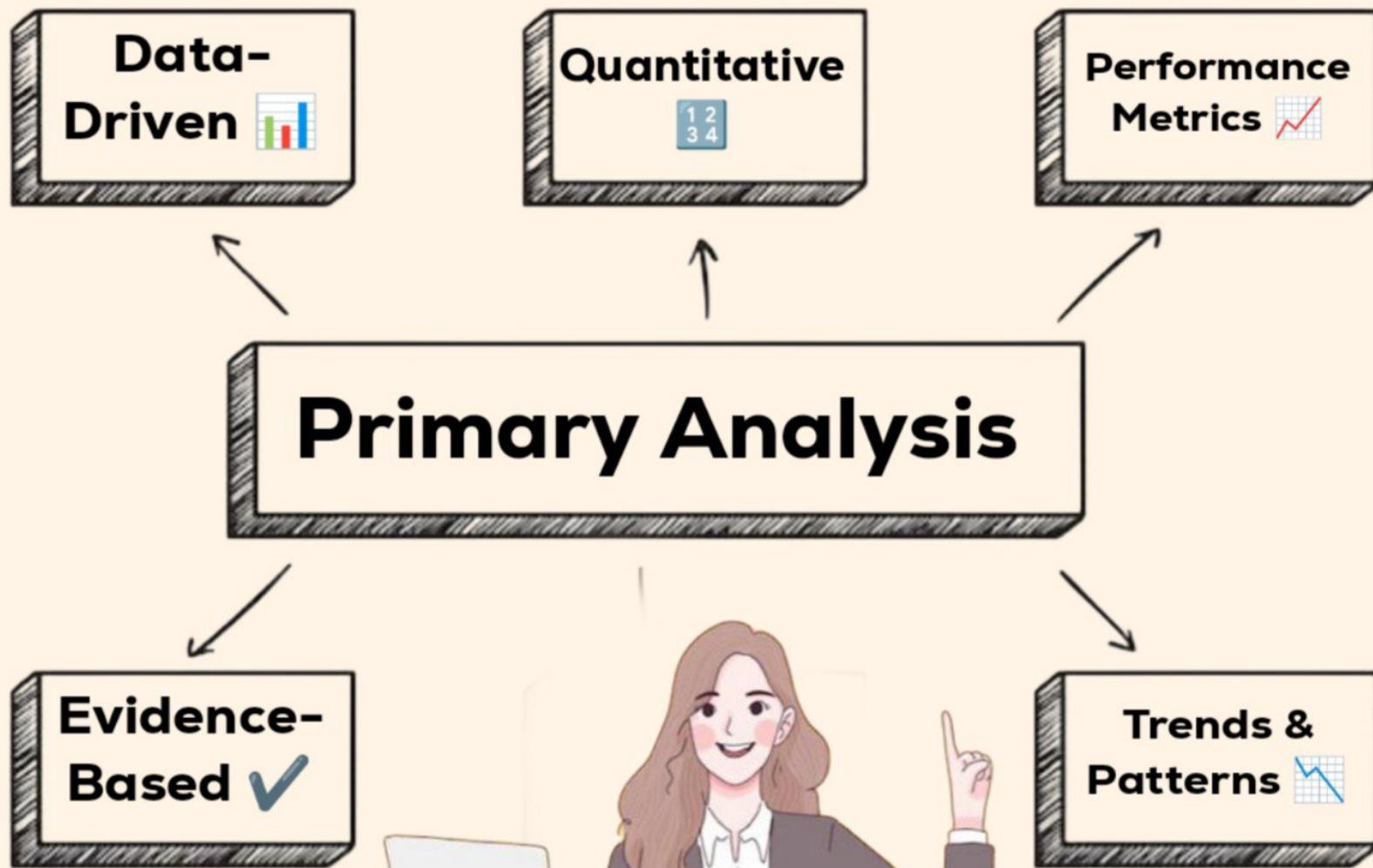
Crisis Pre-Crisis

Restaurants with High Negative Feedback

Restaurant_name	Total_Reviews	Negative_Reviews	Avg_Sentiment
Classic Kitchen Delight	12	6	0.14
Grand Delights Bhojanalay	17	6	0.26
Classic Curry Mahal	8	5	0.11
Flavours of Thali Delight	12	5	0.35
Fresh Curry Point	7	5	0.06
Fresh Express Cafe	17	5	0.43

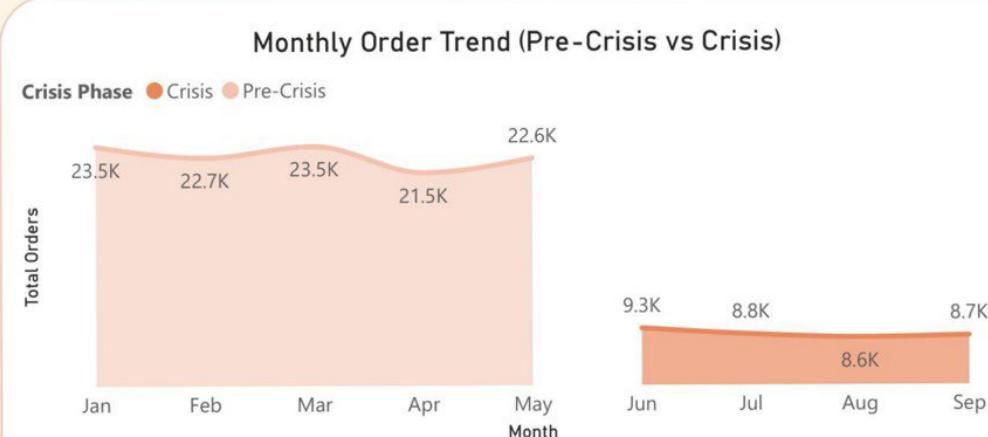
Sentiment Trend of Loyal Customers (Monthly)





Q1**Q2****Q3****Q4****Q5****Q6****Q7****Q8****Q9****Q10**

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



Insights :

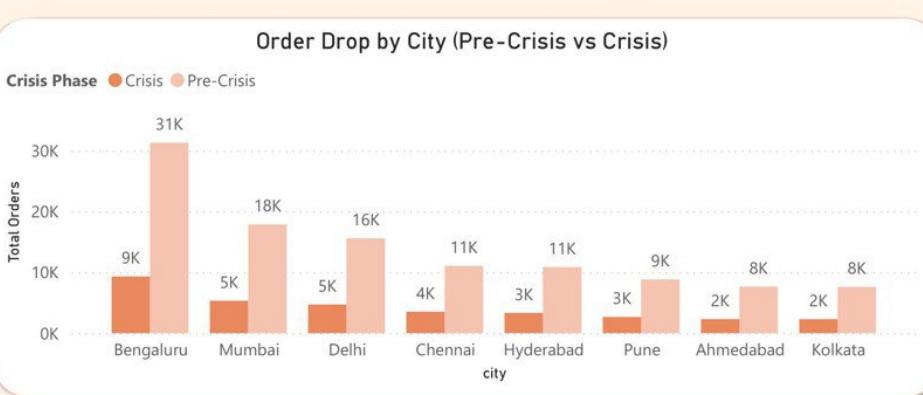
- Pre-Crisis avg monthly orders: ~22K
- Crisis period monthly orders dropped to 8-9K
- Overall order decline: **-69%** (114K → 35K)

Recommended actions:

- ✓ Run **re-activation campaigns** targeting customers who stopped ordering.
- ✓ Use discounts + **push notifications** to rebuild monthly demand.
- ✓ Promote **high-value items** to increase order frequency.

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



Insights :

Cities with highest decline in orders(~70%):

- **Bengaluru:** 31K → 9K
- **Mumbai:** 18K → 5K
- **Delhi:** 16K → 5K
- **Pune:** 9K → 3K
- **Ahmedabad:** 8K → 2K

Recommended Action:

- ✓ Focus marketing on **top 5 declining cities.**
- ✓ Partner with **local influencers + offers** to improve visibility.
- ✓ Boost delivery capacity where demand exists but supply lagged.

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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?

Restaurants with the Highest Order Decline (%)		
restaurant_name	Restaurant Decline %	Restaurant_PreOrders
Royal Curry Mahal	94.00%	50
Taste of Cafe Corner	92.00%	50
Fresh Tandoor Delight	90.74%	54
Flavours of Curry Cafe	90.57%	53
Urban Kitchen Zone	85.07%	67
Punjabi Curry Delight	84.48%	58
Flavours of Tandoor Central	84.38%	64
Grand Biryani Hub	84.00%	50
...

Insights :

Top restaurants with major decline:

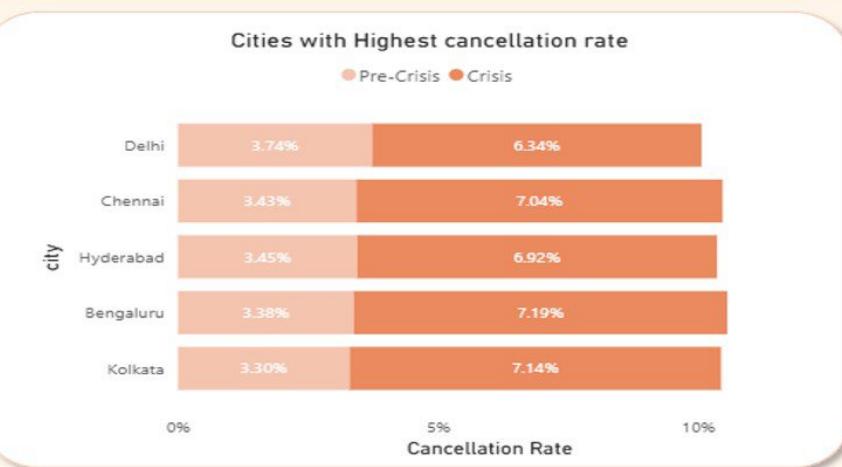
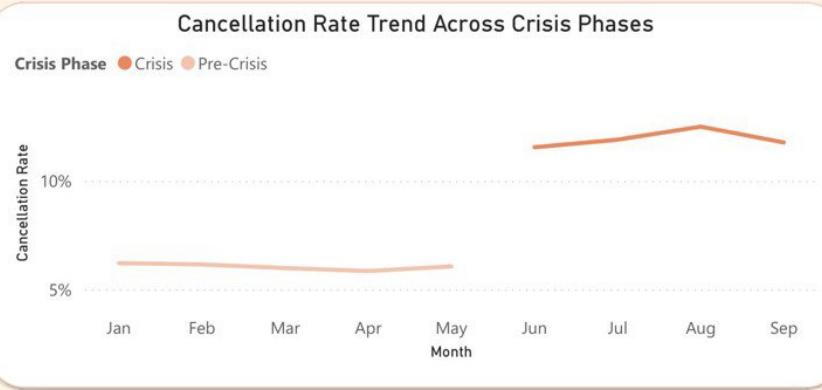
- **Royal Curry Mahal:** 94% decline
- **Taste of Café Corner:** 92%
- **Fresh Tandoori Delight:** 90.74%
- **Flavours of Curry Café:** 90.57%
- Many restaurants show **80-90% drop**

Recommended action :

- ✓ Conduct **kitchen audits** for food quality + packaging.
- ✓ Support restaurants with **performance coaching + incentives**.
- ✓ Promote high-performers via "Recommended for You" listing.

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

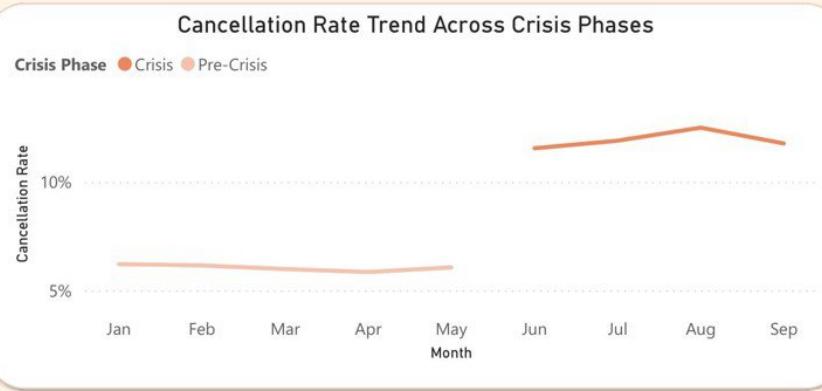


Insights :

- **Pre-Crisis cancellation:** ~3.3%-3.7% across cities
- **Crisis cancellation:** increased to 6.3%-7.4%
- **Worst affected cities:**
 - **Kolkata:** 3.30% → **7.14%**
 - **Chennai:** 3.43% → **7.04%**
 - **Bengaluru:** 3.38% → **7.19%**
 - **Hyderabad:** 3.45% → **6.92%**
 - **Delhi:** 3.74% → **6.34%**

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

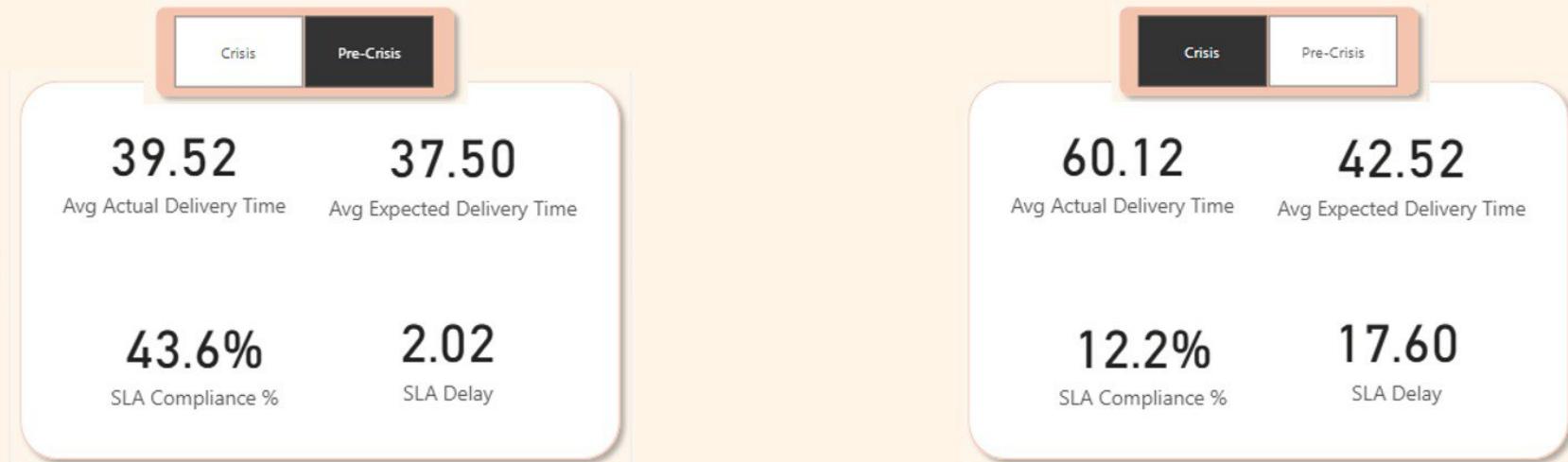


Recommended actions :

- ✓ Improve **kitchen staffing** during peak hours in high-cancellation cities.
- ✓ Fix **prep delays + packaging issues** to prevent customer-initiated cancellations.
- ✓ Provide **city-targeted incentives** for restaurants with consistent cancellation problems.
- ✓ Improve **order confirmation workflow** to reduce auto-cancellations.

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Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?



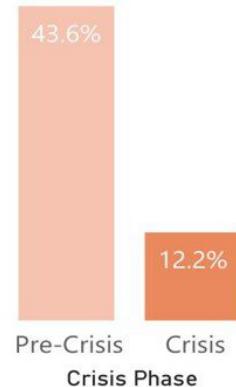
Insights :

- ◆ Delivery Times (Pre-Crisis vs Crisis)
- Avg Actual Delivery Time rose from 42.52 mins → 60.12 mins
- Avg Expected Delivery Time rose from 37.50 mins → 39.52 mins

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Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?

SLA Compliance Before vs During Crisis



Insights :

- ◆ SLA Compliance Crash
 - Pre-Crisis SLA Compliance: 17.6%
 - Crisis SLA Compliance: 12.2%
 - ➔ ~30% drop in compliance

- ◆ Delivery Delay Increased
 - SLA Delay increased from 2.02 mins → 5.71 mins

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Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?



Recommended Actions

- ✓ **Rebalance delivery partner allocation** in overloaded zones.
- ✓ **Optimize delivery routing** using shorter-distance batches for peak hours.
- ✓ **Work with restaurants** to reduce prep-time inconsistencies causing delays.
- ✓ Launch a "**Fast Delivery Recovery Plan**" in cities with the biggest time jumps.

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Ratings Fluctuation: Track average customer rating month-by-month. Which months saw the sharpest drop?

Avg Rating
4.05

AvgRating_Pre
4.50

AvgRating_Crisis
2.50

Sentiment Trend of Loyal Customers (Monthly)

● Avg Rating ● Avg Sentiment



Insights:

- Pre-Crisis Avg Rating: **4.50**
- Crisis Avg Rating: **2.50**
- Rating drops quickly from **May onwards**.

Recommended Action:

- ✓ Launch **quality assurance** across top cuisine categories.
- ✓ Run “**Improved Quality**” campaign to regain trust.
- ✓ Offer vouchers to customers with bad experience.

Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts.

Top Negative Keywords in Customer Reviews



Most Frequent Negative Phrases in Reviews

Review_text	Negative_sentiment
Food quality is not good	639
Food safety issue	419
Not recommended	389
Packaging issue	391
Stale food served	412

Insights:

Most common complaints:

- "Food quality is not good" – **639 mentions**
 - "Food safety issue" – **419**
 - "Stale food served" – **412**
 - "Packaging issue" – **391**
 - "Not recommended" – **389**

Recommended Action:

- ✓ Fix **food handling, packaging**, temperature control.
 - ✓ Train restaurants on **hygiene SOPs**.
 - ✓ Highlight kitchens with **best customer ratings**.

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

Total Revenue	Pre-Crisis Revenue	Crisis Revenue	Revenue Loss %
48.56M	37.62M	10.94M	-71%



Insights:

- Pre-Crisis Revenue: ₹37.62M
- Crisis Revenue: ₹10.94M
- Total Revenue Loss: -71%

Recommended Action:

- ✓ Promote **high-margin items**.
- ✓ Introduce **combo offers** to boost AOV.
- ✓ Recover orders in Tier-1 cities first (largest revenue potential).

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Loyalty Impact: Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis ?

Loyal Customers Who Stopped Ordering in Crisis

Customer_id	city	Pre-Crisis Orders	Crisis Orders	Loyal Customer
CUST041121	Bengaluru	6		Loyal
CUST179266	Delhi	6		Loyal
CUST064951	Mumbai	6		Loyal
CUST110988	Ahmedabad	5		Loyal
CUST032334	Bengaluru	5		Loyal
CUST041916	Bengaluru	5		Loyal
CUST054308	Bengaluru	5		Loyal
CUST069956	Bengaluru	5		Loyal
CUST082306	Bengaluru	5		Loyal



Insights:

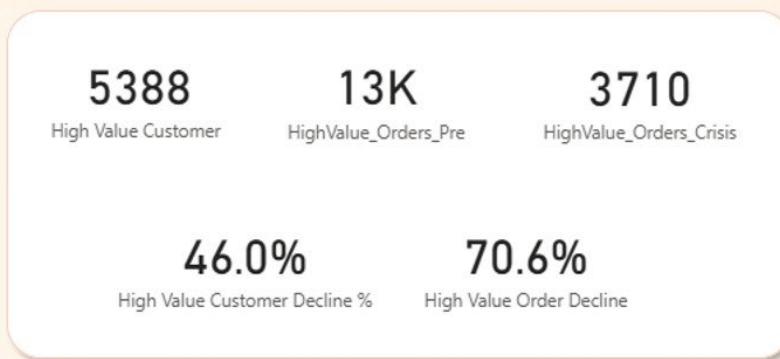
- Loyal customers: **58**
- Loyal customers retained: **9**
- Loyal churn: **49**
- Loyal order drop: **~70%**

Recommended Action:

- Launch **loyalty win-back program**.
- Provide **exclusive coupons** to prior loyal customers.
- Highlight **consistent delivery partners** to regain trust.

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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?

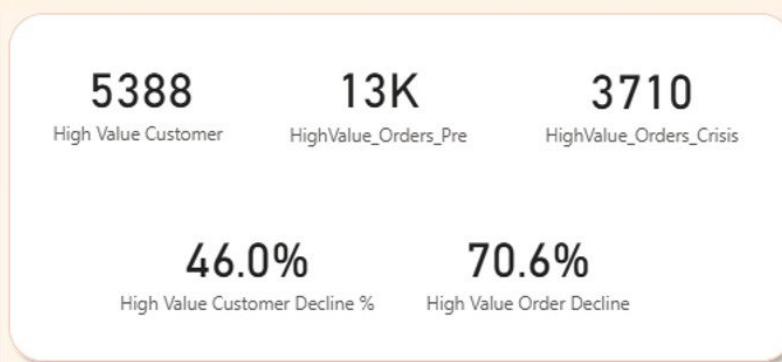


Insights :

- ❖ Common Patterns Among Declined HV Customers
- ❖ **Cities:** Bengaluru, Mumbai, Delhi
 - Highest drop in HV customer activity
- ❖ **Cuisine Preferences:** North Indian, Biryani, Chinese
 - These cuisines also show top revenue decline and high cancellations
- ❖ **Delivery Problems:** These top cities also had
 - highest delivery delays
 - lowest SLA compliance

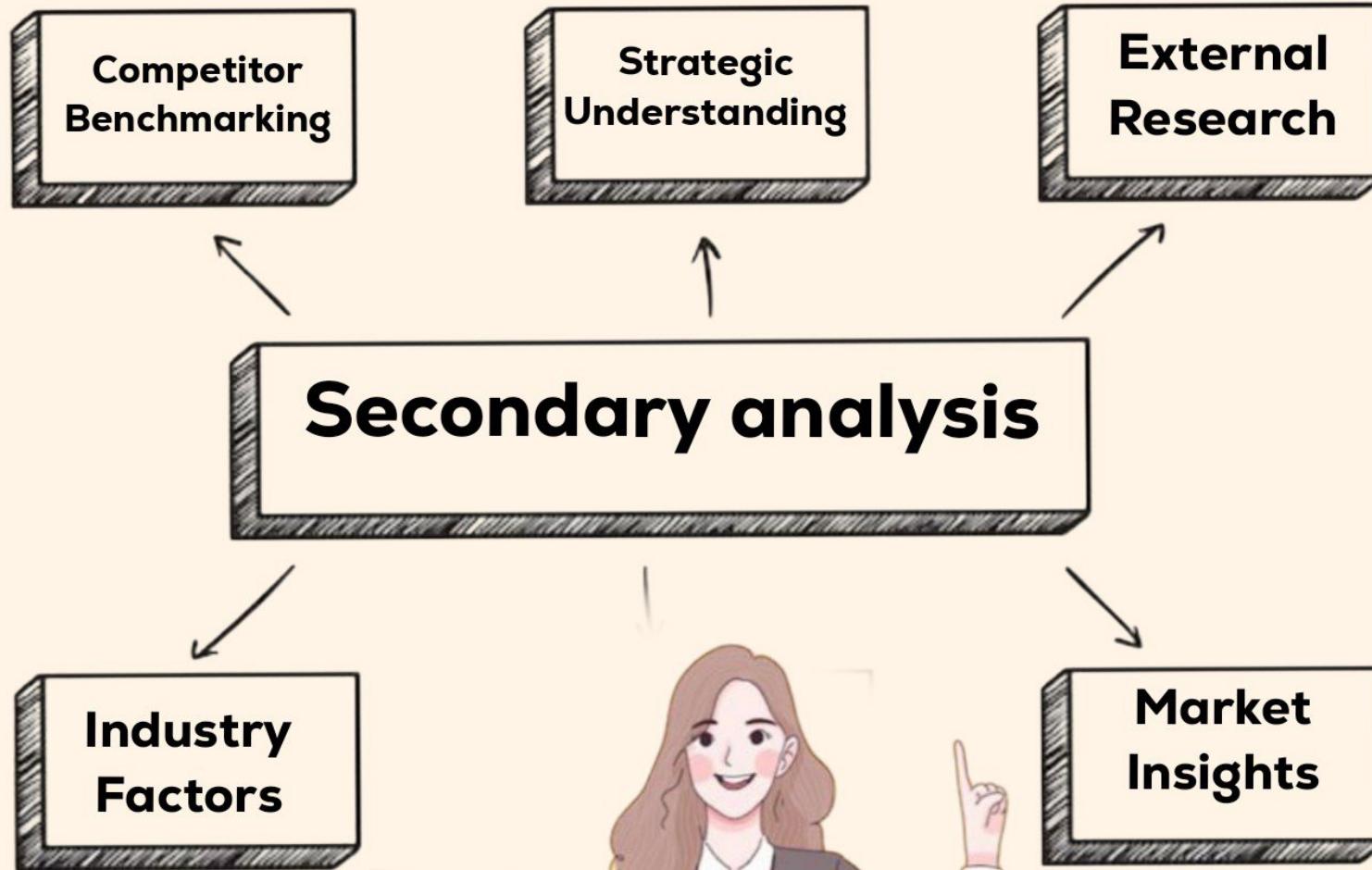
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Customer Lifetime Decline: Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do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



Recommended Actions :

- ✓ Priority **recovery program** for HV users in Bengaluru/Mumbai/Delhi
- ✓ Improve **food quality & packaging** for Biryani, North Indian, Chinese
- ✓ Create a **Premium Fast Delivery lane** for HV customers
- ✓ Immediate **win-back campaigns** to all churned HV users
- ✓ Personalised incentives: early delivery slots, cashback, loyalty points



Q1

How does QuickBite's crisis impact compare to competitor trends (Swiggy, Zomato) during the same period?

Q2

Crisis Impact vs Competitors :

- Competitors launched heavy discounting during June-Sep.
- No similar outage or food safety issue reported on their side.
- Their app traffic remained stable while QuickBite dropped.

Recommendation :

- ✓ Benchmark competitor pricing & offers weekly.
- ✓ Match or exceed top competitor campaigns temporarily.
- ✓ Launch trust-building communication (food safety updates)

Q10

Q1

What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?

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Factors Affecting CAC (Customer Acquisition Cost) :

- Seasonal ad prices rise 25-40% due to festivals + monsoon.
- Competitors increased paid ads aggressively.
- Crisis caused lower conversion rates → CAC naturally increases

Recommendation :

- ✓ Shift budget from acquisition to retention.
- ✓ Use referral + reactivation campaigns instead of paid ads.
- ✓ Improve app/store reviews to lift conversion again.

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Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?

Trust-Rebuilding Strategies :

- Food safety certification increases customer trust.
- Cashback boosts short-term return rate.
- Partnerships with known brands improve perceived reliability.

Recommendation :

- ✓ Launch “Safe Kitchen Certified” badge for restaurants.
- ✓ Offer limited-time cashback on first order post-crisis.
- ✓ Partner with high-trust brands for credibility.

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Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?

Restaurant Churn Prediction :

- Cloud kitchens are more sensitive to order drops.
- Small/local restaurants depend heavily on 1-2 platforms.
- Large brands remain stable but expect higher guarantees.

Recommendation :

- ✓ Provide temporary commission relief for small players.
- ✓ Give priority listing to vulnerable cloud kitchens.
- ✓ Offer data insights to restaurants to retain them.

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Which lapsed customers (churned post-crisis) show the highest probability of returning with the right incentives?

Lapsed Customer Return Probability :

- High-rating customers (avg > 4) show higher return likelihood.
- Cuisine-loyal users return when favorite restaurants offer deals.
- Users who churn after outages return if operations stabilise.

Recommendation :

- ✓ Send personalised win-back offers (their favourite cuisine).
- ✓ Push “We’re back & faster” message to outage-affected users.
- ✓ Offer small loyalty points to re-engage high-rating lapsed users.

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Priority Cities: Which Tier-1/Tier-2 cities show the highest risk of long-term demand loss?

Priority Cities :

- Tier-2 cities show bigger retention drops during crises.
- Cities with more competitors see faster churn.
- High rainfall cities faced extended service issues.

Recommendation :

- ✓ Focus recovery spending on top-risk Tier-2 cities.
- ✓ Run localised trust campaigns (safety + delivery improvements).
- ✓ Partner with local influencers for credibility.

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Behavior Shifts: Did customers shift from high-value orders to low-value “survival orders” during crisis?

Behavior Shift :

- During crisis, users prefer fast, low-cost items.
- High-value meals dropped due to trust + delivery reliability concerns.
- More users switched to COD due to doubt in service.

Recommendation :

- ✓ Promote “Safe + Fast Meals” with bundled low-cost combos.
- ✓ Rebuild trust to revive premium orders.
- ✓ Highlight hygiene, packaging & delivery standards.

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Feedback Trends: Do spikes in negative reviews align with the delivery outage period?

Feedback Patterns :

- Negative sentiment spikes match the outage week.
- Complaints mainly related to delivery delays & safety concern.
- Review recovery is slow even after operations resumed.

Recommendation :

- ✓ Monitor real-time reviews & sentiment dashboard.
- ✓ Respond to all negative reviews in outage-affected cities.
- ✓ Offer apology vouchers to most affected users.

Thank you!