



CRISIS IMPACT ANALYSIS

ORDER VOLUME COLLAPSED

-68.93%

146K to 35k orders

₹ 330.57

Pre-Crisis Average Order value

₹ 351.89

Pre-Crisis AOV (Exc Cancellations)

CANCELLATION RATE SPIKE

96.92%

Increased Cancellation

₹ 309.39

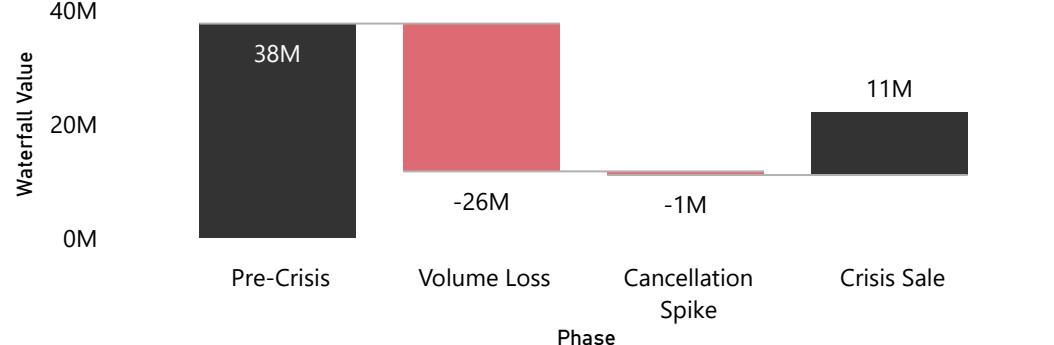
Crisis Average Order value

₹ 351.30

Crisis AOV (Exc Cancellations)

Revenue Leakage Analysis: Pre-Crisis vs. Crisis

● Increase ● Decrease



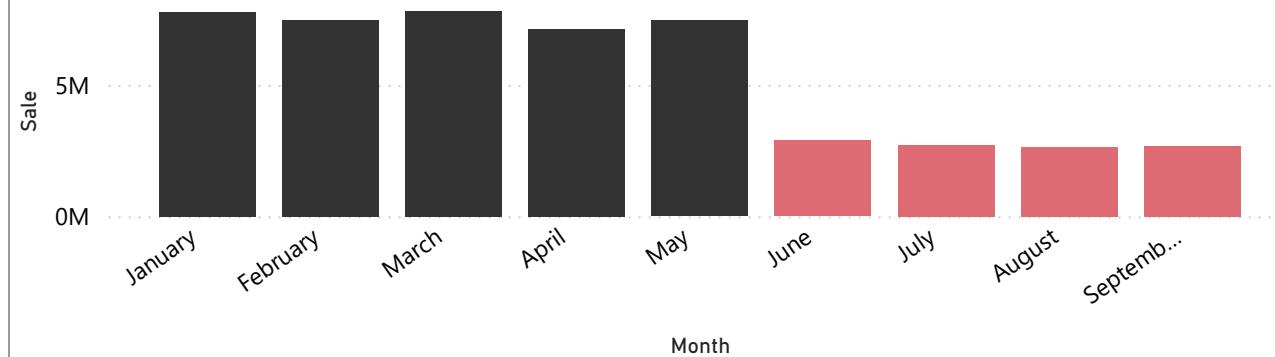
Metric Selection Panel

Sale



Revenue fell 70% primarily due to a 69% volume collapse. AOV remained stable at ~₹351, proving high customer loyalty despite operational spikes.

Category ● Crisis ● Pre-Crisis



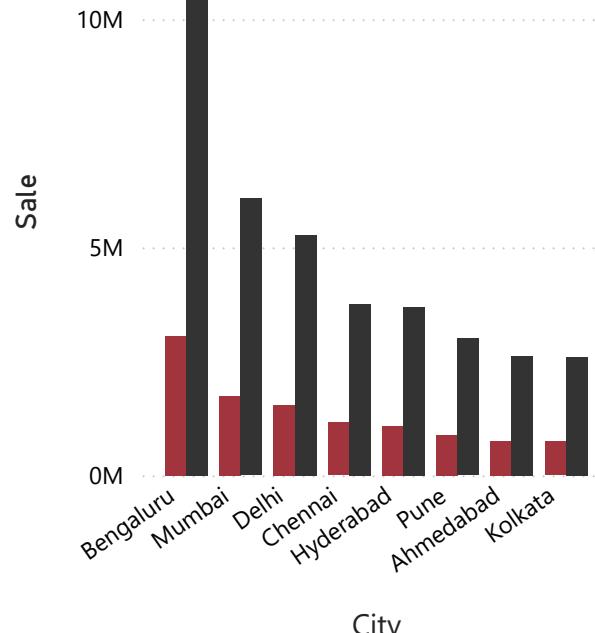
Hardest Hit Restaurants (Min 50 Pre-crisis Orders)

Top Restaurants

Decline in Orders (%)

Royal Curry Mahal	-94.00%
Taste of Cafe Corner	-92.00%
Fresh Tandoor Delight	-90.74%
Flavours of Curry Cafe	-90.57%
Urban Kitchen Zone	-85.07%
Punjabi Curry Delight	-84.48%
Flavours of Tandoor Central	-84.38%
Grand Biryani Hub	-84.00%
Hot & Crispy House Heaven	-84.00%
Hot & Crispy Mess Mahal	-82.76%
Sri Cafe Nest	-82.69%
Classic Sweets Heaven	-82.46%
Thindi Mane House Zone	-82.35%
Grand Cafe Clouds	-82.26%
Total	-71.85%

Category ● Crisis ● Pre-Crisis



CUSTOMER BEHAVIOUR ANALYSIS

Lost Loyal High Value Customers

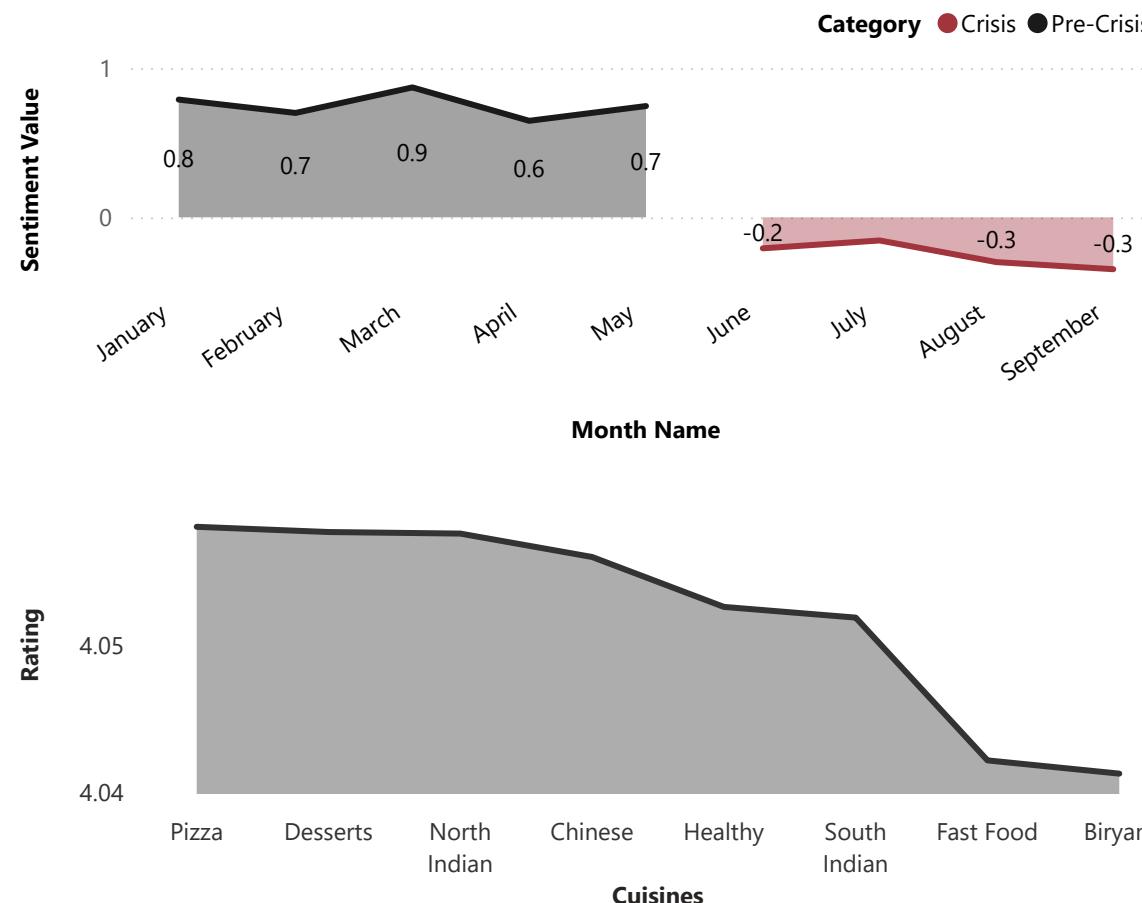
2828

With 3 Earlier Orders and >4.0 Rating

Lost Revenue

941.49K

Due to Lost Customers



Select all Organic Paid Referral Social



Top 5% Customers

Customer_id	Order Frequency(%)	Ratings
CUST000020	-100.00%	4.55
CUST000083	-100.00%	4.60
CUST000088	-100.00%	4.60
CUST000159	-100.00%	3.80
CUST000163	-100.00%	4.00
CUST000190	-100.00%	4.70
CUST000388	-100.00%	4.40
CUST000394	-100.00%	4.10
CUST000443	-100.00%	4.00
CUST000452	-100.00%	4.30
CUST000586	-100.00%	4.50
CUST000638	-100.00%	4.60
CUST000678	-100.00%	4.60
CUST000789	-100.00%	5.00
CUST000795	-100.00%	4.55
CUST000816	-100.00%	4.35
CUST000850	-100.00%	4.40
CUST000906	-100.00%	4.50
Total	-90.99%	4.40

Lost Customers By City

