

QUICKBITE EXPRESS RECOVERY DASHBOARD



INTRODUCTION

Food Safety Violations

The company faced serious food safety issues that triggered customer concerns and backlash across the market.

Delivery Outage Impact

A week-long delivery outage disrupted service continuity, causing customer disengagement and reduced trust.

Competitive Pressure

Competitors capitalized on the crisis by launching aggressive marketing campaigns to attract QuickBite’s dissatisfied customers.

Recovery Objective

The focus is to develop actionable insights to restore operational efficiency and regain customer trust.



EXECUTIVE OVERVIEW

Customer Base: Declined by **63.9%** from pre-crisis to post-crisis periods.

Order Volume: Dropped **by 69.67%**, indicating a severe contraction in demand.

Revenue: Fell sharply, with a **70.92%** loss compared to pre-crisis levels.

Customer Satisfaction: Average customer rating **decreased from 4.5 to 2.5**,

Service Quality: On-time delivery performance **plunged from 43.03% to 12.22%**.



CUSTOMER SEGMENTATION & LOYALTY

Pre-crisis, the company had **84,823** customers, whereas **post-crisis** this number reduced to **30,622** (of which **17,661** are **new customers** and **12,961** are **returning customers** who ordered pre-crisis, resulting in a **churn rate of 84.72%**).

Among the new customers post-crisis:

- Only **8** customers placed **4** orders.
- **68** customers placed **3** orders.

Looking at the **acquisition channels**:

- Most customers came through **organic means**, but this segment experienced a **71.83% reduction post-crisis**.
- The next largest customer base came via **paid channels**, which saw a **43.61% reduction in leads**

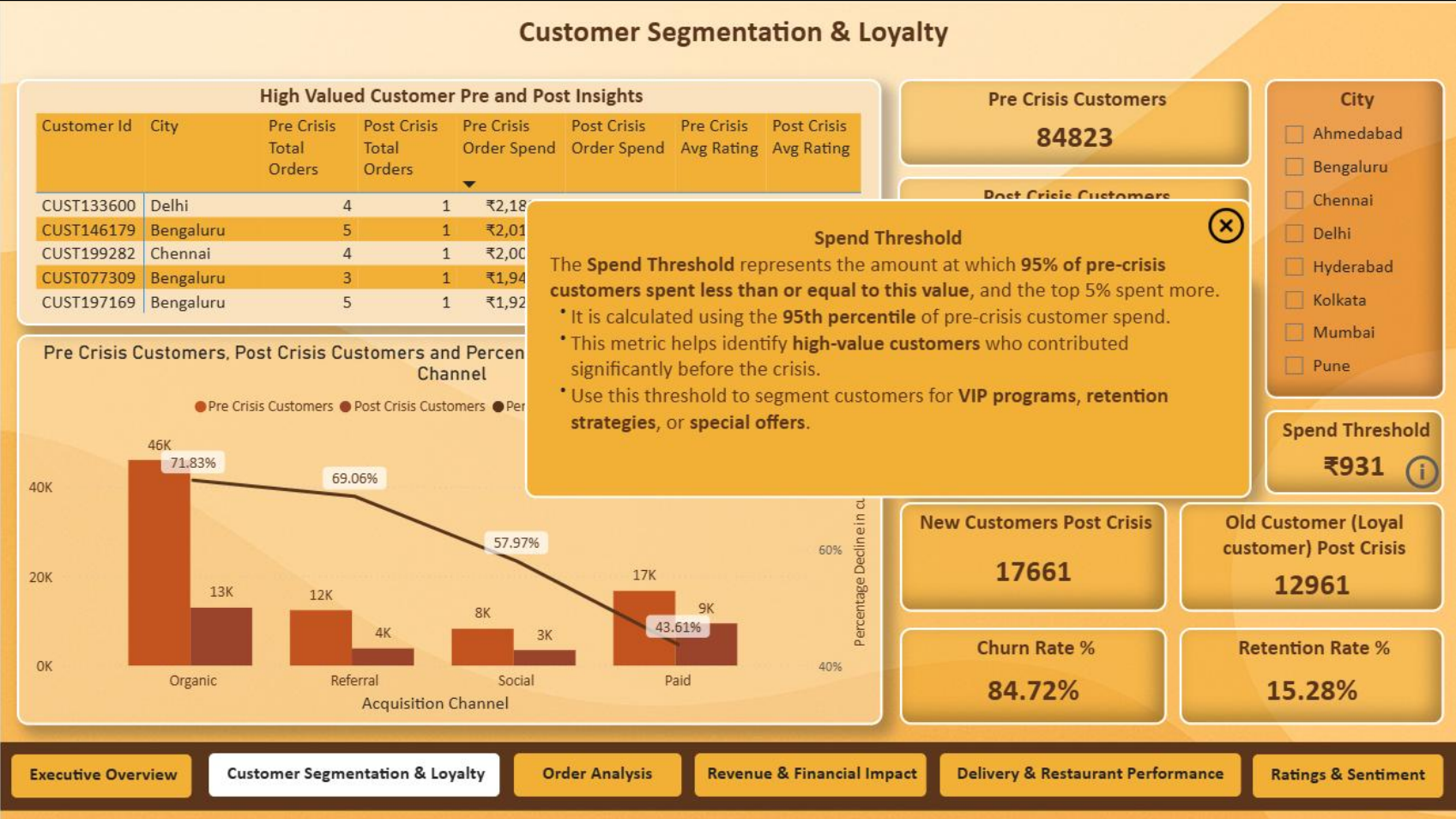


CUSTOMER SEGMENTATION & LOYALTY

We calculated a **Spend Threshold**, which represents the amount at which **95% of pre-crisis customers spent less than or equal to this value**, while the **top 5% spent more**.

This threshold is derived from the **95th percentile of pre-crisis customer spend**.

- Purpose of this metric:**
- Identifies **high-value customers** who contributed significantly before the crisis.
 - Can be used to **segment customers** for:
 - VIP programs
 - Retention strategies
 - Special offers

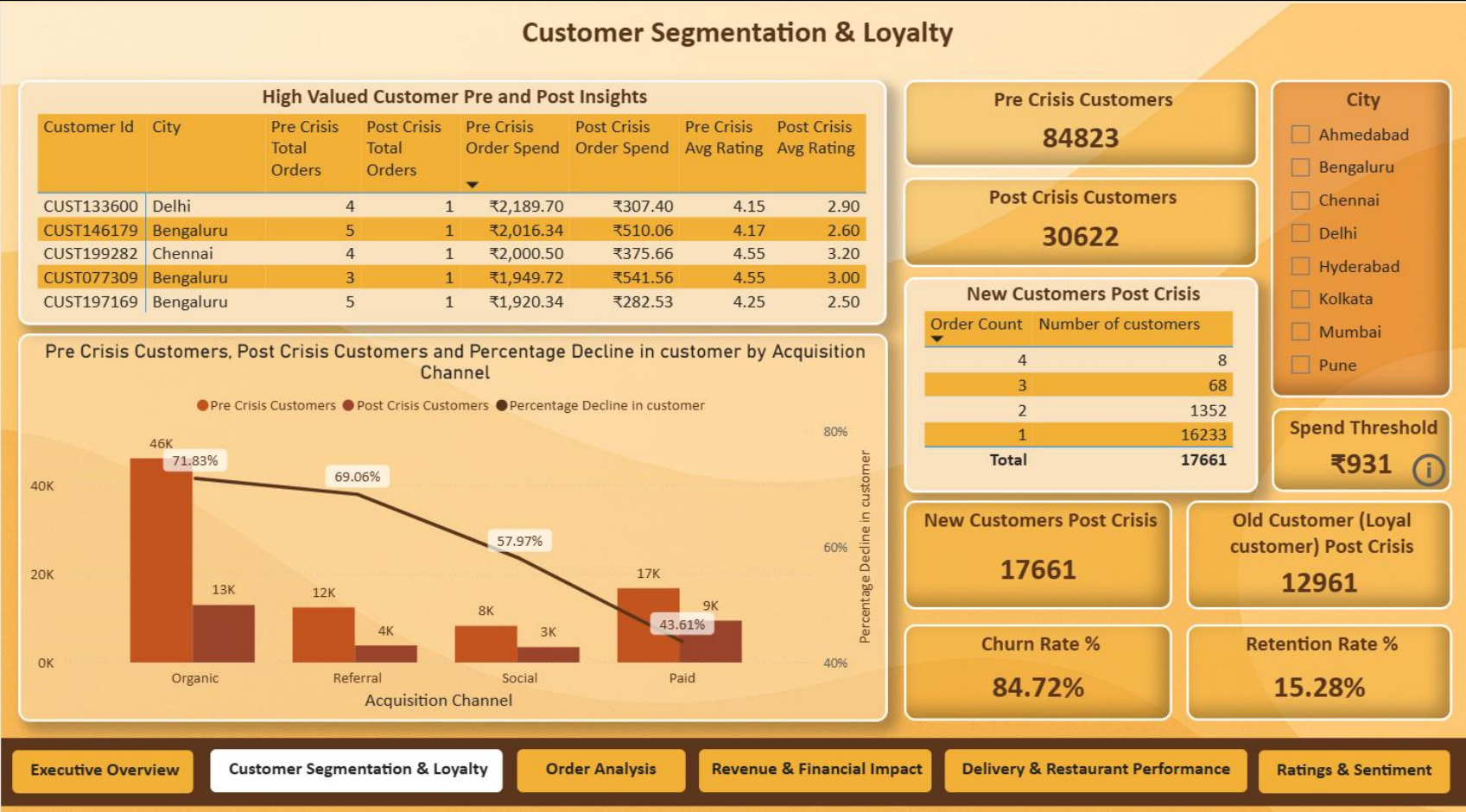


CUSTOMER SEGMENTATION & LOYALTY

Based on the **Spend Threshold**, we identified **high-value customers** and analyzed their **pre- and post-crisis spending patterns**, along with changes in their **ratings**.

Bangalore emerged as the city with the **highest number of high-value customers**.

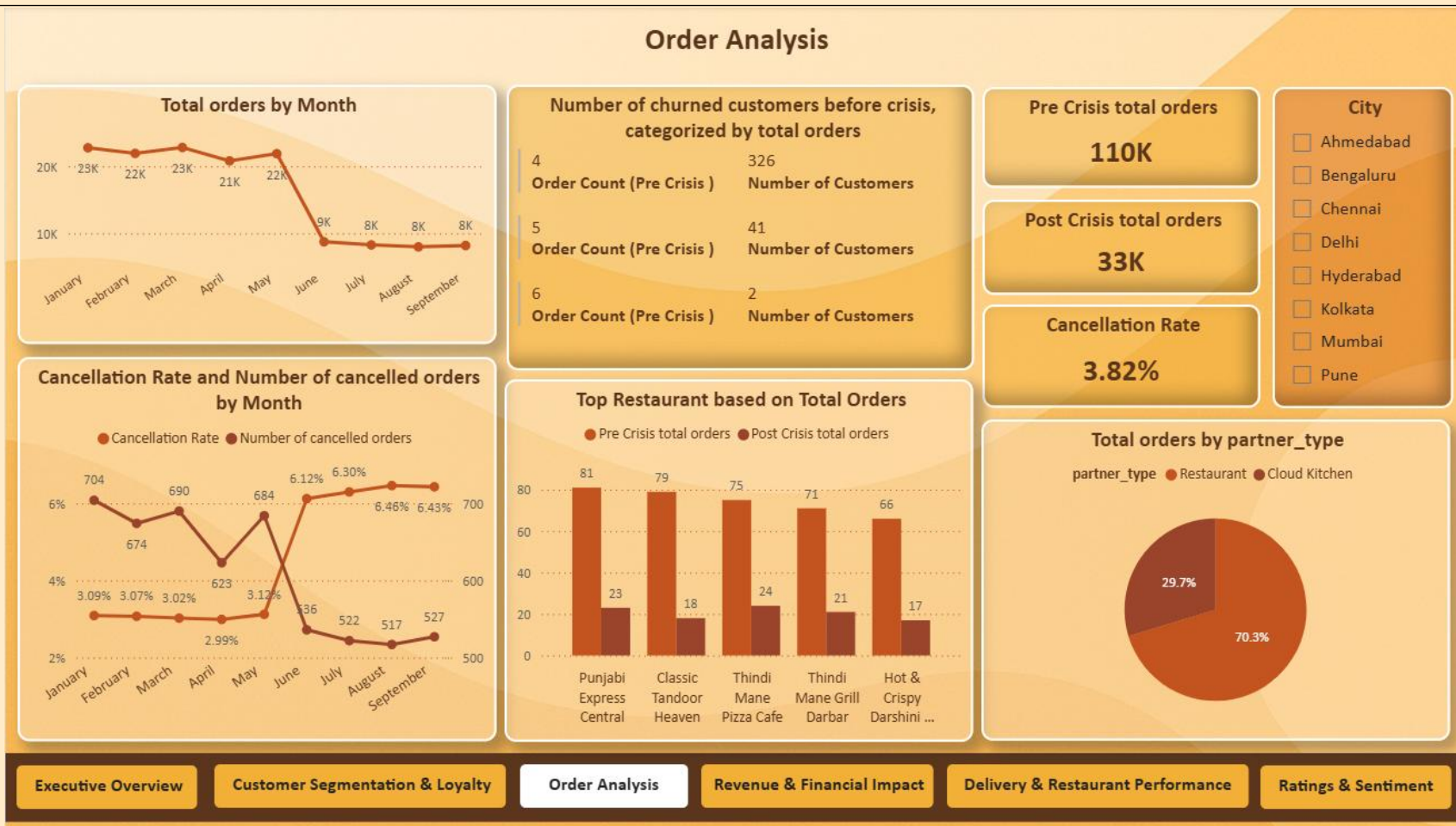
Additionally, we have implemented a **city filter**, which allows you to view **customer insights for different cities**, making it easier to compare performance and trends across regions.



ORDER ANALYSIS

Post-crisis, total orders dropped from 110K to 33K, and the overall cancellation rate was 3.82%.

- **Order sources:**
 - **Restaurants:** 70.3% of orders
 - **Cloud kitchens:** 29.7%
- We identified the **top restaurants and cloud kitchens based on pre-crisis order volume** and analyzed the reduction in their orders.
- **Punjabi Express Central** had **81 orders pre-crisis**, but only **23 orders post-crisis**, indicating a significant decline.



ORDER ANALYSIS

Cancellation analysis:

- The number of cancellations decreased post-crisis, but the cancellation rate (canceled orders as a percentage of total orders) increased from ~3% to ~6%, signaling a higher proportion of cancellations despite fewer overall orders.

Additionally, we have added a **city filter**, which allows you to view **orders insights for different cities**, making it easier to compare performance and trends across regions.



REVENUE & FINANCIAL IMPACT

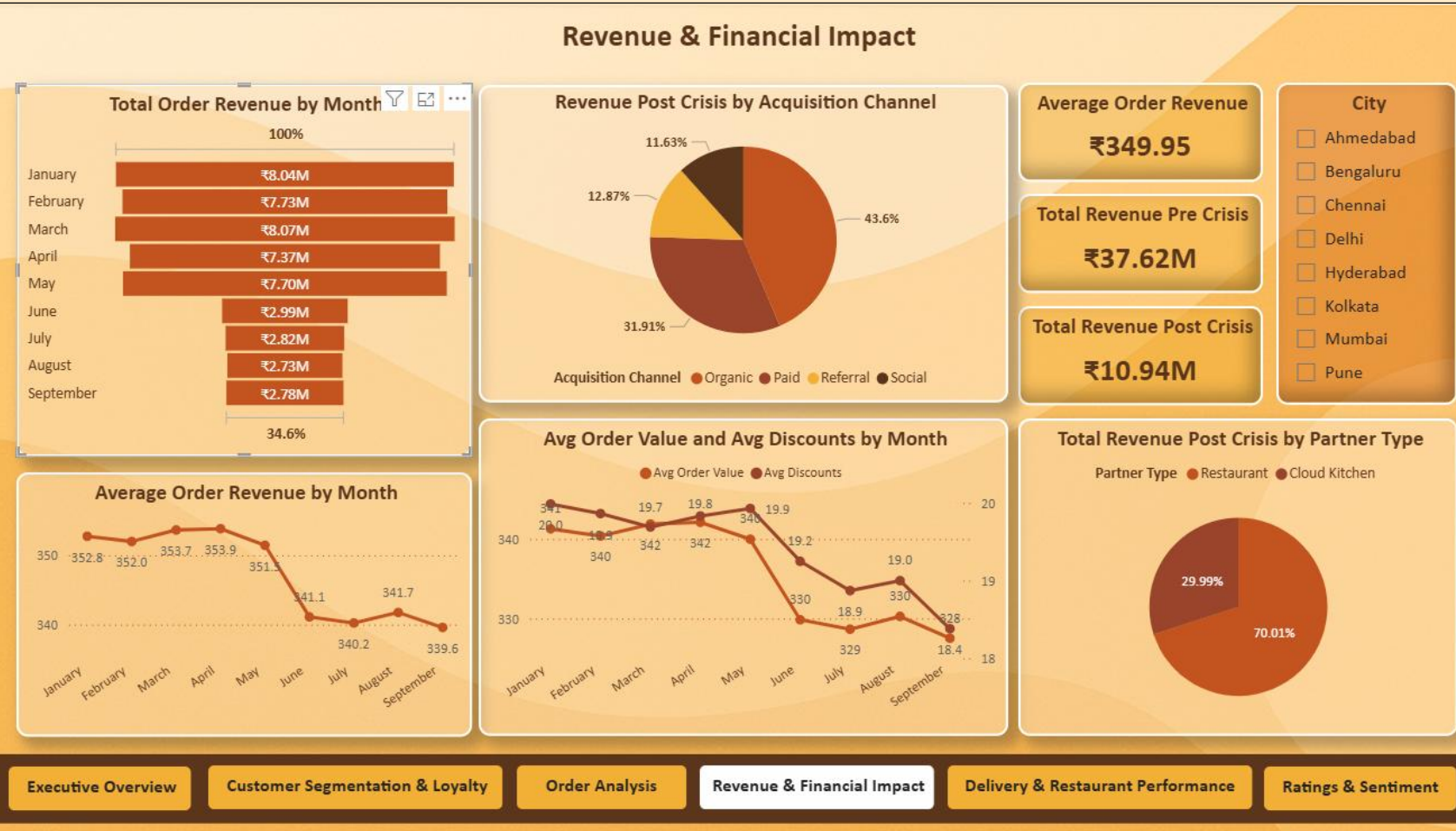
Total revenue before the crisis was ₹37.62M, which dropped to ₹10.94M post-crisis, reflecting a decline of over 55% as shown in the waterfall chart.

Since restaurants were the primary partners in terms of orders, they contributed the majority of revenue post-crisis, accounting for 70.01%.

For acquisition channels, Organic contributed 43.6%, while Social accounted for only 11.63%.

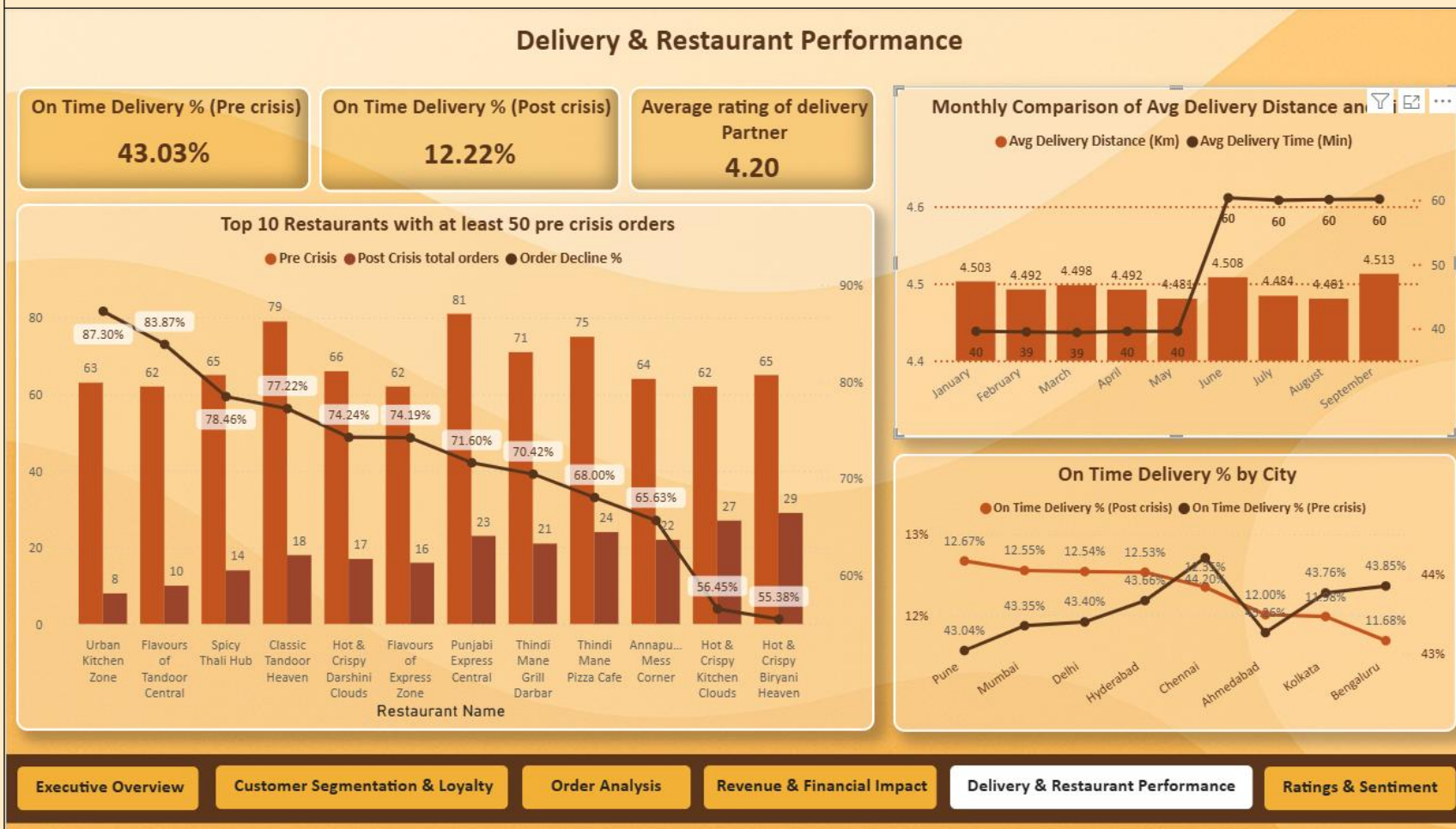
The Average Order Revenue, when plotted across months, shows a decrease from approximately ₹430 pre-crisis to ₹350 post-crisis.

A city filter is available to analyze revenue performance across different locations.



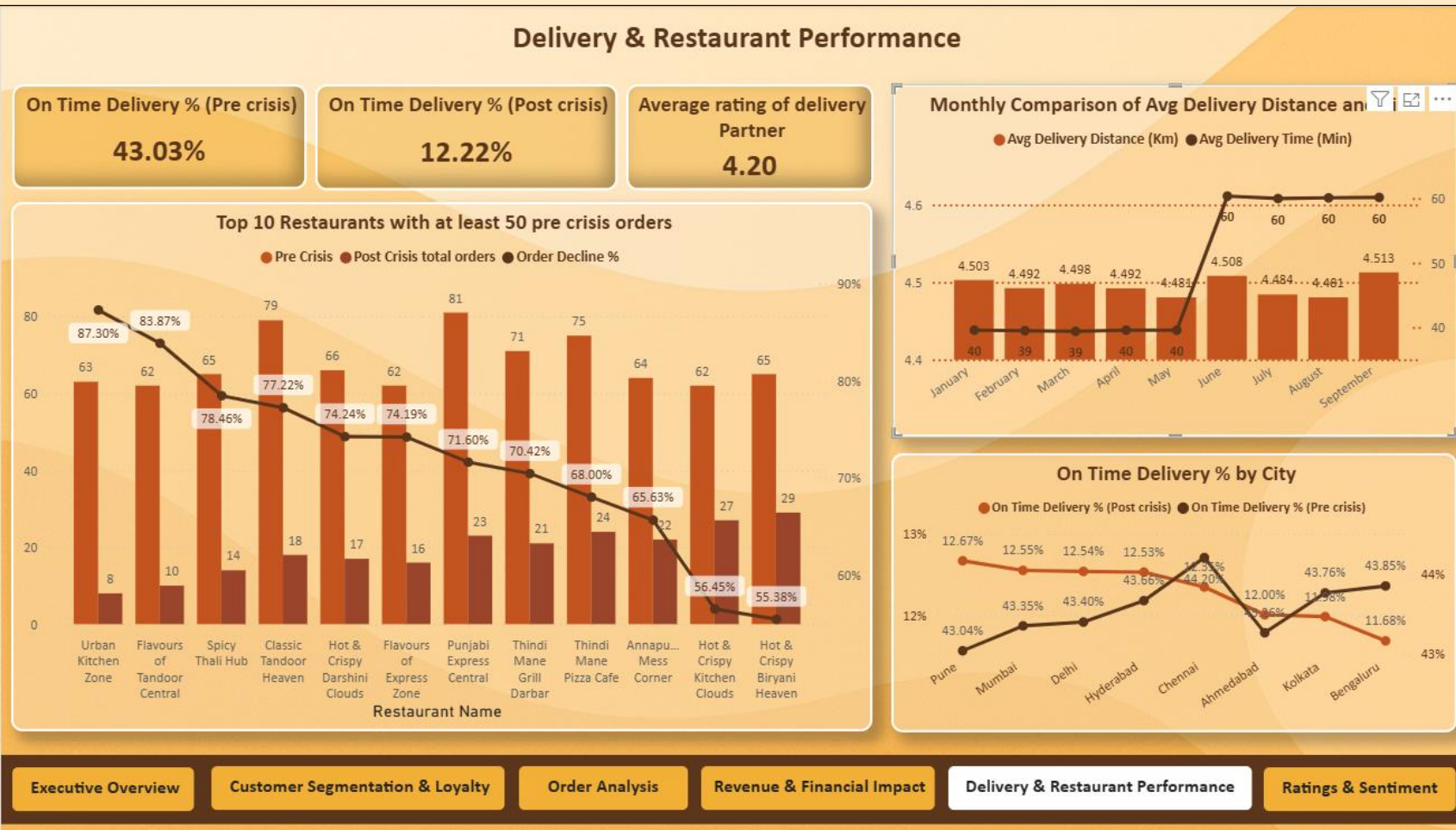
DELIVERY & RESTAURANT PERFORMANCE

- On-time delivery percentage was **43.03% pre-crisis**, which was already low, and it further dropped to **12.22% post-crisis**. The **average rating for delivery partners** remained strong at **4.20 out of 5**.
- We analyzed the relationship between **average delivery distance and delivery time** to see if distance impacted on-time delivery. Findings show that while **average delivery time increased from 40 minutes to 60 minutes**, the **average distance stayed nearly the same at ~4.5 km**, indicating other factors contributed to delays.



DELIVERY & RESTAURANT PERFORMANCE

- For restaurants with at least **50 pre-crisis orders**, **Punjabi Express Central** had the highest pre-crisis orders, but **Urban Kitchen Zone** was the most affected, with an **87.3% decline in orders**.
- When comparing **on-time delivery performance by city**, **Chennai** performed best post-crisis, whereas **Pune**, which had better performance pre-crisis, became the worst post-crisis.



RATING & SENTIMENT

- **Average restaurant rating** dropped sharply from **4.5/5 pre-crisis** to **2.5 post-crisis**, a decline of **44.53%**, bringing the **average sentiment score to 0.53** (scale: -1 to 1). Post-crisis, **47.38% of reviews expressed negative sentiment**, while only **4.63% were positive**.
- We identified restaurants with the **highest post-crisis average rating** and compared their pre-crisis ratings. **Madras Mess Nest** emerged as the **top-performing restaurant post-crisis**, with an average rating of **4.3**.
- A **word cloud analysis** of frequent negative words in reviews revealed that **Food, Quality, Packaging, and Safety** were the most mentioned concerns.

