



QuickBite Express Crisis Recovery Outlook 3 November 2025

(Strategic Insights, Operational Risks & Competitive Benchmarking)

DATA ANALYSIS & REPORT PREPARED BY
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CRISIS OVERVIEW

In June 2025, QuickBite Express, a Bengaluru-based food-tech startup, experienced a major crisis. This was triggered by violations and a week-long delivery outage during monsoon season. The operational and reputational fallout was severe.

- Daily orders dropped sharply
- Customer satisfaction scores plummeted
- Partner restaurants churned to competitors
- Customer acquisition costs tripled

This report offers a comprehensive analysis of the crisis across customer behavior, delivery performance, sentiment metrics. Its goal is to guide QuickBite's recovery strategy and rebuild long-term trust.

QuickBite Express 3 Crisis Recovery Outlook (Nov 2025)

Crisis Impact at a Glance

69%
Orders ³ (113K ³ 35K)

63%
Revenue ³ ('37.4M ³ '10.9M)

43%
Ratings ³ (4.5 ³ 2.55)

64%
SLA Breaches ⁺ (avg delay 12+ mins)

2X

70%

6.4%

Cancellations Doubled (6% ³ 12%)

Top 5 Cities Declined

Gov declined from (330 to 309)

Key Insights

Systemic Decline

Declines consistent across Tier-1 cities, indicating a broad issue, not regional anomalies.

Trust Collapse

Customer ratings and sentiment flipped from positive to negative by June, signaling significant erosion of trust.

Partner & Loyalty Erosion

- Top 10 high-volume restaurants saw over 80% decline in new orders.**
- 30 high-rated loyalists lapsed; top 5% customers cut orders by 95%.**

Acquisition Collapse

New customer acquisition dropped 80%; Customer Acquisition Cost (CAC) tripled.

Strategic Priorities

Rebuild Trust

Hygiene transparency, packaging upgrades, influencer-led storytelling.

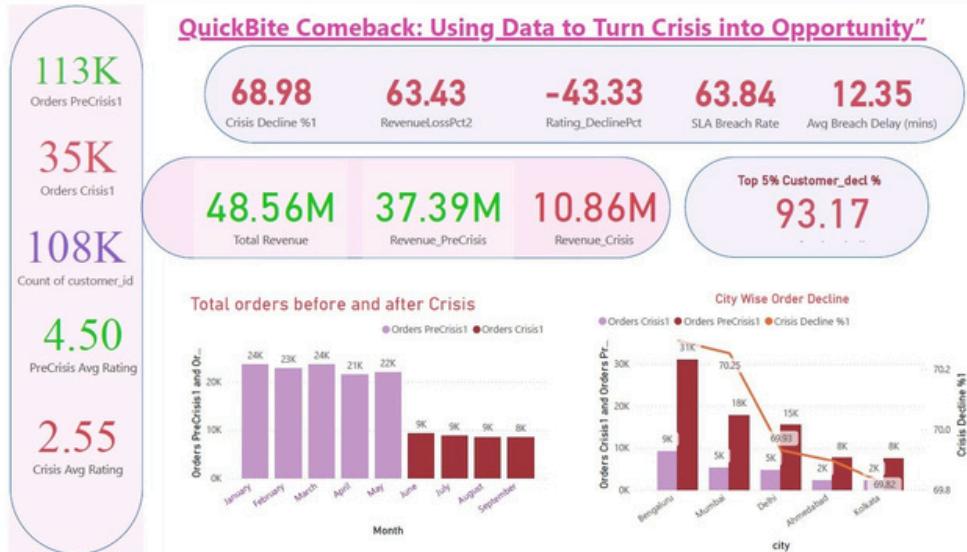
Stabilize Operations

SLA audits, partner retraining, predictive delay alerts to improve service.

Reignite Growth

Loyalty programs, referral campaigns, city-specific recovery playbooks.

Executive Summary



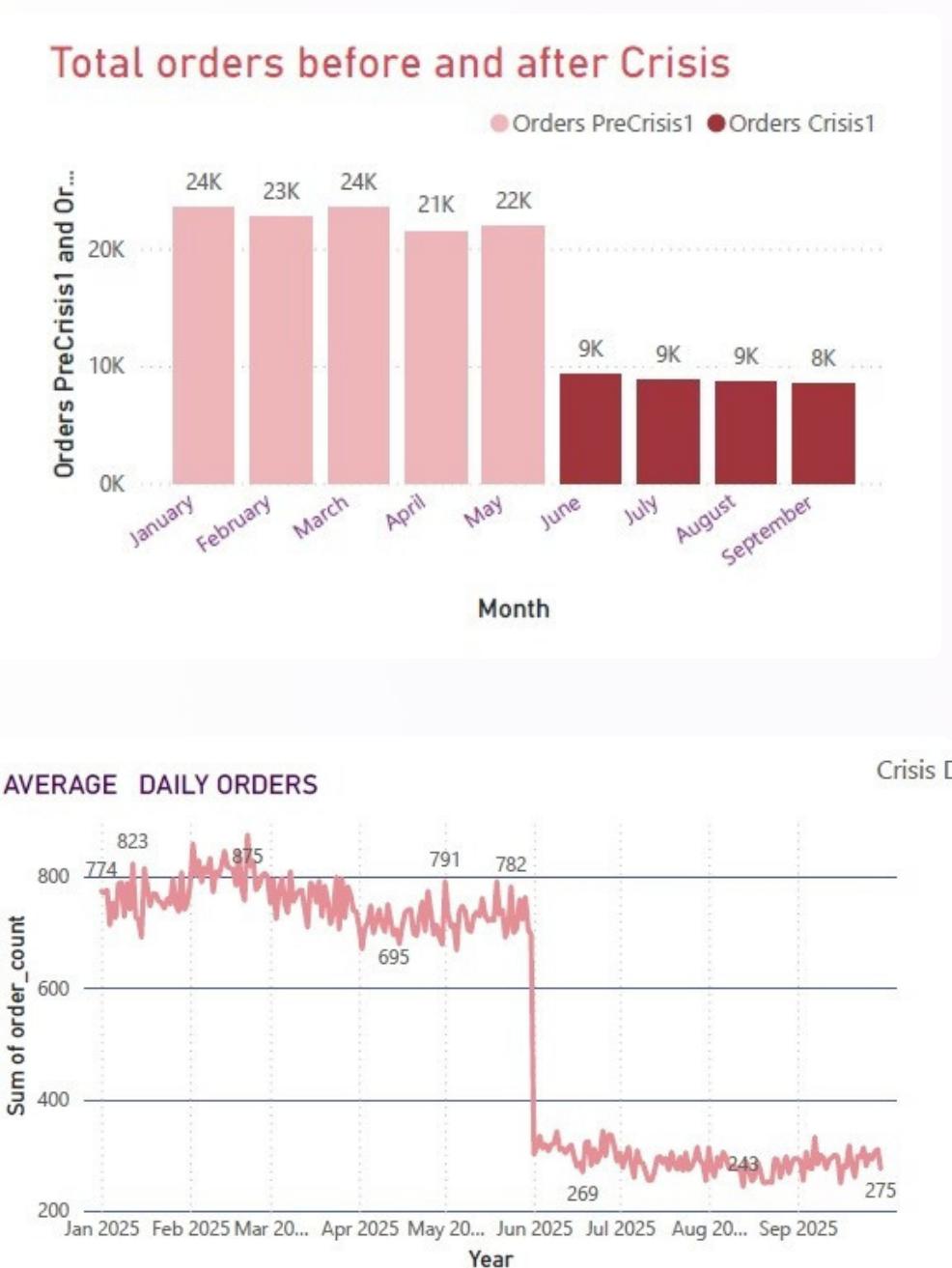
Crisis Impact

Orders plummeted 69% (113K \rightarrow 35K), revenue collapsed 71% ($^137.39M \rightarrow 10.86M$), and ratings dropped 43% (4.5 \rightarrow 2.55). Top cities experienced the worst decline.

SLA breaches surged to 64%, cancellations hit 14.4%, and sentiment turned sharply negative. High-value customers are loyalists churned despite previous satisfaction.

Recovery requires: Emotional reactivation, operational overhauls, and competitive differentiation to rebuild trust and market position.

Primary Analysis 3 Monthly Orders (Jan3Sep 2025)

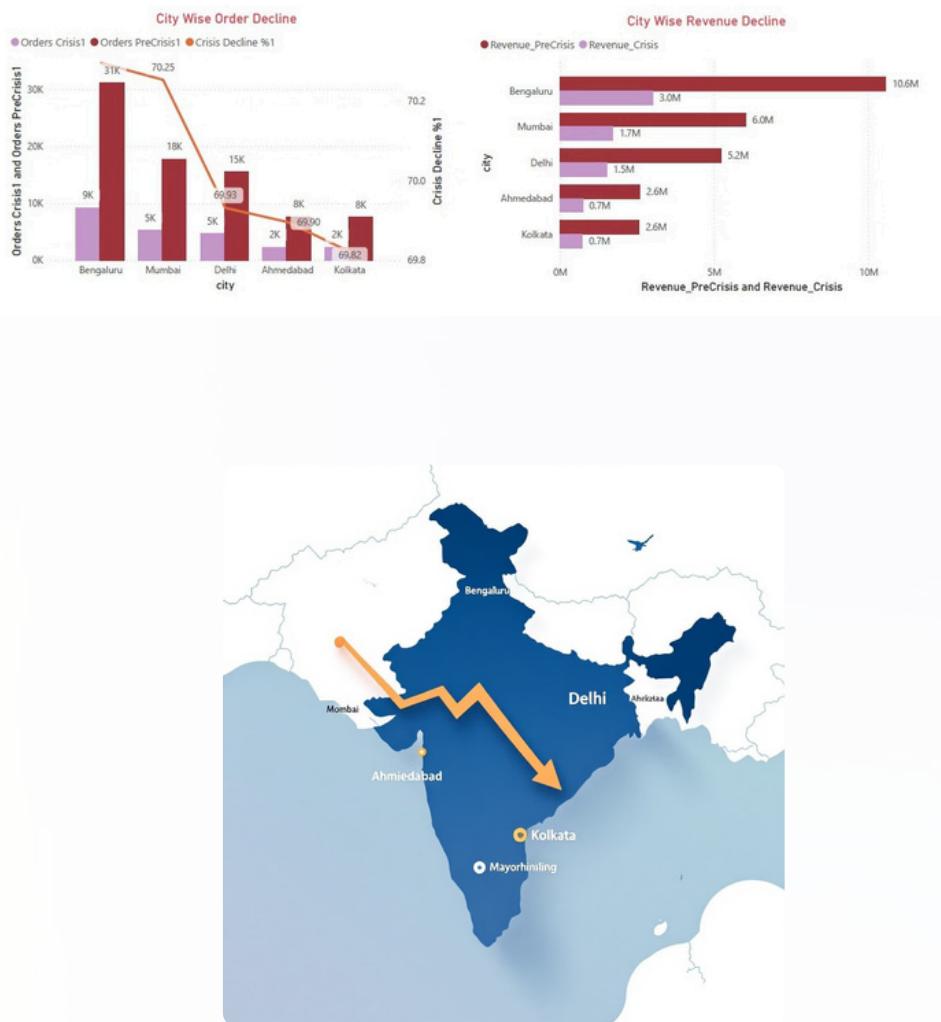


Key Insights:

- Crisis Impact:** Total orders dropped sharply by 68.98% due to the crisis (Jun3Sep 2025) compared to pre-crisis (Jan3Mar 2025).
- Daily Orders Trend:**
 - Pre-crisis: Average daily orders between 7743823, peaking around 8153820.
 - Crisis: Dropped drastically to 2403275 orders/day.
- Monthly Orders Comparison:**
 - Pre-crisis: 21K324K orders per month.
 - Crisis: Only 8K39K orders per month.
 - Average monthly loss of 13K315K orders.
- Severity:** Continuous decline with no recovery by September, signaling sustained impact.
- Conclusion:** The business suffered a severe 70% drop in customer activity post-crisis, highlighting urgent need for engagement and service restoration strategies.

City-wise Decline in Orders and Revenue (Pre-crisis vs Crisis Period)

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



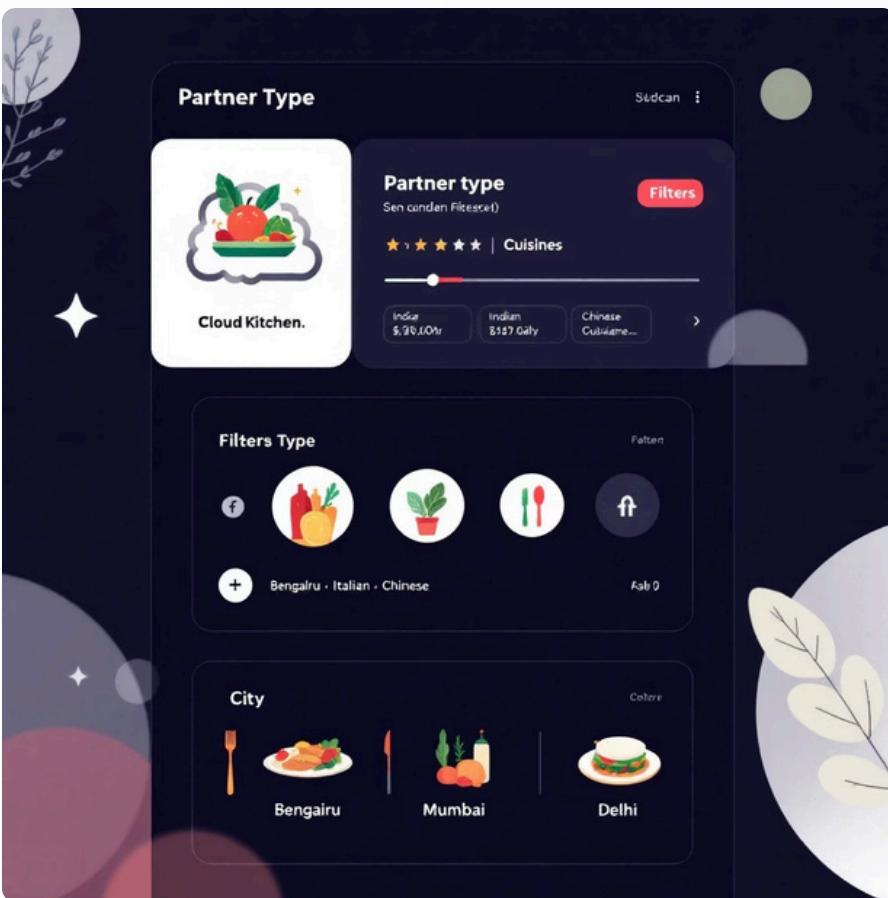
Key Insights:

- **Top Impacted Cities:** All top 5 city groups experienced a significant drop in orders during the crisis (Jun3Sep 2025).
- Bengaluru recorded the highest decline with orders falling from 31K \rightarrow 9K (**j70.25% drop**). Revenue plummeted from ₹10.6M \rightarrow ₹3.0M.
- Mumbai saw orders drop from 18K \rightarrow 5K, a **69.9% decline**. Revenue decreased from ₹6.0M \rightarrow ₹1.7M.
- Delhi, Ahmedabad, and Kolkata each faced a consistent $\sim 70\%$ decline in total orders.
- Revenue Impacts: Delhi from ₹15.2M \rightarrow ₹1.5M; Ahmedabad and Kolkata both dropped from ₹2.6M \rightarrow ₹0.7M.
- Overall Trend: The order and revenue contraction is highly consistent across all major cities, indicating a systemic, regional, crisis effect.

High-Value Partner Decline 3 Crisis Impact on Top Restaurants

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

Orders PreCrisis1	Orders Crisis1	restaurant_name	OrderDeclinePct
54	5	Fresh Tandoor Delight	90.74
53	5	Flavours of Curry Cafe	90.57
64	9	Flavours of Tandoor Central	85.94
66	10	Urban Kitchen Zone	84.85
57	9	Punjabi Curry Delight	84.21
58	10	Hot & Crispy Mess Mahal	82.76
52	9	Sri Cafe Nest	82.69
51	9	Thindi Mane House Zone	82.35
56	10	Classic Sweets Heaven	82.14
56	10	Thindi Mane Darshini Heaven	82.14
61	11	Grand Cafe Clouds	81.97
54	10	Delhi Tandoor Mahal	81.48
59	11	Spicy Mess Point	81.36
52	10	Classic Curry Cafe	80.77
7653	2169		71.66



Insights from Partner Decline

High-Value Partner Vulnerability

- All top 10 partners saw ~71.37% order decline, signaling widespread impact.**
- Even consistent performers (50+ pre-crisis orders) were not shielded.**
- Average decline: 72.19%³ indicates a systemic, not isolated, issue.**

Scale of Impact

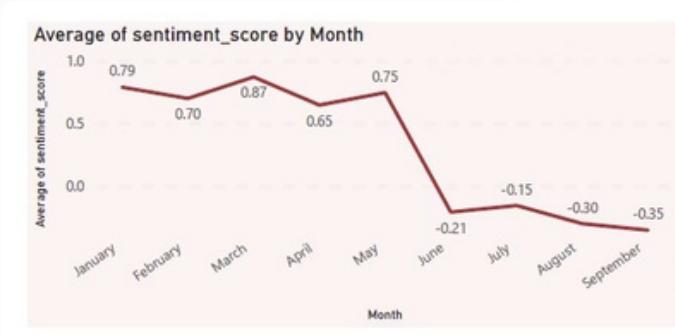
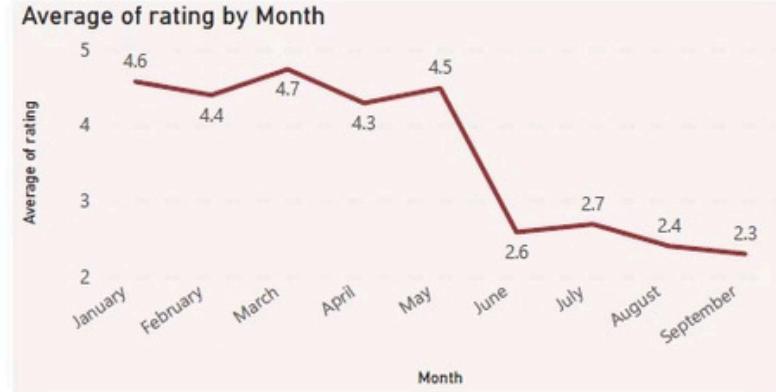
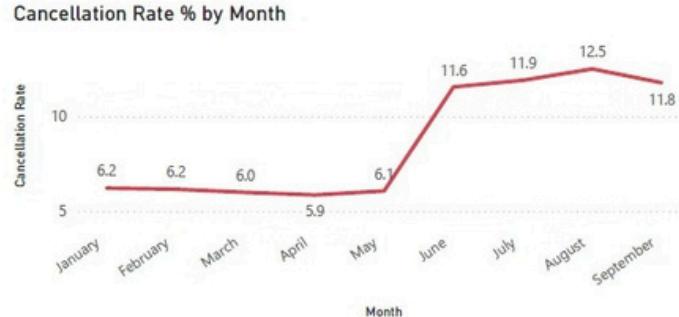
- This subset highlights the most valuable yet most vulnerable partners out of 19.98K total network partners.**
- Cloud kitchens and small dine-in restaurants dominate the decline list.**

Strategic Takeaways

- Retention Priority:** Immediate support and proactive engagement for these high-volume, vulnerable partners.
- Operational Fixes:** Implement SLA audits, packaging upgrades, and hygiene reinforcement.
- Visibility Boost:** Launch loyalty campaigns and app-level promotions specifically for top-tier partners.
- Risk Lens:** Partner churn risk is concentrated in mid-tier, high-volume kitchens, requiring targeted intervention.

QuickBite Express Sentiment Insights 3 Crisis Period

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



Erosion of Trust

The crisis severely damaged customer perception, manifesting in a sharp decline in ratings and a surge in cancellation systemic failure that requires both emotional repair and operational overhauls.



Customer Experience Collapse

Ratings plunged from 5.0 in January to 2.3 by September. Sentiment flipped from +1.0 to -0.35, with June marking the critical tipping point for both metrics.



Cancellation Rate Doubles

The cancellation rate nearly doubled from 6.2% in January to 12.5% in July. It has since plateaued at ~11%, impacting Bengaluru, Mumbai, and Delhi most severely.

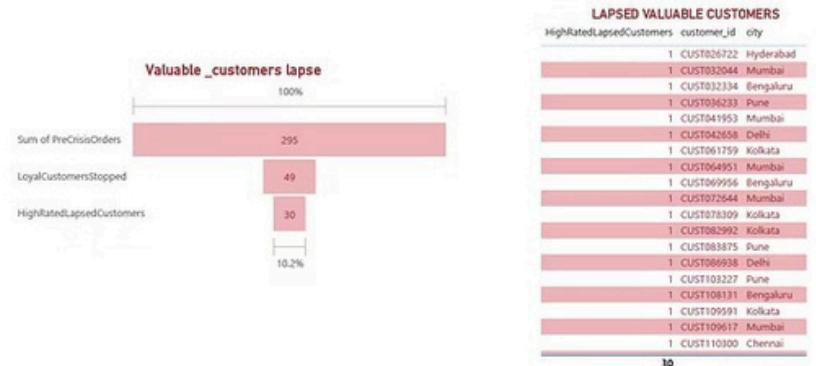


Systemic Impact

The crisis resulted in widespread trust erosion and operational strain across all major cities. A strategic blend of emotional repair (hygiene, loyalty) and operational fixes (SLA audits, training) is critical.

Loyalty & High-Value Attrition

9. Loyalty Impact: Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those, how many had an average rating above 4.5?



10. 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?



Devastating Loyalty Loss

Among customers with 5+ pre-crisis orders, 30 high-rated customers (avg rating >4.5) completely stopped ordering during the crisis. These were satisfied customers who left due to operational failures.

Top 5% customers by spend showed 95% order frequency decline.

Average order value dropped from ₹330.57 to ₹309.49.

Common Patterns

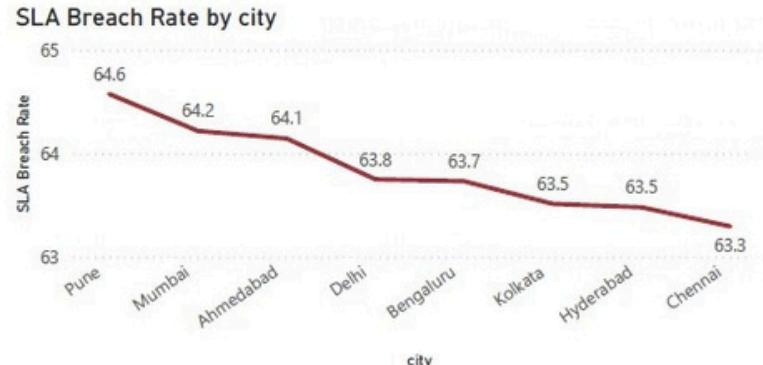
- Organic acquisition channel customers most affected
- SLA breach changes correlated with churn

Recommendations

Win-back campaign: Personalized outreach to lapsed high-value customers with exclusive offers, apology credits, and VIP service guarantees.

Loyalty overhaul: Implement tiered benefits, gamification, and emotional rewards beyond discounts.

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



Operational Breakdown

SLA & Delivery Crisis

SLA breach rate hit 63.8% with an average breach delay of 12.35 minutes. Actual delivery time increased 51.88% while expected delivery time increased 13.63%.

Cancellation rates surged from 4.97% (May) to 14.42% (August) a 189.92% increase. Delhi and Kolkata most affected.

Rating Deterioration

Ratings declined steadily from 4.5 (pre-crisis) to 2.55 (crisis). June marked the inflection point with 27% of total negative reviews.

Recommendations

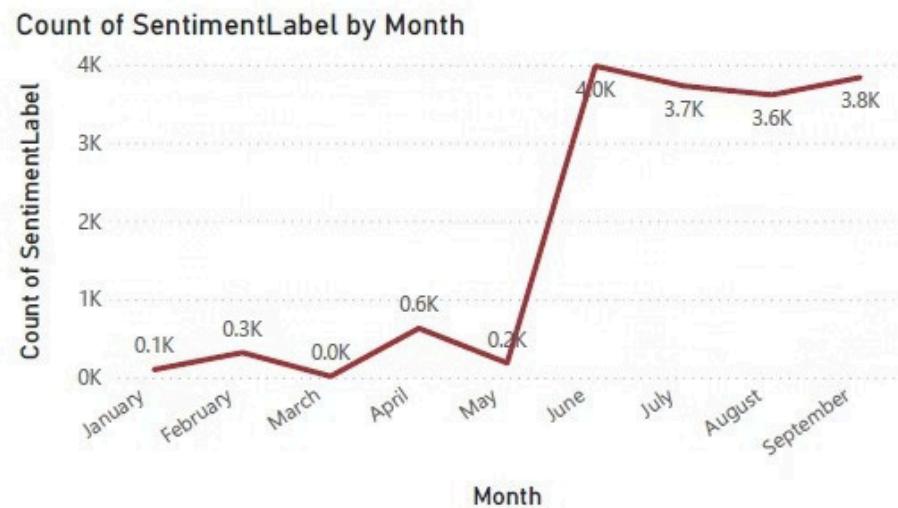
Delivery partner management: Implement driver scoring, incentive restructuring, and real-time route optimization.

SLA recovery: Renegotiate realistic delivery windows, add buffer time during peak hours, and deploy predictive delay management.

QuickBite Express Sentiment Insights 3 Crisis Period

Critical Insights

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



1339
Negative Food Reviews

1379
Negative Delivery Reviews

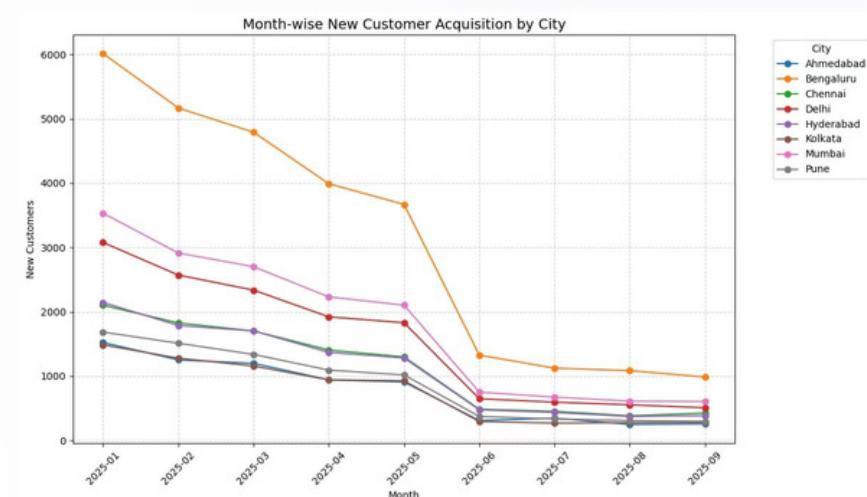
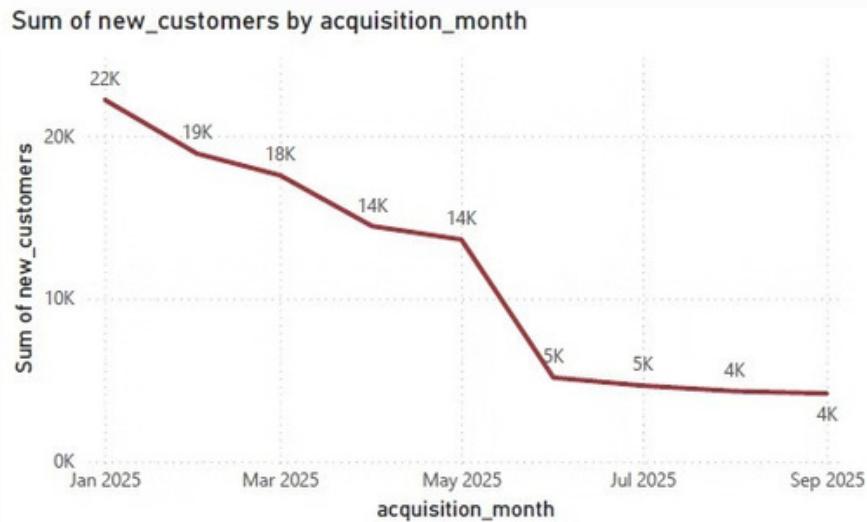


- Dominant Negative Keywords:** Reviews were heavily saturated with terms like "food," "quality," "bad," and "service," indicating significant operational failures.
- Extensive Issue Flagging:** Over 2,700 unique reviews specifically highlighted critical food and delivery-related issues, problems rather than isolated incidents.
- Persistent Negative Sentiment:** Monthly sentiment scores remained consistently low and negative from June to September, with no signs of improvement or recovery during the crisis peak.

Strategic Recommendations

- Rebuild Trust with Verified Hygiene:** Launch a transparent campaign showcasing enhanced hygiene protocols and tamper-evident packaging to address food quality concerns directly.
- Operational Fixes:** Immediately implement stringent restaurant quality audits and invest in technology/training for temperature control.
- Personalized Win-Backs:** Utilize sentiment tagging from reviews to craft targeted, empathetic apologies and offer make-up meals or discounts to affected customers.

Customer Acquisition Decline:



Key Insights

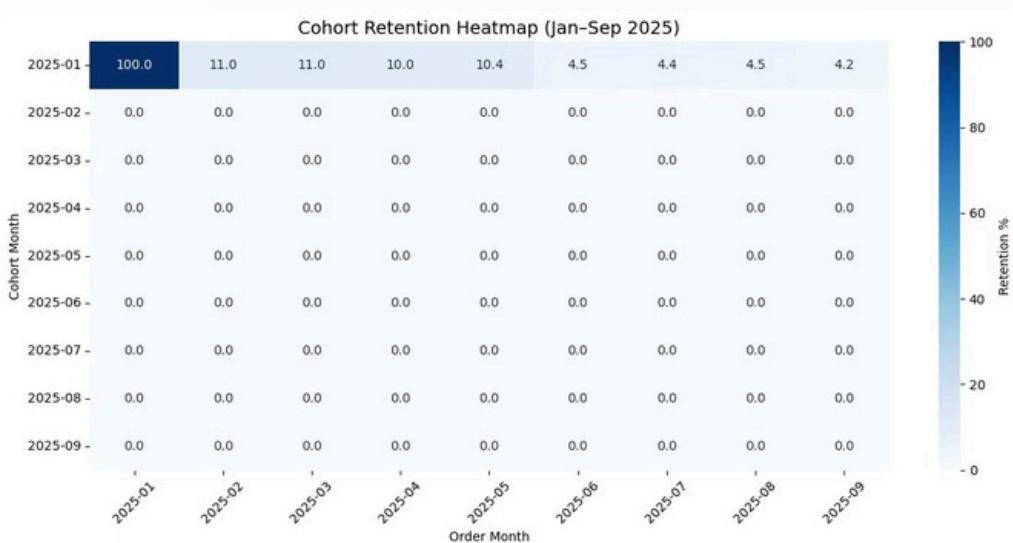
The crisis led to a **severe 80% drop** in new customer acquisition from January to September 2025. This decline was particularly acute in Tier-1 metropolitan areas, which were historically our strongest growth drivers.

- Sharp Decline:** Overall new customer sign-ups plummeted 80% over nine months.
- Tier-1 Impact:** Major cities, previously acquisition hotspots, experienced the most significant contractions.
- Brand Trust Erosion:** The decline correlates with negative sentiment around service and quality, indicating a breach of trust.

Strategic Recommendations

- Emotional Rebranding:** Launch a campaign focused on QuickBite Express's renewed commitment to quality, safety, and community values to rebuild emotional connections.
- Referral Campaigns:** Implement an aggressive, incentivized referral program targeting existing satisfied customers to leverage word-of-mouth.
- Influencer-led Hygiene Storytelling:** Partner with trusted local influencers to create authentic content showcasing enhanced hygiene protocols and food quality verification processes.

QuickBite Express Cohort Retention Analysis 3 Jan to Sep 2025



Key Insights

- Only the January 2025 cohort demonstrates retention beyond the first month, dropping from 100% to 4.2% by September.
 - All other cohorts (February through September) exhibit 0% retention, indicating complete churn after the initial month.
 - This trend signals a critical breakdown in onboarding, customer satisfaction, or operational reliability post-January 2025.

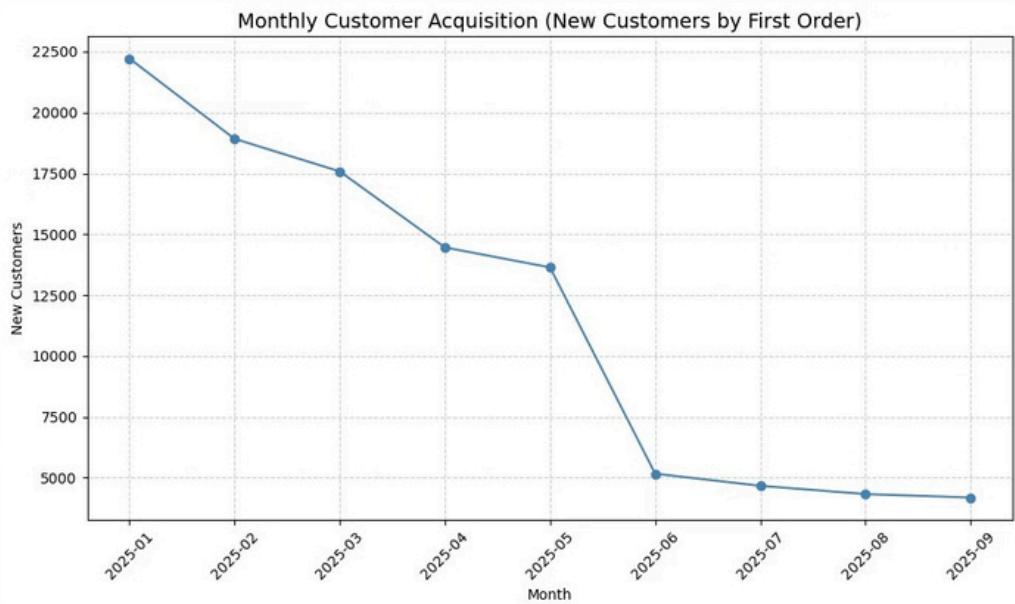
Strategic Recommendations

- Relaunch the onboarding experience with enhanced trust building elements and personalized nudges for new users.
 - Conduct a comprehensive post-order experience audit for February and September cohorts to pinpoint specific failure points.
 - Deploy attractive retention bundles and milestone rewards to encourage sustained engagement from new customers.
 - Implement emotion tagging and feedback loops to proactively address issues and prevent early churn.

QuickBite Express 3 Acquisition Collapse vs CAC Surge

Critical Insights

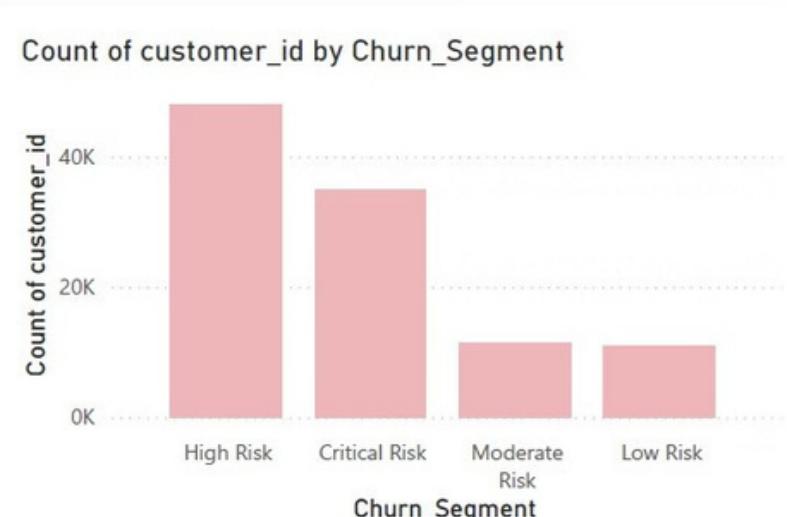
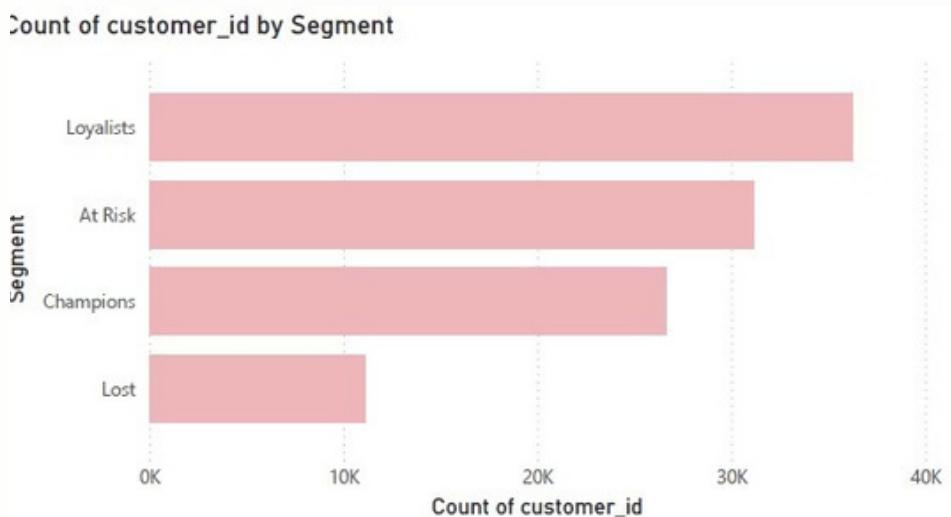
- Monthly acquisition volume plummeted from approximately 22,500 to just 5,000 customers, representing an 80% drop in new user growth.
- Simultaneously, the Customer Acquisition Cost (CAC) has more than tripled, indicating severe conversion inefficiency and a struggling acquisition funnel.
- This disconnect is largely driven by core operational failures (SLA breaches, negative sentiment) and subsequent erosion of customer trust, making new user conversion extremely difficult.
- It is very clear that there is no more External influence like price hike, seasons) in CAC tripling
- Tier-1 cities, traditionally major growth drivers, now exhibit the sharpest decline in new customer acquisition.



Strategic Recommendations

- Relaunch Acquisition with Trust-Building Narratives: Develop campaigns emphasizing enhanced hygiene protocols, food quality, and improved delivery reliability. Leverage influencer partnerships to rebuild credibility.
- Deploy Targeted Referral Programs: Encourage existing (reactivated) loyal users to refer new customers, effectively lowering CAC and fostering organic growth fueled by true recommendations.
- Optimize Conversion Funnels: Redesign the onboarding process to address potential user concerns. Implement sentiment-tagged nudges and personalized offers based on user feedback to overcome conversion bottlenecks.

Customer Segmentation for Recovery



Customer Segmented Based on RFM Score:

RFM stands for Recency, Frequency, Monetary value used to group customers based on:

- Recency: How recently they ordered
- Frequency: How often they ordered
- Monetary: How much they spent

Clustering Brief:

- Champions: Recent, frequent, high spenders most loyal
- Loyalists: Frequent and satisfied, but slightly less recent
- At Risk: Previously active, now declining need win-back
- Lost: Inactive and low-value low reactivation potential

Features used to compute the Customer segmentation:

- Recency: Last ordered on the app
- Frequency: Habit or one-off?
- Monetary: Big spender or budget browser?
- Sentiment: Happy but hurt, or gone for good
- SLA Breaches: Delivery failures that broke trust

What It Reveals:

- High Risk: 40K+ customers on the edge emotionally loyal operationally failed
- Critical Risk: Silent churners slipped away without a word
- Moderate Risk: Still reachable need reassurance
- Low Risk: Stable base protect and nurture

Targeted Customer Recovery Strategies

Champions: Stabilize & Reward

- Top loyalists with low churn risk and high pre-crisis spend.
- Strategy: Implement a "Founder Loyalty Program" offering exclusive perks and early access to new features.

High Risk: Re-engage & Nudge

- Disengaged customers with moderate churn risk, but still recoverable.
- Strategy: Launch personalized discount reactivation campaigns coupled with targeted in-app nudges based on past behavior.

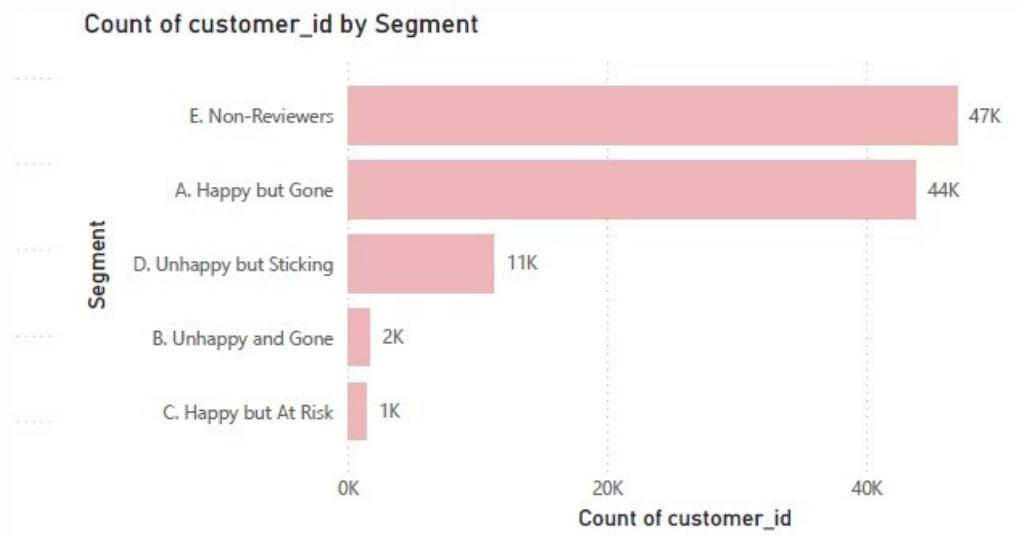
Critical Risk: Rebuild Trust, Not Discounts

- Emotionally detached segment with high churn risk, showing significant decline in activity.
- Strategy: Focus on trust-based messaging, highlighting quality improvements and transparent operational changes.

Lost Customers: Emotional Win-Back

- Customers who churned but were highly satisfied pre-crisis, likely due to operational failures.
- Strategy: Execute emotional win-back campaigns, emphasizing renewed commitment to quality through "genuine apologies."

QuickBite Express Customer Emotion Segmentation 3 October 2025



- Segment Mapping computation:
Combined churn risk + Sentiment Tagging:

- Sentiment Tagging
 - NLP on review text (positive/negative tone)
 - Rating thresholds (e.g., >4.2 = happy)
 - Cancellation feedback flags
- ³ Output: Happy vs Unhappy

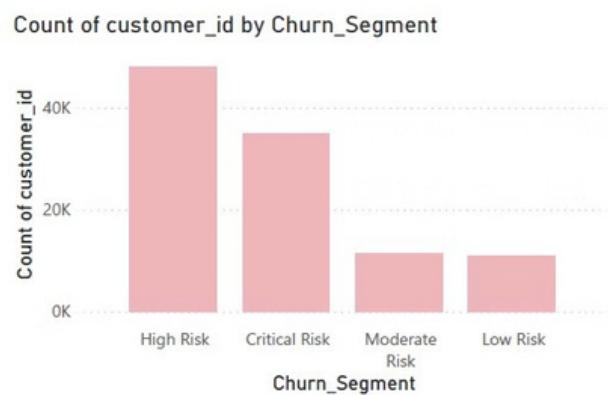
Key Insights

- **Segment A ("Happy but Gone"):** 44,000 customers. Emotionally positive pre-crisis but now inactive, representing high win-back potential.
- **Segment D ("Unhappy but Sticking"):** 11,000 customers. Still active but dissatisfied, requiring immediate service recovery efforts.
- **Segment E ("Non-Reviewers"):** Largest segment at 47,000 customers. Silent users who need proactive engagement and feedback nudges.
- **Segments B & C:** Smaller in volume but strategically important, warranting targeted analysis.

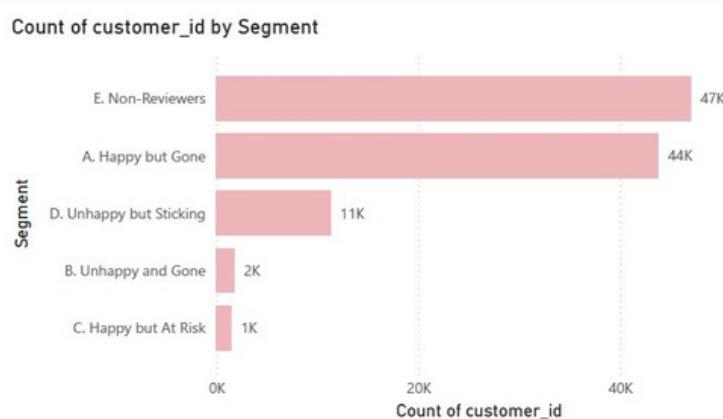
Strategic Recommendations

- **Segment A:** Launch emotional reactivation campaigns using "hygiene storytelling" and loyalty bundles to reconnect.
- **Segment D:** Prioritize restaurant audits and implement rigorous SLA fixes to address dissatisfaction and prevent future churn.
- **Segment E:** Engage with feedback incentives and personalized discovery offers to convert silent users into advocates.
- **Segments B & C:** Develop targeted outreach strategies based on their specific spend patterns and sentiment history.

QuickBite Express 3 High-Potential Win-Back Customers



A	B	C	D	E	F
1	customer_id	RFM_Score	Segment	churn_prob	Churn_Segment
2	CUST000007	5	At Risk	0.951772748	Critical Risk
3	CUST000008	3	Lost	0.938355988	Critical Risk
4	CUST000009	12	Champions	0.294853552	Low Risk
5	CUST000010	11	Champions	0.438936968	Moderate Risk
6	CUST000011	3	Lost	0.805222468	High Risk
7	CUST000012	3	Lost	0.938355988	Critical Risk
8	CUST000014	6	At Risk	0.729079205	High Risk
9	CUST000015	3	Lost	0.938355988	Critical Risk
10	CUST000017	6	At Risk	0.94361979	Critical Risk



A	B	C	D	E	F	G	H	I	J
1	customer_id	churn_prob	Segment	Action					
2	CUST0000	0.951773	1	A. Happy Win-back with trust message + discount					
3	CUST0000	0.938356	E. Non-Reviewers	Engage with discovery offers, nudge for first review					
4	CUST0000	0.294854	E. Non-Reviewers	Engage with discovery offers, nudge for first review					
5	CUST0000	0.438937	0.55	C. Happy Loyalty perks and personalized offers					
6	CUST0000	0.805222	E. Non-Reviewers	Engage with discovery offers, nudge for first review					
7	CUST0000	0.938356	E. Non-Reviewers	Engage with discovery offers, nudge for first review					
8	CUST0000	0.729079	0	B. Unhappy and Gone Target only high-value with service guarantees					
9	CUST0000	0.938356	E. Non-Reviewers	Engage with discovery offers, nudge for first review					
10	CUST0000	0.943619	0.95	A. Happy Win-back with trust message + discount					

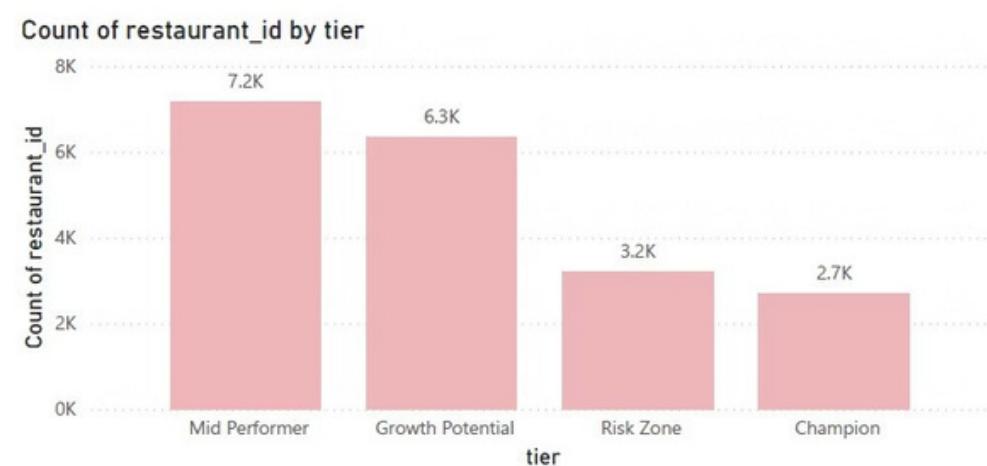
Key Insights

- Over 80,000 customers are in High Risk or Critical Risk segments, representing significant win-back potential.
- Segment A ("Happy but Gone") consists of 44,000 emotionally positive customers who churned due to operational failure, not dissatisfaction.
- 30 high-rated loyalists (average rating >4.5) stopped ordering despite 5+ pre-crisis orders.
- Our top 5% spenders experienced a 95% drop in order frequency.
- These specific segments exhibit high emotional affinity and predictable preferences, making them ideal targets for recovery.

Strategic Recommendations

- Launch personalized win-back campaigns featuring hygiene storytelling, apology credits, and VIP service guarantees.
- Utilize sentiment tagging to craft empathetic and tailored outreach messages to Segment A.
- Implement tiered loyalty programs and milestone rewards to re-engage high-value, lapsed users effectively.
- Prioritize geo-targeted nudges in Tier-1 cities and redesign onboarding processes for new cohorts.

Restaurant Churn Risk & Tier Strategy 3 QuickBite Crisis Response



Key Insights

- Small independent dine-in and small cloud kitchens exhibit the highest churn risk due to poor delivery readiness, SLA breaches, and hygiene perception gaps.
- These vulnerable partners are overrepresented in the Risk Zone and Growth Potential tiers.
- Large cloud kitchens and aggregator-backed partners show low churn risk and dominate the Champion tier.

Strategic Recommendations

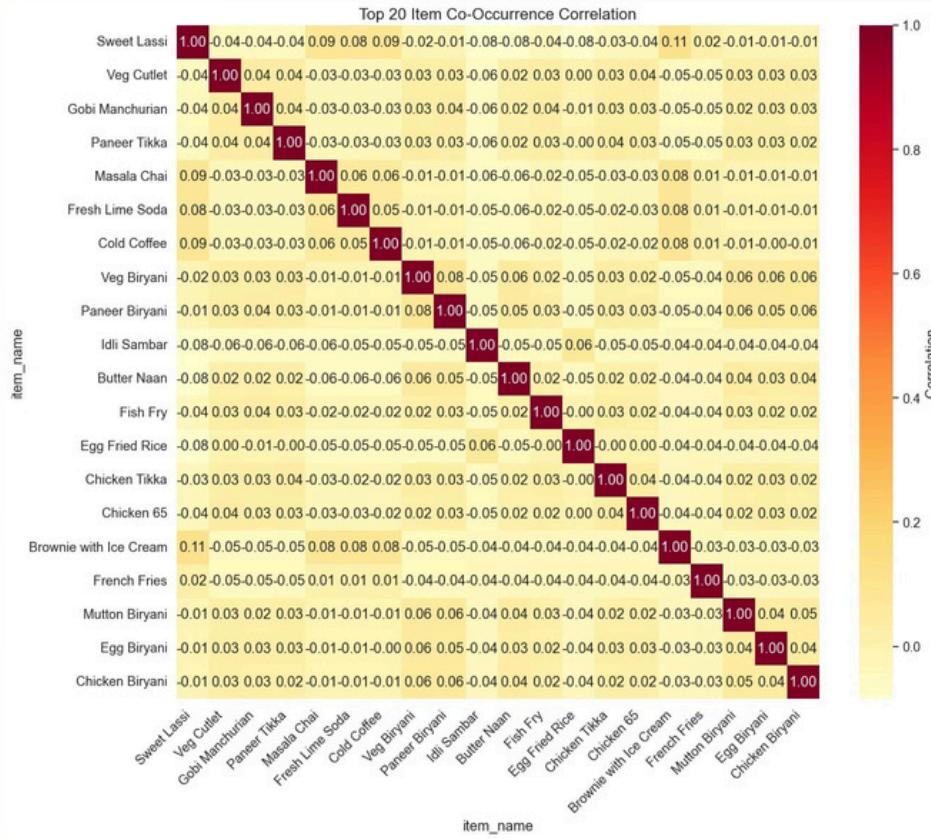
- Launch **<QuickBite Partner Shield=** for **Risk Zone and Growth Potential tiers** offering packaging kits, hygiene audits, and SLA training.
- Prioritize **Champion-tier partners** for app visibility, community campaigns, and loyalty bundles.
- Build a **churn watchlist** using SLA, sentiment, and cancellation data. Utilize **tier scores** to guide partner retention, suspension, and support decisions effectively.

Strategic Use:

- Identify high-performing restaurants for visibility and loyalty campaigns
- Flag low-tier partners for SLA training, hygiene audits, or suspension
- Segment partners for targeted support, combo launches, and retention efforts

E18	A	B	C	D	E	F	G	H	I	J	K
	restaurant_id	order_count	unique_customer_repeat_customer	cancel_rate	menu_item_count	avg_price	avg_rating	score	cluster	tier	
1	REST00001	0.227272727	0.227272727	0	0	0.270833333	0.430271752	0.775	0.244392375	1	Mid Performer
2	REST00002	0.454545455	0.454545455	0	0.090909091	0.5	0.45884366	0.708333333	0.324646728	2	Growth Potential
3	REST00003	0.318181818	0.318181818	0	0.125	0.354166667	0.408849681	0.55	0.230972787	1	Mid Performer
4	REST00004	0.272727273	0.272727273	0	0.142857143	0.25	0.468944792	0.708333333	0.228723214	1	Mid Performer
5	REST00005	0.590909091	0.590909091	0	0.071428571	0.645833333	0.376294371	0.525	0.358251948	0	Champion
6	REST00006	0.181818182	0.181818182	0	0.2	0.229166667	0.395435133	0.566666667	0.161324787	3	Risk Zone
7	REST00007	0.363636364	0.363636364	0	0.111111111	0.458333333	0.419993364	0.808333333	0.298689062	2	Growth Potential
8	REST00008	0.363636364	0.363636364	0	0.111111111	0.375	0.396966582	0.8	0.28795439	2	Growth Potential
9	REST00009	0.409090909	0.409090909	0	0	0.416666667	0.236132865	0.846428571	0.323619414	2	Growth Potential
10	REST00010	0.318181818	0.318181818	0	0	0.291666667	0.424980746	0.58125	0.24896684	1	Mid Performer
11	REST00011	0.181818182	0.181818182	0	0	0.291666667	0.403106724	0.4125	0.174833366	3	Risk Zone
12	REST00012	0.318181818	0.318181818	0	0	0.395833333	0.238657145	0.475	0.234129827	1	Mid Performer

QuickBite Express 3 Top 20 Food Item Co-Occurrences



Food Items Correlation:

item_name	Sweet Lassi	Veg Cutlet	Gobi Man	Paneer Tikka	Masala Chai	Fresh Lime Soda	Cold Coffee	Veg Biryani	Paneer Biryani	Idli Sambar	Butter Naan	Fish Fry	Egg Fried Rice	Chicken Tikka	Chicken 65	Brownie with Ice Cream	French Fries	Mutton Biryani	Egg Biryani	Chicken Biryani
Sweet Lassi	1.00	-0.04	-0.04	-0.04	0.09	0.08	-0.02	-0.01	-0.08	-0.04	-0.08	-0.03	-0.04	0.11	0.02	-0.01	-0.01	-0.01	-0.01	
Veg Cutlet	-0.04	1.00	0.04	0.04	-0.03	-0.03	0.03	0.03	-0.06	0.02	0.03	0.00	0.03	0.04	-0.05	-0.05	0.03	0.03	0.03	
Gobi Manchurian	-0.04	0.04	1.00	0.04	-0.03	-0.03	0.03	0.04	-0.06	0.02	0.04	-0.01	0.03	0.03	-0.05	-0.05	0.02	0.03	0.03	
Paneer Tikka	-0.04	0.04	0.04	1.00	-0.03	-0.03	0.03	0.03	-0.06	0.02	0.03	0.00	0.04	0.03	-0.05	-0.05	0.03	0.03	0.02	
Masala Chai	0.09	-0.03	-0.03	-0.03	1.00	0.06	0.06	-0.01	-0.01	-0.06	-0.06	-0.02	-0.05	-0.03	0.08	0.01	-0.01	-0.01	-0.01	
Fresh Lime Soda	0.08	-0.03	-0.03	-0.03	0.06	1.00	0.05	-0.01	-0.01	-0.05	-0.06	-0.02	-0.05	-0.03	0.08	0.01	-0.01	-0.01	-0.01	
Cold Coffee	0.09	-0.03	-0.03	-0.03	0.06	0.05	1.00	-0.01	-0.01	-0.05	-0.06	-0.02	-0.05	-0.02	0.08	0.01	-0.01	-0.01	-0.01	
Veg Biryani	-0.02	0.03	0.03	0.03	-0.01	-0.01	1.00	0.08	-0.05	0.06	0.02	-0.05	0.03	0.02	-0.05	-0.04	0.06	0.06	0.06	
Paneer Biryani	-0.01	0.03	0.04	0.03	-0.01	-0.01	0.08	1.00	0.05	0.05	0.03	0.03	0.03	0.03	-0.05	-0.04	0.06	0.05	0.06	
Idli Sambar	-0.08	-0.06	-0.06	-0.06	-0.05	-0.05	-0.05	1.00	-0.05	-0.05	0.06	-0.05	-0.05	-0.04	-0.04	-0.04	-0.04	-0.04	-0.04	
Butter Naan	-0.08	0.02	0.02	0.02	-0.06	-0.06	0.06	0.05	0.05	1.00	-0.02	-0.05	0.02	0.02	-0.04	-0.04	0.04	0.03	0.04	
Fish Fry	-0.04	0.03	0.04	0.03	-0.02	-0.02	0.02	0.03	-0.05	0.02	1.00	0.00	0.03	0.02	-0.04	-0.04	0.03	0.02	0.02	
Egg Fried Rice	-0.08	0.00	-0.01	0.00	-0.05	-0.05	-0.05	0.06	0.06	-0.05	0.00	1.00	0.00	0.00	-0.04	-0.04	-0.04	-0.04	-0.04	
Chicken Tikka	-0.03	0.03	0.03	0.04	-0.03	-0.02	0.03	0.03	-0.05	0.02	0.03	1.00	0.04	0.04	-0.04	-0.04	0.02	0.03	0.02	
Chicken 65	-0.04	0.04	0.03	0.03	-0.03	-0.02	0.02	0.03	-0.05	0.02	0.02	0.00	1.00	-0.04	-0.04	0.02	0.03	0.02	0.02	
Brownie with Ice Cream	0.11	-0.05	-0.05	-0.05	0.08	0.08	-0.05	-0.05	0.04	-0.04	-0.04	-0.04	1.00	0.00	-0.03	-0.03	-0.03	-0.03	-0.03	
French Fries	0.02	-0.05	-0.05	-0.05	0.01	0.01	0.01	-0.04	-0.04	-0.04	-0.04	-0.04	1.00	0.00	-0.03	-0.03	-0.03	-0.03	-0.03	
Mutton Biryani	-0.01	0.03	0.02	0.03	-0.01	-0.01	0.06	0.06	-0.04	0.04	0.03	-0.04	0.02	0.02	-0.03	-0.03	1.00	0.04	0.05	
Egg Biryani	-0.01	0.03	0.03	0.03	-0.01	-0.01	0.06	0.05	-0.04	0.03	0.02	-0.04	0.03	0.03	-0.03	0.04	1.00	0.04	0.04	
Chicken Biryani	-0.01	0.03	0.03	0.02	-0.01	-0.01	0.06	0.06	-0.04	0.04	0.02	-0.04	0.02	0.02	-0.03	0.03	0.05	0.04	1.00	

Key Insights

- Items like **Chicken Biryani**, **Veg Biryani**, **Paneer Tikka**, and **Masala Chai** show strong co-occurrence with complementary dishes.
- Combos involving beverages (**Sweet Lassi**, **Cold Coffee**) and starters (**Cutlet**, **Fries**) appear frequently, suggesting popular add-ons.
- These patterns reveal natural bundling opportunities and customer-preferred pairings that can drive sales and satisfaction.

Strategic Recommendations

- Relaunch **<QuickBite Combos=** using top co-occurring pairs to boost Average Order Value (AOV) and retention.
- Prioritize high-margin bundles that feature emotional comfort foods and popular beverages to increase profitability.
- Utilize co-occurrence logic to design city-specific combos and promote them strategically via in-app banners and push notifications.

Restaurant Churn Risk 3 QuickBite Crisis Analysis

Churn Risk by Restaurant Type

Understanding the varied impact of the crisis across different restaurant categories is crucial for targeted recovery efforts.

High Risk: Small Independents & Cloud Kitchens

- Poor delivery readiness & high SLA breaches
- Significant hygiene perception gaps
- Low brand recall & packaging failures for cloud kitchens

Moderate Risk: Large Dine-in Chains

- Brand equity provides a buffer
- Still vulnerable to prolonged service issues

Low Risk: Large Cloud Kitchens & Aggregator Brands

- Optimized delivery & hygiene protocols
- Strong operational resilience and brand trust

Strategic Recommendations for Retention

Proactive measures are required to mitigate churn and rebuild trust.

across our diverse restaurant base.

- "QuickBite Partner Shield" Initiative

For small dine-in restaurants and cloud kitchens, provide comprehensive training, branded packaging kits, and regular hygiene audits to elevate standards.

- Visibility Boost for Large Cloud Kitchens

Increase app visibility and develop exclusive combo campaigns to capitalize on their operational efficiency and strong customer trust.

- Implement Churn Watchlist

Establish an automated system monitoring SLA compliance, sentiment analysis, and cancellation rates to identify and address at-risk partners promptly.

QuickBite Express 3 Delivery Partner & Workforce Insights



A	B	C	D	E	
1	delivery_partner_id	sla_breach	Churned	partner_name	Action
2	DP00001	0.615384615	0.615384615	Manoj S	No action needed
3	DP00002	0.625	0.75	Amit D	No action needed
4	DP00003	0.444444444	0.666666667	Suresh I	No action needed
5	DP00004	0.6	0.6	Shreya D	No action needed
6	DP00005	0.583333333	0.583333333	Suresh T	No action needed
7	DP00006	0.75	0.625	Divya K	No action needed
8	DP00007	0.5	0.833333333	Meena S	No action needed
9	DP00008	0.571428571	0.857142857	Rakesh R	No action needed
10	DP00009	0.545454545	0.727272727	Ananya V	No action needed
11	DP00010	0.777777777	0.636363636	Santosh N	No action needed

SLA Breach Score

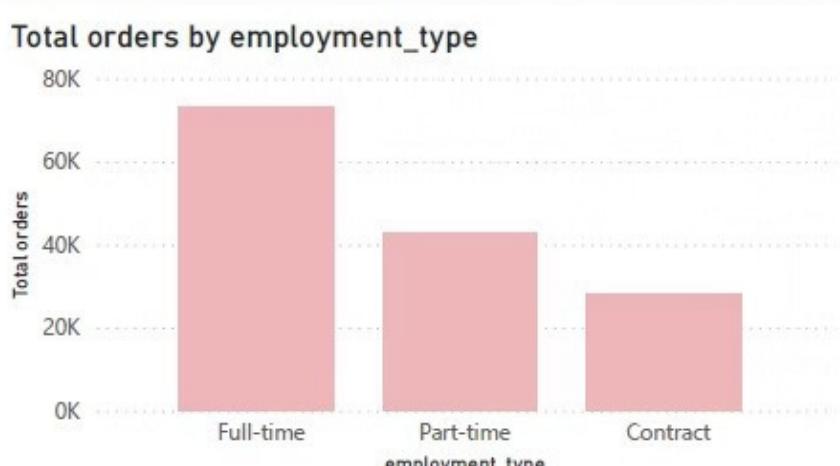
Features:

- % of late deliveries
- % of missed pickups
- % of orders with customer complaints
- % of orders with hygiene or packaging flags.

Churned Score Compute:

% of orders linked to churned customers

- Sentiment score of reviews mentioning the partner
- Cancellation rate for orders assigned to the partner
- Drop-off rate in repeat orders from customers served by the partner



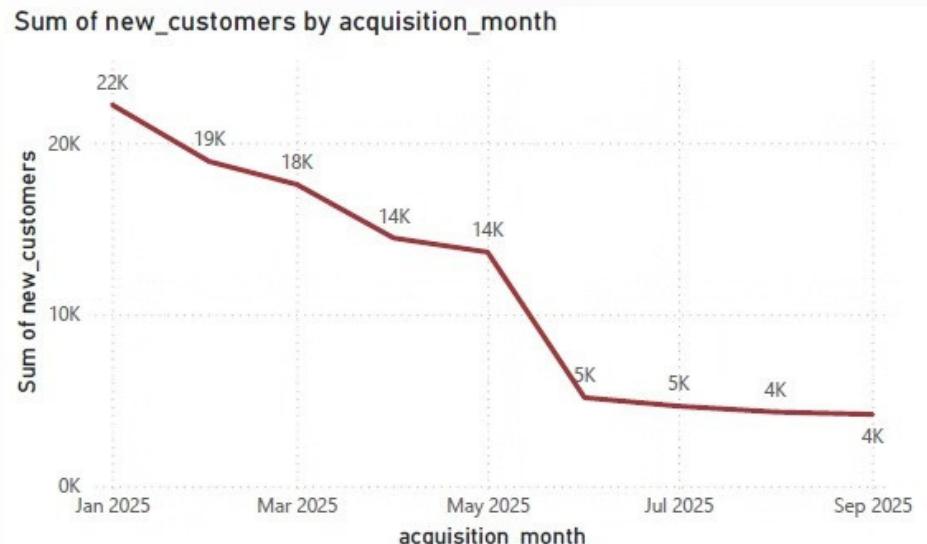
Key Insights

- Over 10,000 delivery partners require no immediate action, while approximately 3,000 partners fall into "Monitor," "Renegotiate," or "Suspend" categories, posing significant operational risk.
- Full-time delivery partners are the highest contributors to order volume (~70,000), followed by part-time (~50,000) and contract (~35,000). This indicates that full-time staff offer the highest reliability and throughput.

Strategic Recommendations

- **Performance Management:** Develop and implement a robust delivery reliability index and SLA dashboard to continuously monitor and score partner performance.
- **Workforce Optimization:** Prioritize full-time hiring and retention efforts in high-volume cities to leverage their performance and reliability.
- **Partner Engagement:** Proactively renegotiate SLAs with underperforming partners, resorting to suspension only if recovery efforts are unsuccessful.
- **Incentive Alignment:** Utilize employment-type insights to optimize shift planning and design targeted incentive structures that reward efficiency and reliability across all partner types.

QuickBite vs Swiggy & Zomato 3 Crisis Response Benchmark (Q2 FY25)



Key Insights

- QuickBite's Decline:** Q2 saw a 69% order drop, 63% revenue loss, and 95% churn among top spenders. SLA breach rate rose to 63.8%, acquisition volume collapsed 80%, and CAC tripled.
- Swiggy's Growth:** Achieved 5.6% QoQ food delivery GOV growth and 24% in quick commerce, leveraging SwiggyC subscriptions and operational scale.
- Zomato's Edge:** Outperformed through gamified loyalty, effective hygiene storytelling, and strategic hyperlocal influencer campaigns.

Strategic Recommendations

- Leapfrog Competition:** Implement tiered loyalty programs and verified hygiene PR to rebuild trust.
- Influencer Engagement:** Launch influencer-led campaigns to authenticate trust and showcase enhanced safety measures.
- Operational Excellence:** Deploy predictive SLA dashboard, proactive issue resolution and leverage sentiment tagging for personalized win-back efforts.
- Reduce CAC:** Drive aggressive referral campaigns to efficiently re-acquire customers.



QuickBite vs Swiggy & Zomato 3 Real-Time Food Safety & Delivery Framework

Competitor Best Practices

Swiggy

- **Verified Hygiene Audits:** Regular inspections and public display "Verified Kitchens" program with mandatory hygiene audits.
- **Tamper-Proof Packaging:** Ensures food integrity from kitchen to customer.
- **Predictive Routing Engines:** Optimizes delivery paths and ETAs.
- Introduce tamper-evident packaging for all deliveries.

Zomato

Delivery Reliability

- **Hygiene Ratings:** Visible ratings based on food safety standards and customer feedback.
- **Influencer-Led Storytelling:** Authentic content showcasing food preparation.
- **Dynamic Delivery Buffering:** Adjusts delivery times based on real-time traffic and restaurant load.
- Develop a Driver Reliability Index to incentivize top performance.
- Create a real-time SLA Dashboard for proactive issue resolution.
- Deploy predictive delay alerts to inform customers and partners.
- Implement partner tiering based on consistent performance and safety compliance.

Common Operational Excellence

- Driver scoring systems to reward performance.
- Real-time SLA dashboards for monitoring and compliance.
- Geo-fencing for efficient delivery zone management.

Strategic Impact

- Rebuild customer trust and confidence.
- Significantly reduce order cancellations.
- Improve overall customer satisfaction and ratings.
- Boost customer loyalty and retention.

Competitive Benchmarking

Capability	QuickBite(�urrent)	Swiggy/Zomato	Gap Analysis
Retention Programs	Basic discounts	Gamification, tiered loyalty emotional rewards Real-time SLA dashboards,	Critical gap
Partner Operations	Manual monitoring	predictive analytics Proactive hygiene campaigns, transparency reports	Critical gap
Brand Trust	Reactive PR	Emotion tagging, behavioral clustering	Moderate gap
Customer Segmentation	Basic demographics	Driver scoring, dynamic routing, incentive optimization	Critical gap
Delivery Management	Basic tracking		Critical gap

Competitive positioning: QuickBite lags significantly in operational sophistication and customer engagement. Closing essential for survival.

Rebuilding Customer Trust 3 QuickBite Post-Crisis Strategy

Key Insights: Trust Erosion & Churn Drivers



- **Over 80K customers** now fall into **HighRisk or CriticalRisk segments**, indicating significant dissatisfaction.
- A **sentiment collapse and hygiene perception gaps** drove a critical 95% churn among top-spending, high-value customers.
- Persistent **SLA breaches and packaging failures** were direct triggers for emotional and brand defection.

Strategic Recommendations: Rebuilding Credibility



- "QuickBite Verified Kitchens" Program

Launch an initiative with stringent hygiene audits and leverage influencer stories to visually demonstrate our commitment to food safety.

- Tiered Loyalty Program

Develop a robust loyalty framework offering milestone perks and sentiment-tagging to proactively address concerns and reward continued engagement.

- Credibility Partnerships

Formalize partnerships with FSSAI-certified vendors and premium packaging providers to ensure compliance and enhance perceived quality.

- Targeted Win-Back Campaigns

Deploy apology credits and personalized offers for high-affinity segments to acknowledge past issues and incentivize their return.



QuickBite: Our Resilient Future

The path ahead is clear and demands decisive action:



Rebuild Trust



Stabilize Operations



Reignite Growth

By acting decisively today, we will not only recover lost ground but emerge stronger, more resilient, and more trusted.