



QuickBite Express Crisis Recovery Outlook - 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 viral food safety 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 trends, and loyalty metrics. Its goal is to guide QuickBite's recovery strategy and rebuild long-term trust.

QuickBite Express – Crisis Recovery Outlook (Nov 2025)

Crisis Impact at a Glance

69%

Orders ↓ (113K → 35K)

63%

Revenue ↓ (₹37.4M → ₹10.9M)

43%

Ratings ↓ (4.5 → 2.55)

64%

SLA Breaches ↑ (avg delay 12+ mins)

2X

Cancellations **Doubled** (6% → 12%)

70%

Top 5 Cities **Declined**

6.4%

Gov declined from (330 to 309)

Key Insights

Systemic Decline

Declines consistent across Tier-1 cities, indicating a broader 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**.
- 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.

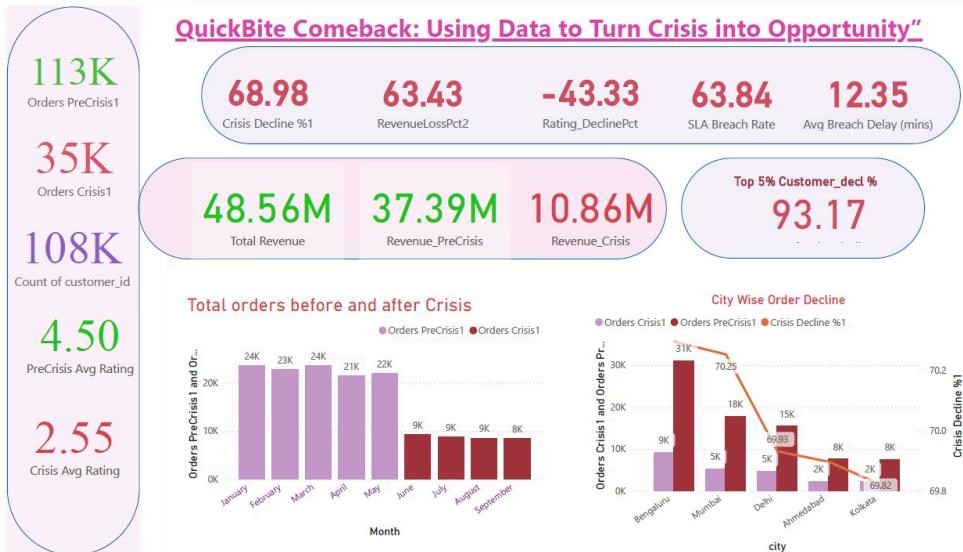
Stabilize Operations

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 → 35K), revenue collapsed 71% (₹37.39M → ₹10.86M), and ratings dropped 43% (4.5 → 2.55). Tier-1 cities experienced the worst decline.

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

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

Primary Analysis – Monthly Orders (Jan–Sep 2025)

Total orders before and after Crisis



AVERAGE DAILY ORDERS

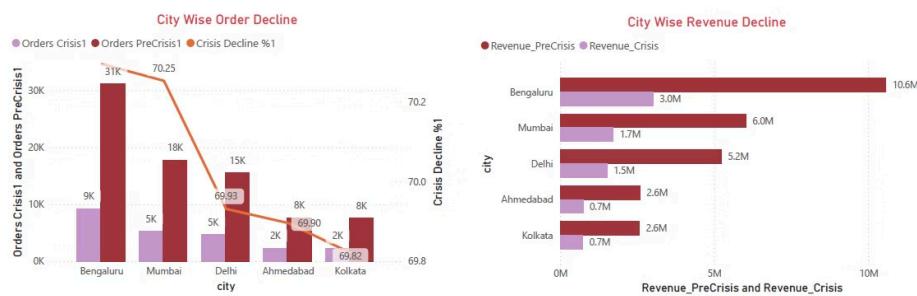


Key Insights:

- Crisis Impact: Total orders dropped sharply by **68.98%** during the crisis (Jun–Sep 2025) compared to pre-crisis (Jan–May 2025).
- Daily Orders Trend:
 - Pre-crisis: Average daily orders between 774–823, peaking around 815–820.
 - Crisis: Dropped drastically to 240–275 orders/day.
- Monthly Orders Comparison:
 - Pre-crisis: 21K–24K orders per month.
 - Crisis: Only 8K–9K orders per month.
 - Average monthly loss of **13K–15K** 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 re-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?



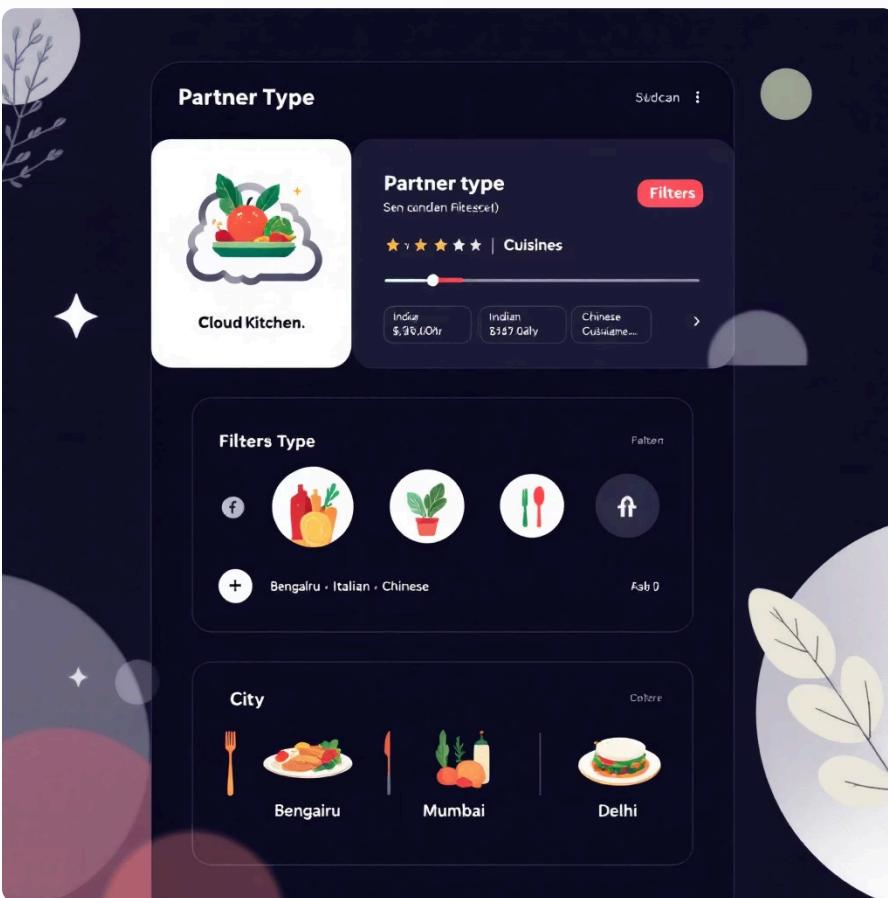
Key Insights:

- **Top Impacted Cities:** All top 5 city groups experienced a steep drop in orders during the crisis (Jun–Sep 2025).
- **Bengaluru** recorded the highest decline with orders falling from 31K → 9K ($\approx 70.25\%$ drop). Revenue plummeted from ₹10.6M → ₹3.0M.
- **Mumbai** saw orders drop from 18K → 5K, a **69.9% decline**. Revenue decreased from ₹6.0M → ₹1.7M.
- **Delhi, Ahmedabad, and Kolkata** each faced a consistent $\sim 69\text{--}70\%$ decline in total orders.
- **Revenue Impacts:** Delhi from ₹5.2M → ₹1.5M; Ahmedabad and Kolkata both dropped from ₹2.6M → ₹0.7M.
- **Overall Trend:** The order and revenue contraction is highly consistent across all major cities, indicating a **systemic, not regional, crisis effect**.

High-Value Partner Decline – 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 ~71-73% order decline, signaling widespread impact.
- Even consistent performers (50+ pre-crisis orders) were **not shielded**.
- Average decline: **72.19%** → indicates a systemic, not isolated, issue.

Scale of Impact

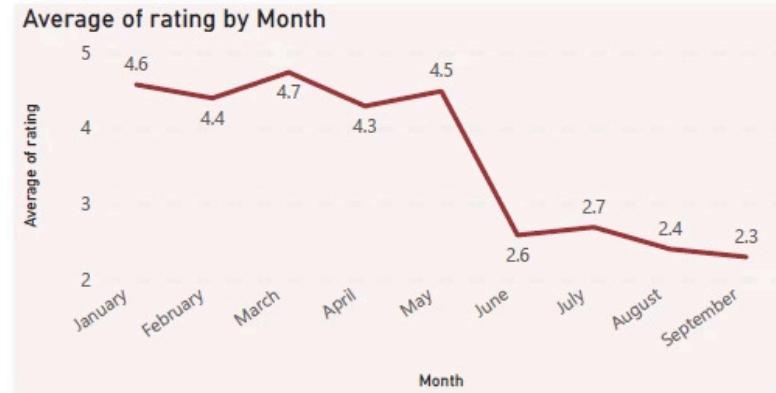
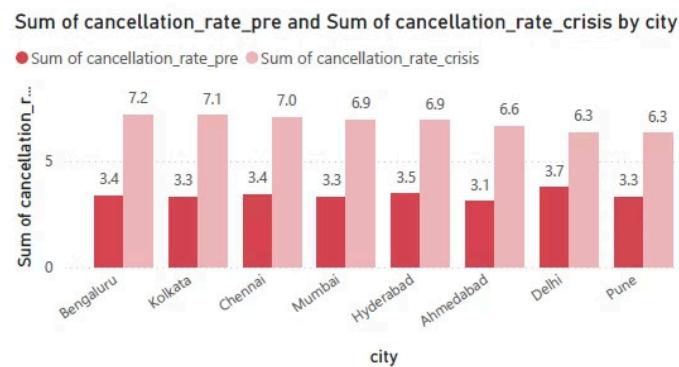
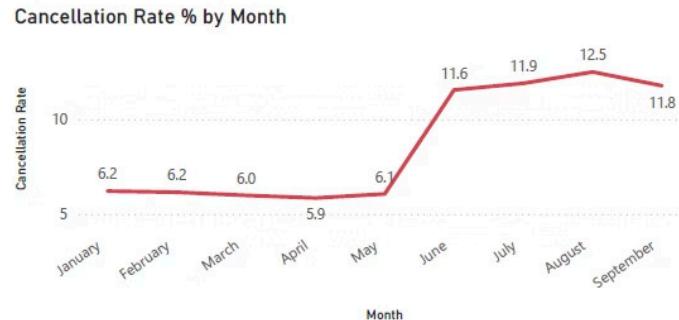
- This subset highlights the **most valuable yet most vulnerable** partners out of **19.98K** total network partners.
- Cloud kitchens and small dine-in restaurants **dominate** the decline list.

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 – 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 cancellations. This indicates a 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.

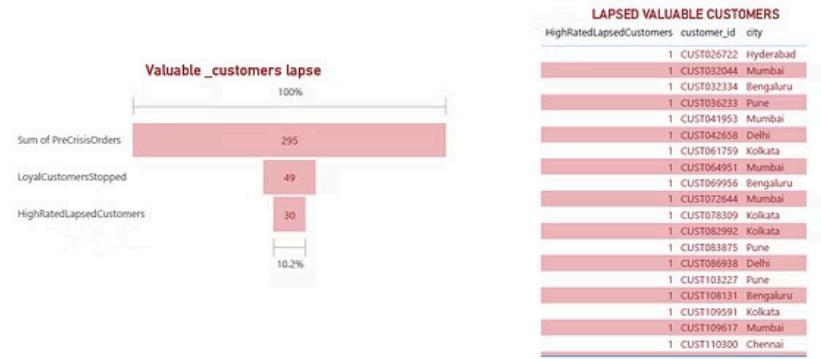


Systemic Impact

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 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

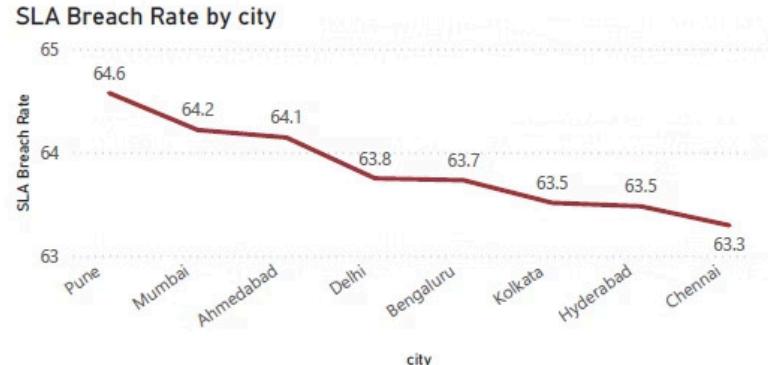
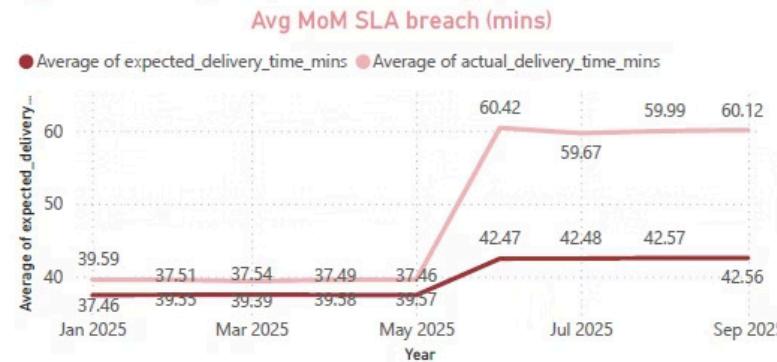
- Organic acquisition channel customers most affected
- SLA breach changes correlated with churn

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 average breach delay of 12.35 minutes. Actual delivery time increased 51.88% while expected time rose only 13.63%.

Cancellation rate 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

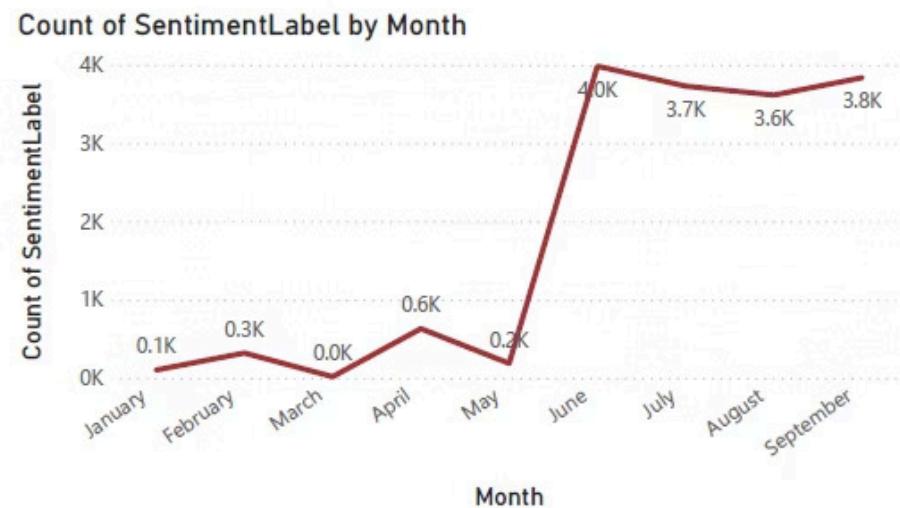
Delivery partner management: Implement driver scoring, incentive restructuring, and real-time route optimization.

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

QuickBite Express Sentiment Insights – 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

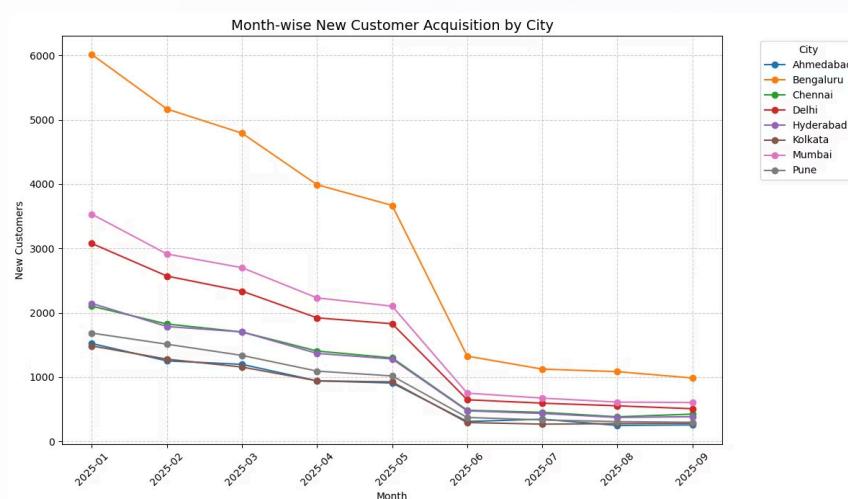
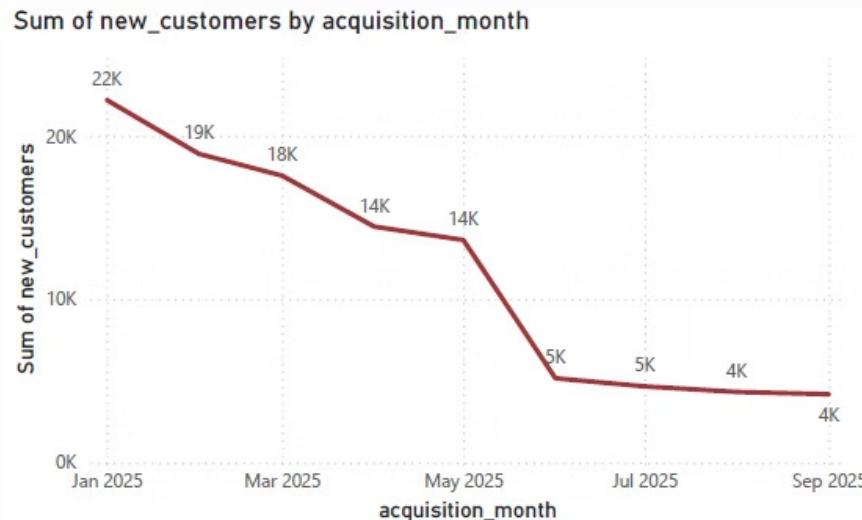


- Dominant Negative Keywords:** Reviews were heavily saturated with terms like "food," "quality," "bad," and "service," reflecting core operational failures.
- Extensive Issue Flagging:** Over 2,700 unique reviews specifically highlighted critical food and delivery-related issues, indicating systemic problems rather than isolated incidents.
- Persistent Negative Sentiment:** Monthly sentiment scores remained consistently low and negative from June to September, showing 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-proof packaging to address food quality concerns directly.
- Operational Fixes:** Immediately implement stringent restaurant quality audits and invest in technology/training for accurate delivery temperature control.
- Personalized Win-Backs:** Utilize sentiment tagging from reviews to craft targeted, empathetic apology and offer messages for churned customers.

Customer Acquisition Decline:



Key Insights

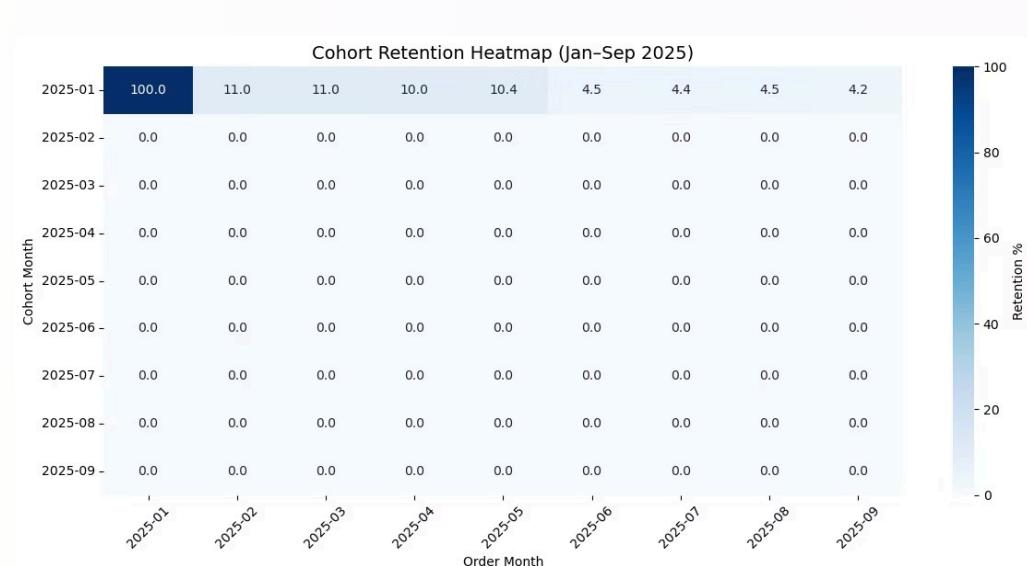
The crisis led to a **severe 80% drop** in new customer acquisitions from January to September 2025. This decline was particularly acute in Tier-1 metropolitan areas, which were historically our strongest growth drivers.

- Sharp Decline:** Overall new customer sign-ups plummeted by 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 – 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–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.

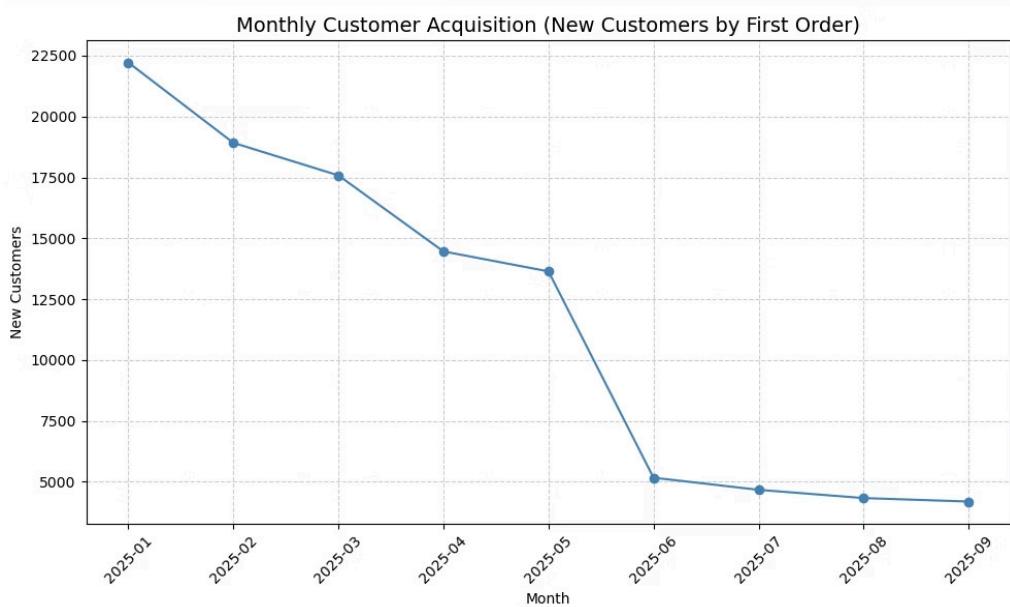
Strategic Recommendations

- Relaunch the **onboarding experience** with enhanced trust-building elements and personalized nudges for new users.
- Conduct a comprehensive **post-order experience audit** for February–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 – 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 (ad price hike, seasons) in CAC tripling
- Tier-1 cities, traditionally major growth drivers, now exhibit the sharpest decline in new customer acquisition.

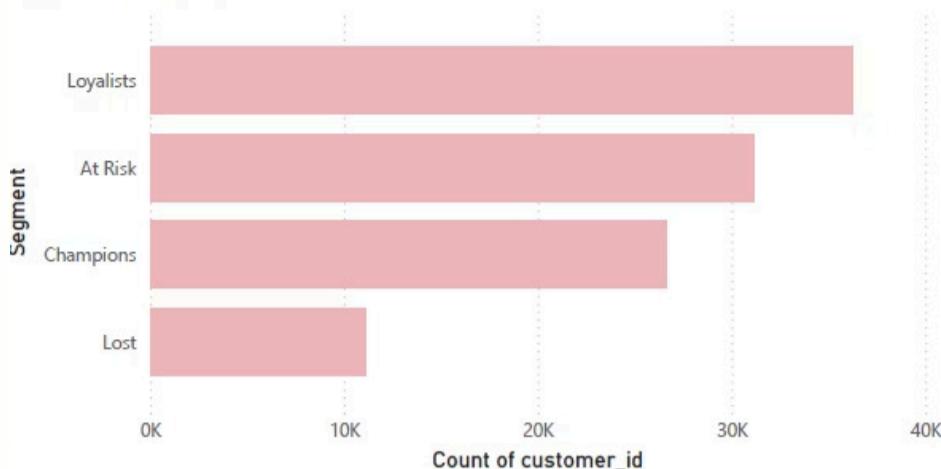


Strategic Recommendations

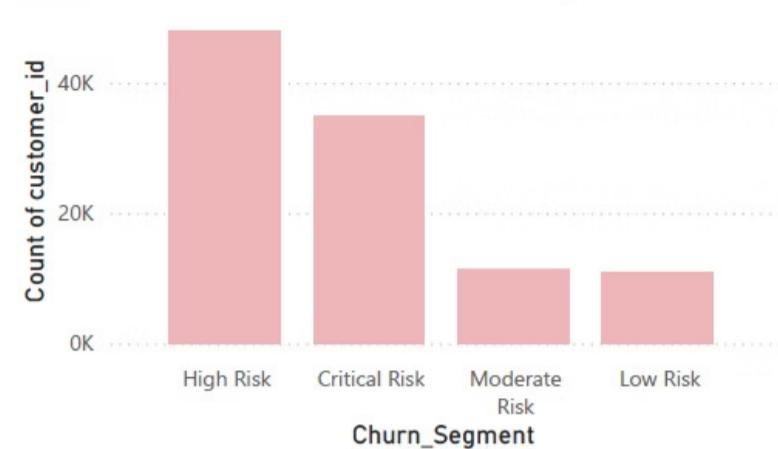
- **Relaunch Acquisition with Trust-Building Narratives:** Develop campaigns emphasizing enhanced hygiene protocols, food quality, and improved delivery reliability. Leverage influencer partnerships to rebuild credibility.
- **Deploy Targeted Referral Programs:** Encourage existing (or reactivated) loyal users to refer new customers, effectively lowering CAC and fostering organic growth fueled by trusted 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

Count of customer_id by Segment



Count of customer_id by Churn_Segment



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 but 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 preferences.

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 rather than heavy discounts.

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 "hygiene storytelling" and genuine apologies.

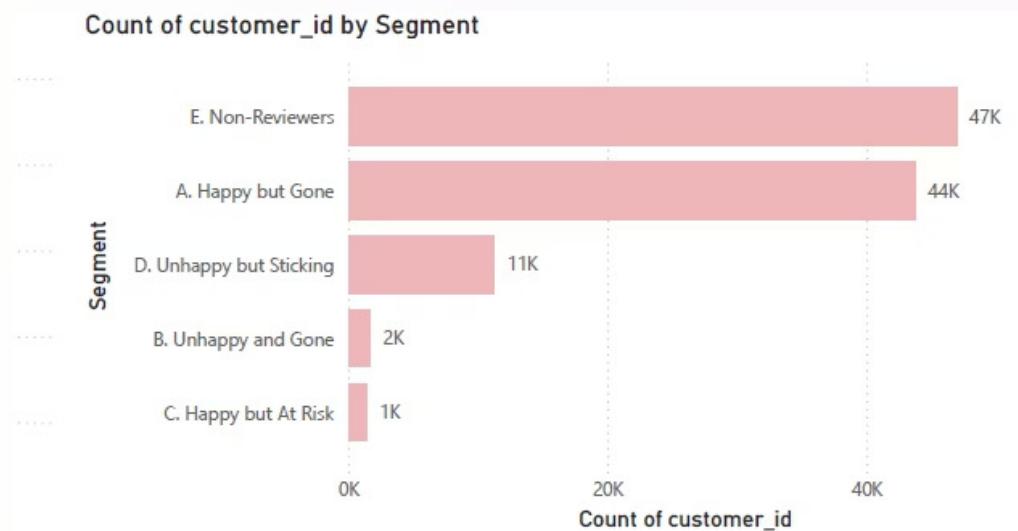
QuickBite Express Customer Emotion Segmentation – October 2025

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 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.



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

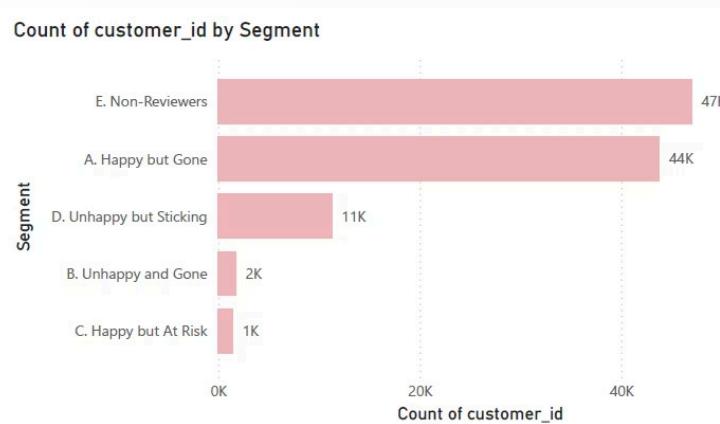
- **Sentiment Tagging**
 - NLP on review text (positive/negative tone)
 - Rating thresholds (e.g., >4.2 = happy)
 - Cancellation feedback flags

→ Output: Happy vs Unhappy

QuickBite Express – 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_churn_prcsentiment	Segment	Action						
2	CUST0000	0.951773	1	A. Happy ! Win-back with trust message + discount					
3	CUST0000	0.938356	E. Non-Re	Engage with discovery offers, nudge for first review					
4	CUST0000	0.294854	E. Non-Re	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-Re	Engage with discovery offers, nudge for first review					
7	CUST0000	0.938356	E. Non-Re	Engage with discovery offers, nudge for first review					
8	CUST0000	0.729079	0	B. Unhap	Target only high-value with service guarantees				
9	CUST0000	0.938356	E. Non-Re	Engage with discovery offers, nudge for first review					
10	CUST0000	0.943619	0	A. Happy ! Win-back with trust message + discount					

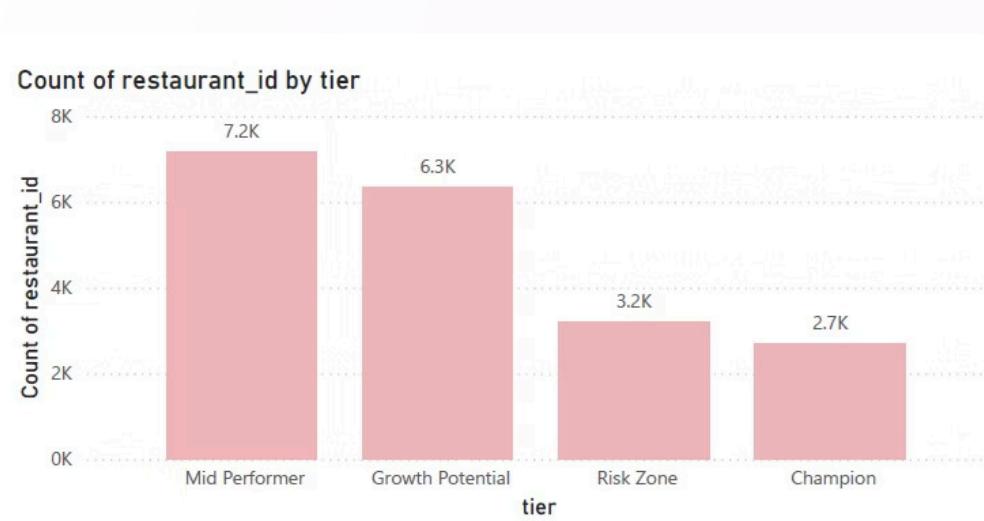
Key Insights

- 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 failures, 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 - 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 brands show low churn risk and dominate the Champion tier.

Strategic Recommendations

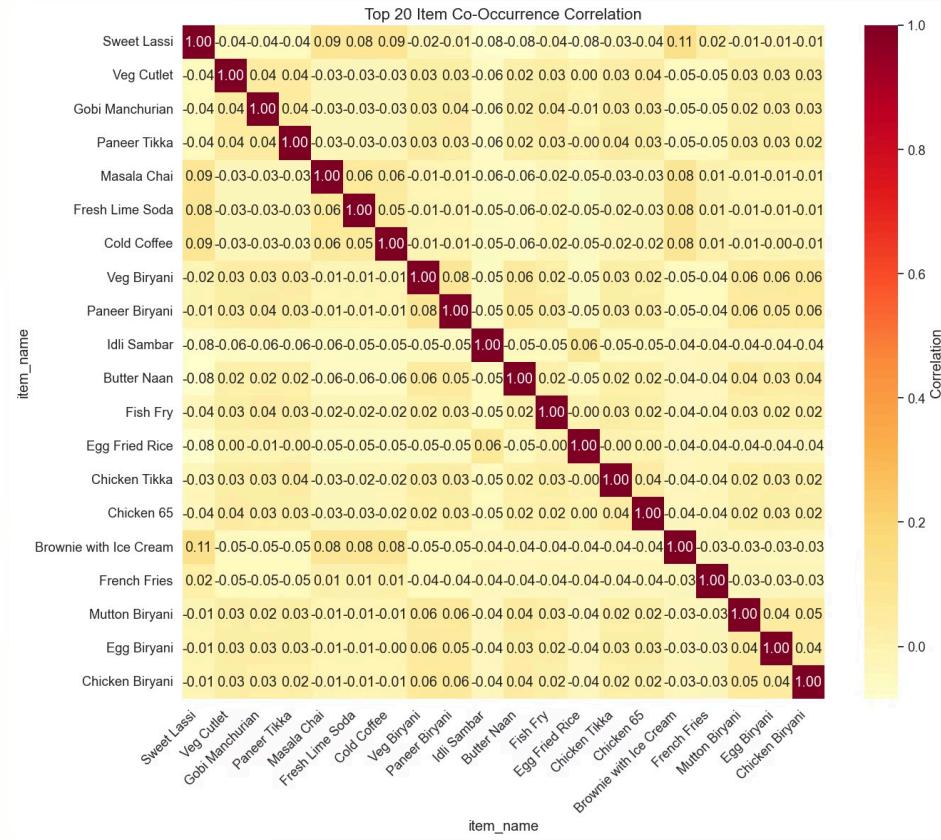
- Launch “QuickBite Partner Shield” for Risk Zone and Growth Potential tiers —offering packaging kits, hygiene audits, and SLA training.
- Prioritize Champion-tier partners for app visibility, combo campaigns, and loyalty bundles.
- Build a churn watchlist using SLA, sentiment, and cancellation data.
- 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

restaurant_id	order_count	unique_customer_repeat_customer	cancel_rate	menu_item_count	avg_price	avg_rating	score	cluster	tier
REST00001	0.227272727	0.227272727	0	0	0.270833333	0.430271752	0.775	0.244392375	1 Mid Performer
REST00002	0.454545455	0.454545455	0	0.090909091	0.5	0.45884366	0.708333333	0.324646728	2 Growth Potential
REST00003	0.318181818	0.318181818	0	0.125	0.354166667	0.408849681	0.55	0.230972787	1 Mid Performer
REST00004	0.272727273	0.272727273	0	0.142857143	0.25	0.468944792	0.708333333	0.228723214	1 Mid Performer
REST00005	0.590909091	0.590909091	0	0.071428571	0.645833333	0.376294371	0.525	0.358251948	0 Champion
REST00006	0.181818182	0.181818182	0	0.2	0.229166667	0.395435133	0.566666667	0.161324787	3 Risk Zone
REST00007	0.363636364	0.363636364	0	0.111111111	0.456333333	0.419993364	0.808333333	0.298689062	2 Growth Potential
REST00008	0.363636364	0.363636364	0	0.111111111	0.375	0.396966582	0.8	0.28795439	2 Growth Potential
REST00009	0.409090909	0.409090909	0	0	0.416666667	0.236132865	0.846428571	0.323619414	2 Growth Potential
REST00010	0.318181818	0.318181818	0	0	0.291666667	0.424980746	0.58125	0.24896684	1 Mid Performer
REST00011	0.181818182	0.181818182	0	0	0.291666667	0.403106724	0.4125	0.174833366	3 Risk Zone
REST00012	0.318181818	0.318181818	0	0	0.395833333	0.238657145	0.475	0.234129827	1 Mid Performer

QuickBite Express - Top 20 Food Item Co-Occurrences



Food Items Correlation:

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	item_name	
1	Item_name	Sweet Lassi	Veg Cutlet	Gobi Manchurian	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
2	Sweet Lassi	-1	-0.04443	-0.04301	-0.04454	0.086254	0.083736	0.085109	-0.01523	-0.01134	-0.08369	-0.08459	-0.03653	-0.08269	0.03462	-0.03692	0.110317	0.024241	-0.013229	-1	
3	Veg Cutlet	-0.04443	1	0.041878	0.041364	-0.03156	-0.02952	-0.02923	0.032198	0.032065	-0.05564	0.020699	0.0313	0.000186	0.027105	0.037242	-0.04916	-0.0464	0.029521	0	
4	Gobi Man	-0.04301	0.041878	1	0.044082	-0.02878	-0.03177	-0.02686	0.02602	0.036001	-0.05549	0.018968	0.036069	-0.00532	0.032395	0.032835	-0.04903	-0.04628	0.020583	0	
5	Paneer Tik	-0.04454	0.041364	0.044082	1	-0.02887	-0.02825	-0.02608	0.034558	0.031465	-0.05548	0.020149	0.031418	-0.00242	0.037751	0.032424	-0.04902	-0.04627	0.030002	0	
6	Masala Ch	0.086254	-0.03156	-0.02878	-0.02887	1	0.061069	0.055909	-0.11139	-0.07078	-0.05504	-0.05563	-0.02165	-0.05439	-0.02601	-0.02921	0.076808	0.012302	-0.03799	-1	
7	Fresh Lime	0.083736	-0.02952	-0.03177	-0.02825	-0.02609	1	0.049402	-0.01485	-0.01053	-0.0547	-0.05529	-0.02099	-0.05405	-0.02341	-0.02583	0.079268	0.011965	-0.00899	-1	
8	Cold Coffe	0.085109	-0.02923	-0.02686	-0.02608	-0.055909	0.049402	1	-0.00876	-0.00685	-0.05448	-0.05507	-0.02355	-0.05384	-0.02493	-0.02326	0.07724	0.012977	-0.00821	-1	
9	Veg Biryani	-0.01523	0.032198	0.032602	0.034558	-0.11139	-0.01485	-0.00876	1	0.081526	-0.05255	-0.057685	0.02473	-0.01593	0.031462	0.024627	-0.04643	0.04383	0.059349	0	
10	Paneer Bir	-0.01134	0.032065	0.036001	0.031465	-0.00708	-0.01053	-0.00685	0.081526	1	-0.05236	0.054707	0.029817	-0.05174	0.028913	0.031646	-0.04626	-0.04367	0.060009	0	
11	Idli Samba	-0.08369	-0.05564	-0.05549	-0.05504	-0.05457	-0.05448	-0.05255	-0.05236	1	-0.04565	-0.04533	0.063946	-0.04522	-0.04517	-0.03991	-0.03767	-0.03899	-1		

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 combo menus and promote them strategically via in-app banners and push notifications.

Restaurant Churn Risk – 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

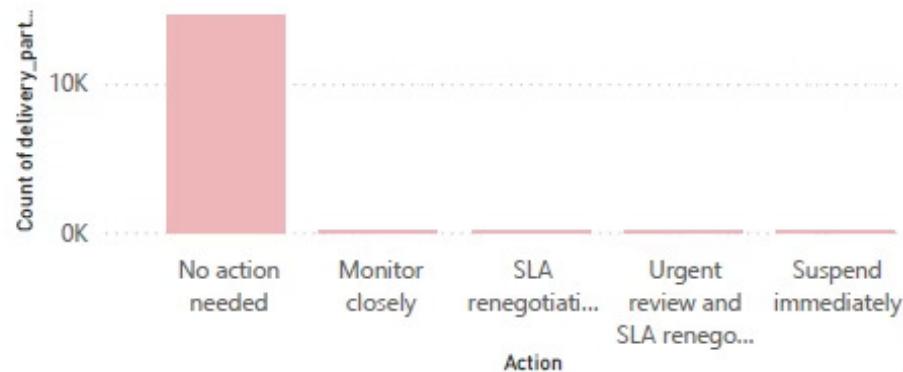
Increase app visibility and develop exclusive combo campaigns to capitalize on their operational efficiency and strong customer trust.

• 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 – Delivery Partner & Workforce Insights

Count of delivery_partner_id by Action



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

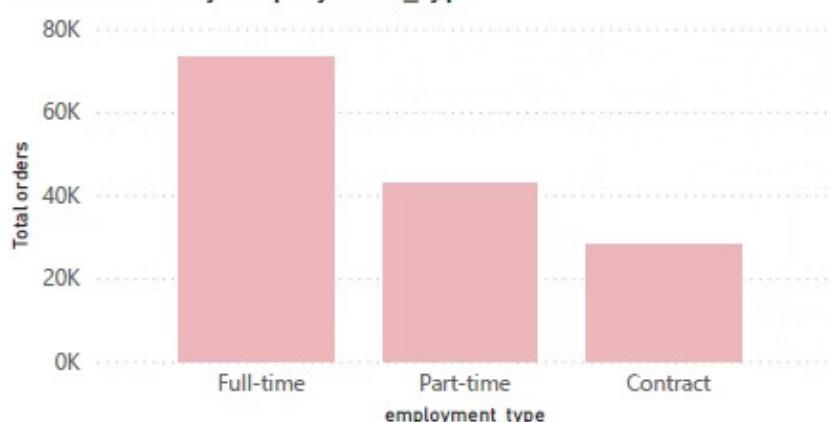
Key Insights

- Over 10,000 delivery partners require no immediate action, but approximately 3,000 partners fall into "Monitor," "Renegotiate," or "Suspend" categories, posing significant operational risks.
- 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.

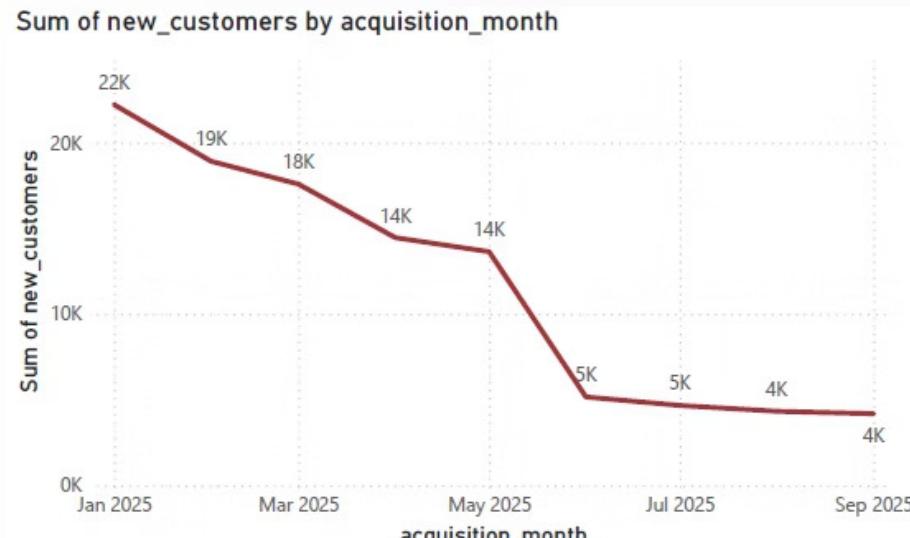
Strategic Recommendations

- **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 proven reliability and throughput.
- **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.

Total orders by employment_type



QuickBite vs Swiggy & Zomato – 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 rates hit 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 SwiggyOne 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 dashboards for 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 - Real-Time Food Safety & Delivery Framework

Competitor Best Practices

Swiggy

- Verified Hygiene Audits: Regular inspections and public display of restaurant cleanliness.
- Tamper-Proof Packaging: Ensures food integrity from kitchen to customer.
- Predictive Routing Engines: Optimizes delivery paths and ETAs.

Zomato

- Hygiene Ratings: Visible ratings based on food safety standards and customer feedback.
- Influencer-Led Storytelling: Authentic content showcasing safe food preparation.
- Dynamic Delivery Buffering: Adjusts delivery times based on real-time traffic and restaurant load.

Common Operational Excellence

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

QuickBite Implementation Blueprint

Food Safety & Trust

- Launch "**Verified Kitchens**" program with mandatory hygiene audits.
- Implement **influencer storytelling** campaigns showcasing audited kitchens and food safety.
- Introduce **tamper-evident packaging** for all deliveries.

Delivery Reliability

- Develop a **Driver Reliability Index** to incentivize top performance.
- Build 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.

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

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

Rebuilding Customer Trust – QuickBite Post-Crisis Strategy

Key Insights: Trust Erosion & Churn Drivers



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

Strategic Recommendations: Rebuilding Credibility



"QuickBite Verified Kitchens" Program

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

Tiered Loyalty Program

Develop a robust loyalty framework offering milestone perks and sentiment-tagged outreach 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 than ever before.