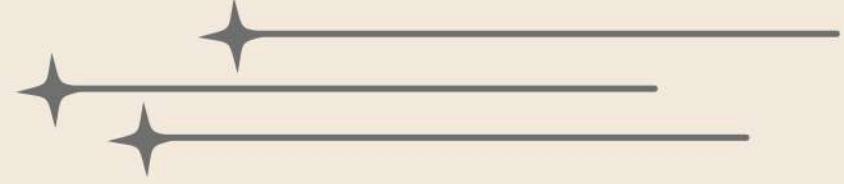
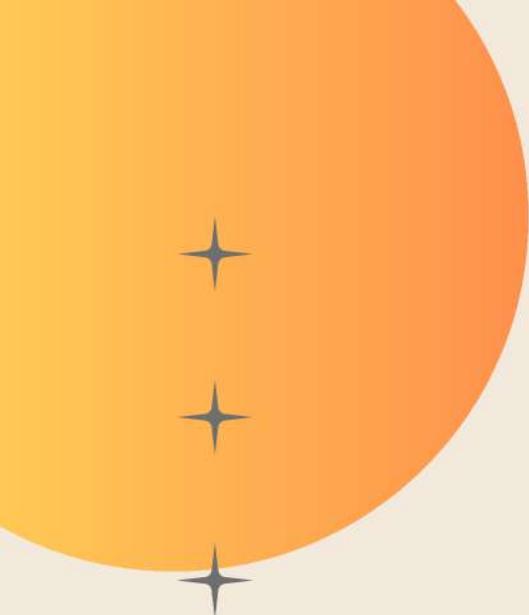




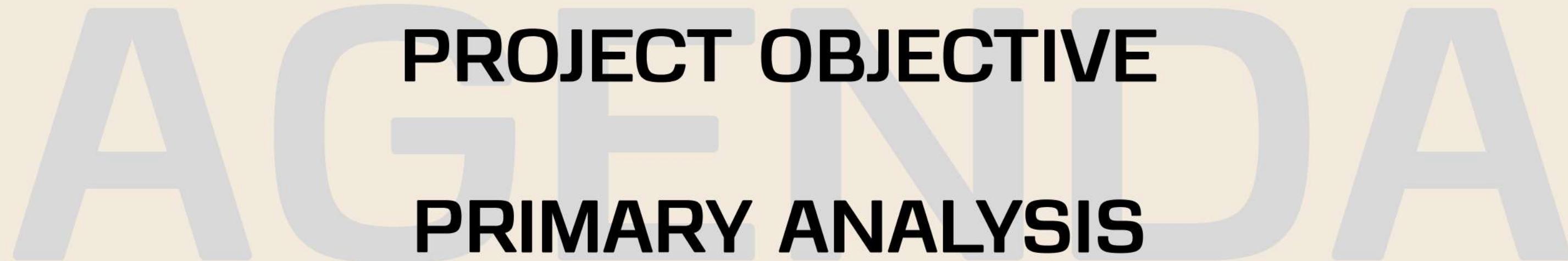
CRISIS ANALYSIS & RECOVERY STRATEGY

PRESENTED BY : NITESH PATIL



ABOUT COMPANY

PROBLEM STATEMENT

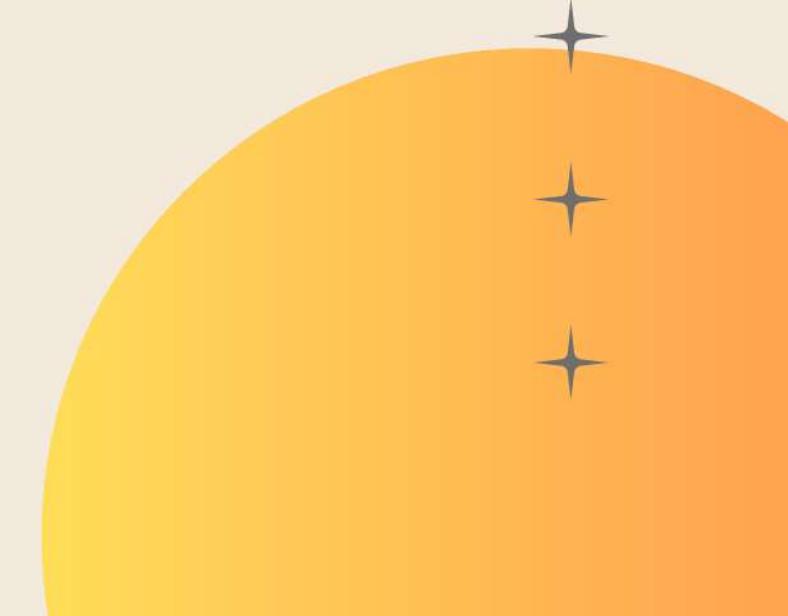


PROJECT OBJECTIVE

PRIMARY ANALYSIS

SECONDARY ANALYSIS

RECOMMENDATIONS



ABOUT COMPANY

PROBLEM STATEMENT

AGENDA

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QUICKBITE EXPRESS OVERVIEW

QuickBite Express is a Bengaluru-based food-tech startup (founded in 2020) that connects customers with nearby restaurants and cloud kitchens.



QuickBite
EXPRESS

PROBLEM STATEMENT

In June 2025, QuickBite encountered a significant crisis. A viral social media controversy highlighting food safety issues at partner restaurants, along with a week-long delivery disruption during the monsoon season, sparked widespread customer backlash. Competitors (Swiggy and Zomato) took advantage of the situation through aggressive marketing campaigns, further intensifying the impact.

The company faced multiple critical challenges:

- A substantial number of active users disengaged in a short span of time.
- Daily order volumes dropped sharply compared to previous months.
- Customer satisfaction ratings declined noticeably, reflecting a loss of trust.
- Several partner restaurants migrated to rival platforms.
- ~~Customer acquisition costs increased considerably.~~

PROJECT OBJECTIVE

The primary goal is to help QuickBite Express recover customer trust and business stability through data-driven insights.

This analysis aims to:

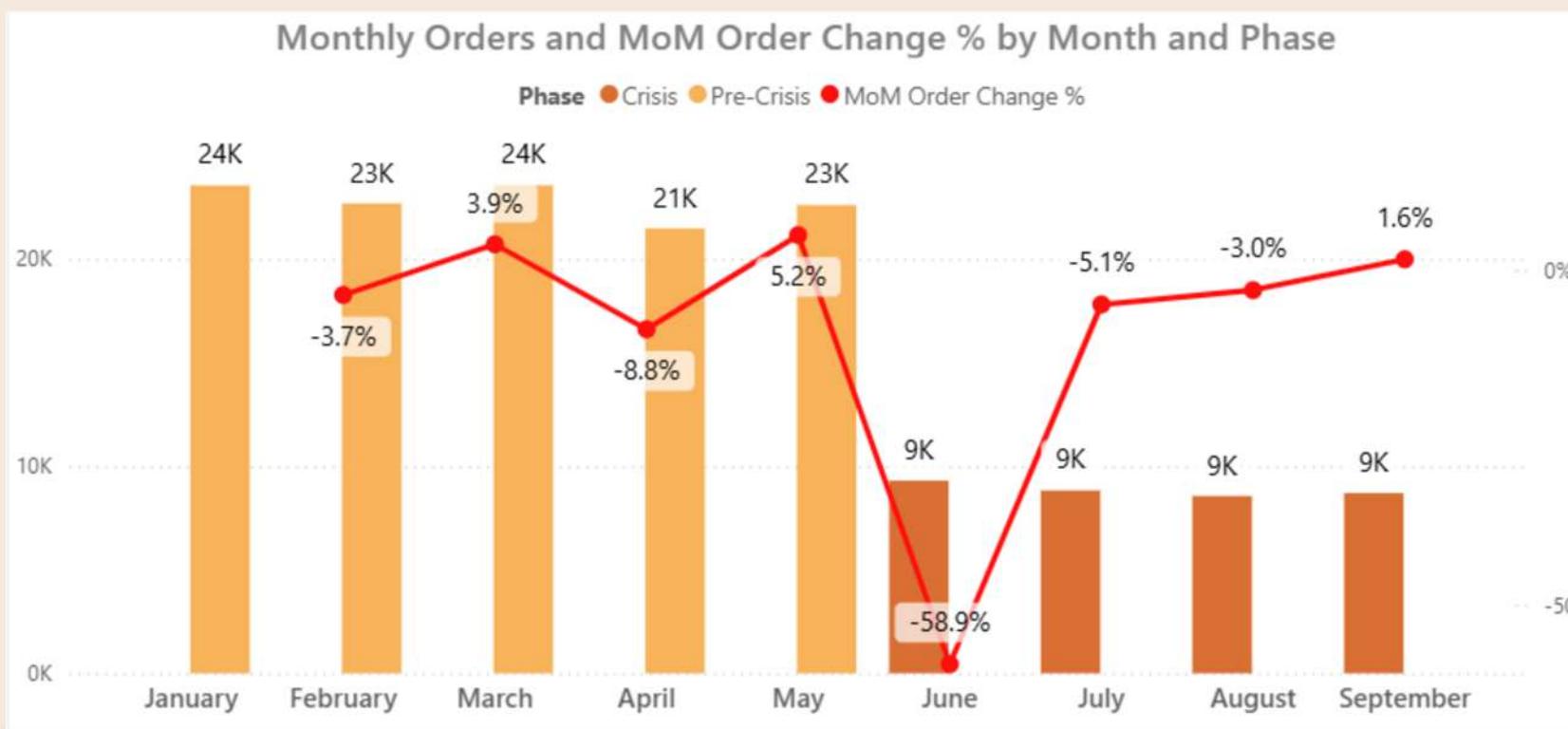
- Identify customer and restaurant segments most affected by the crisis.
- Analyze operational gaps in delivery performance and satisfaction.
- Recommend actionable strategies to rebuild loyalty and brand reputation.

PRIMARY INSIGHTS

MONTHLY ORDERS

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

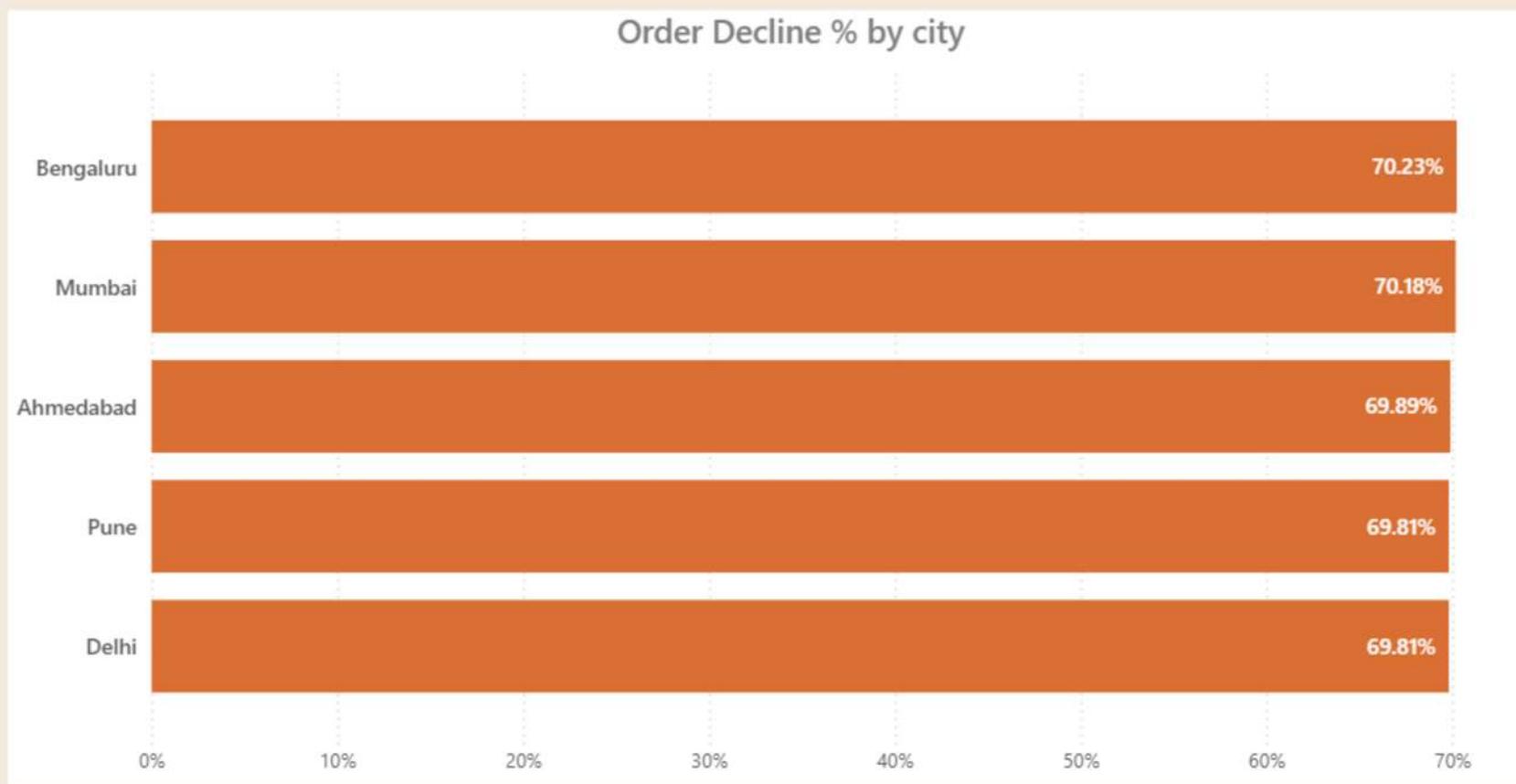
149K	114K	35K	68.93%
Total Orders	Pre-Crisis Orders	Crisis Orders	Order Decline %



- Orders fell dramatically from approximately 1.14 lakh in the pre-crisis period to around 35K during the crisis, marking a 69% drop in total volume.
- This sharp decline underscores the severe impact of the food safety incident and delivery outage on customer engagement and trust.

TOP 5 CITIES - HIGHEST ORDER DECLINE

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



- The Top 5 cities most affected by the crisis were Bengaluru, Mumbai, Ahmedabad, Pune, and Delhi.
- Impact Across Cities: Decline is uniform (~70%), showing the crisis affected brand perception nationwide, not just regionally.
- Slightly higher drops in Tier-1 cities (Bengaluru, Mumbai) indicate urban customers are more sensitive to safety and reliability issues.

TOP 10 RESTAURANTS - HIGHEST ORDER DECLINE

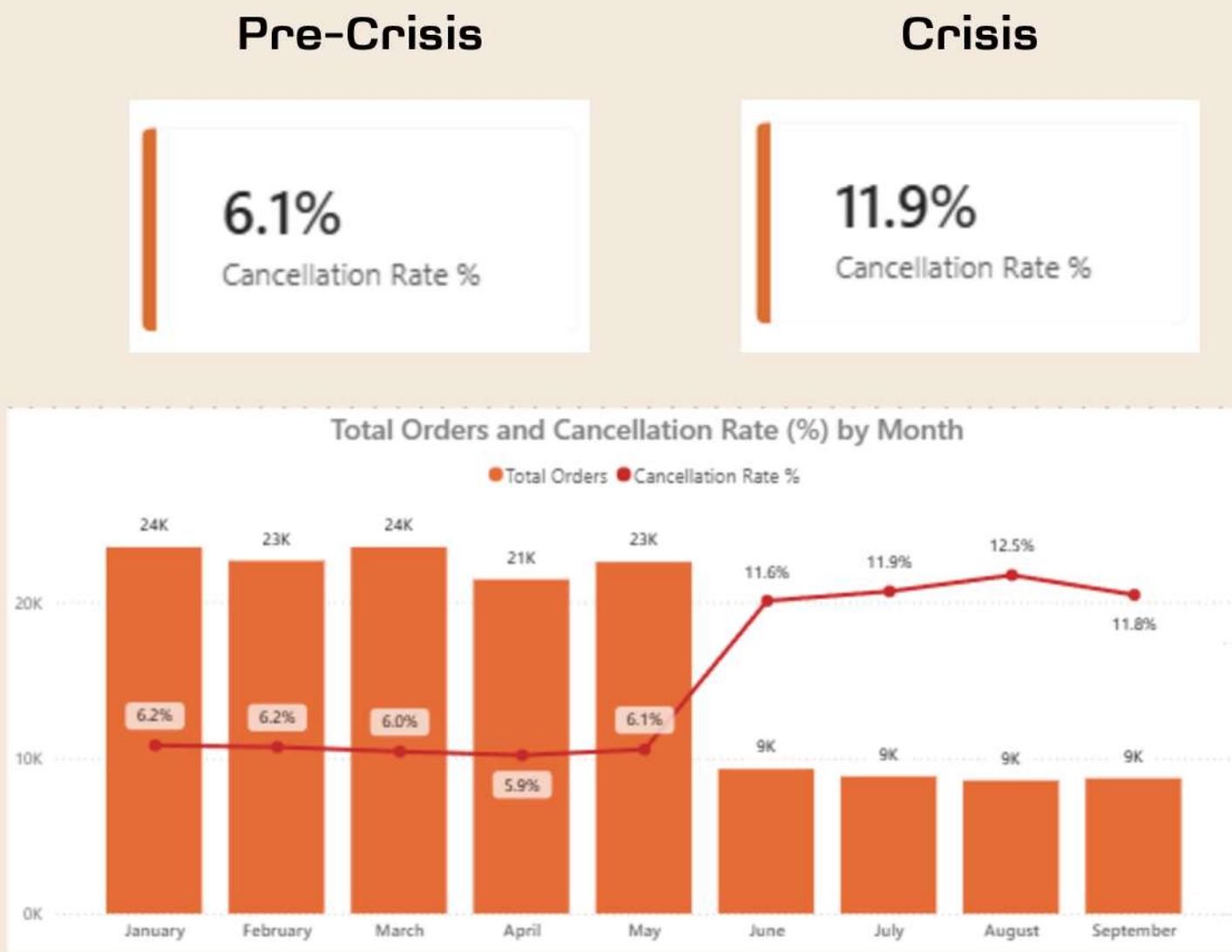
Among restaurants with at least 50 pre-crisis orders, which top 10 high-volume restaurants experienced the largest percentage decline in order counts during the crisis period?

Restaurant name	Restaurants with Highest Order Decline (%)			
	Pre-Crisis Orders	Crisis Orders	Order Decline %	Avg Rating
Royal Curry Mahal	50	3	94.00%	4.45
Taste of Cafe Corner	50	4	92.00%	4.30
Fresh Tandoor Delight	54	5	90.74%	4.58
Flavours of Curry Cafe	53	5	90.57%	4.43
Urban Kitchen Zone	67	10	85.07%	4.16
Punjabi Curry Delight	58	9	84.48%	4.34
Flavours of Tandoor Central	64	10	84.38%	4.24
Grand Biryani Hub	50	8	84.00%	4.33
Hot & Crispy House Heaven	50	8	84.00%	3.91
Hot & Crispy Mess Mahal	58	10	82.76%	4.37
Total	9552	2689	71.85%	4.09

- Royal Curry Mahal was the most severely impacted, recording a 94% decline in orders, followed by Taste of Cafe Corner at 92% and Fresh Tandoor Delight at 90.7%.
- Despite being among the platform's top-performing restaurants before the crisis, nearly all experienced a loss of over 80% of their pre-crisis demand.
- This clearly indicates that the crisis did not disproportionately affect smaller vendors—well-established and trusted brands also faced substantial customer drop-off.

CANCELLATION ANALYSIS - PRE-CRISIS VS CRISIS

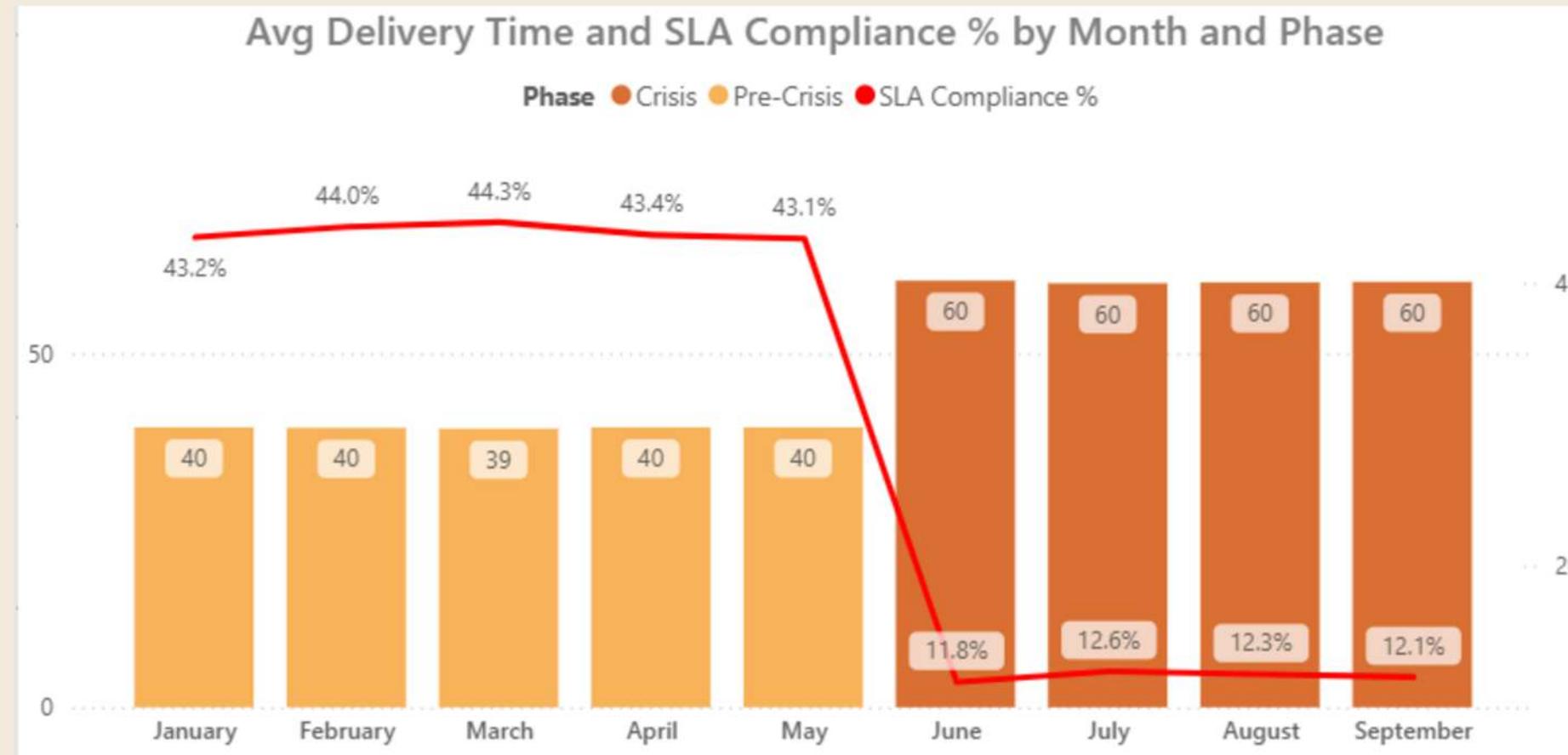
What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?



- The cancellation rate almost doubled, rising from 6.1% (Pre-crisis) to 11.9% (Crisis).
- A sharp spike occurred in June 2025, immediately after the crisis began – cancellation jumped from 6% → 11.5% and remained elevated through the crisis months.
- This pattern reflects a direct correlation between operational disruptions (delivery outage, safety concerns) and customer cancellations.

DELIVERY SLA

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



- Average delivery time increased during crisis (Pre-crisis: 40 mins to Crisis: 60 mins)
- SLA compliance dropped sharply from 43.6% to 12.2%
- Month-wise trend: stable ~43% pre-crisis, collapsed to ~12% during crisis (Jun-Sep)
- Indicates major operational disruptions, likely contributing to cancellations and reduced customer trust

RATINGS FLUCTUATION

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



- Average customer ratings dropped dramatically during the crisis (Pre-crisis: 4.5 to Crisis: 2.51)
- June saw the steepest drop, with a 41.5% decline, coinciding with the crisis onset
- Ratings remained low through July-September, indicating sustained trust issues
- Highlights the need for targeted customer engagement and trust-building initiatives

SENTIMENT INSIGHTS

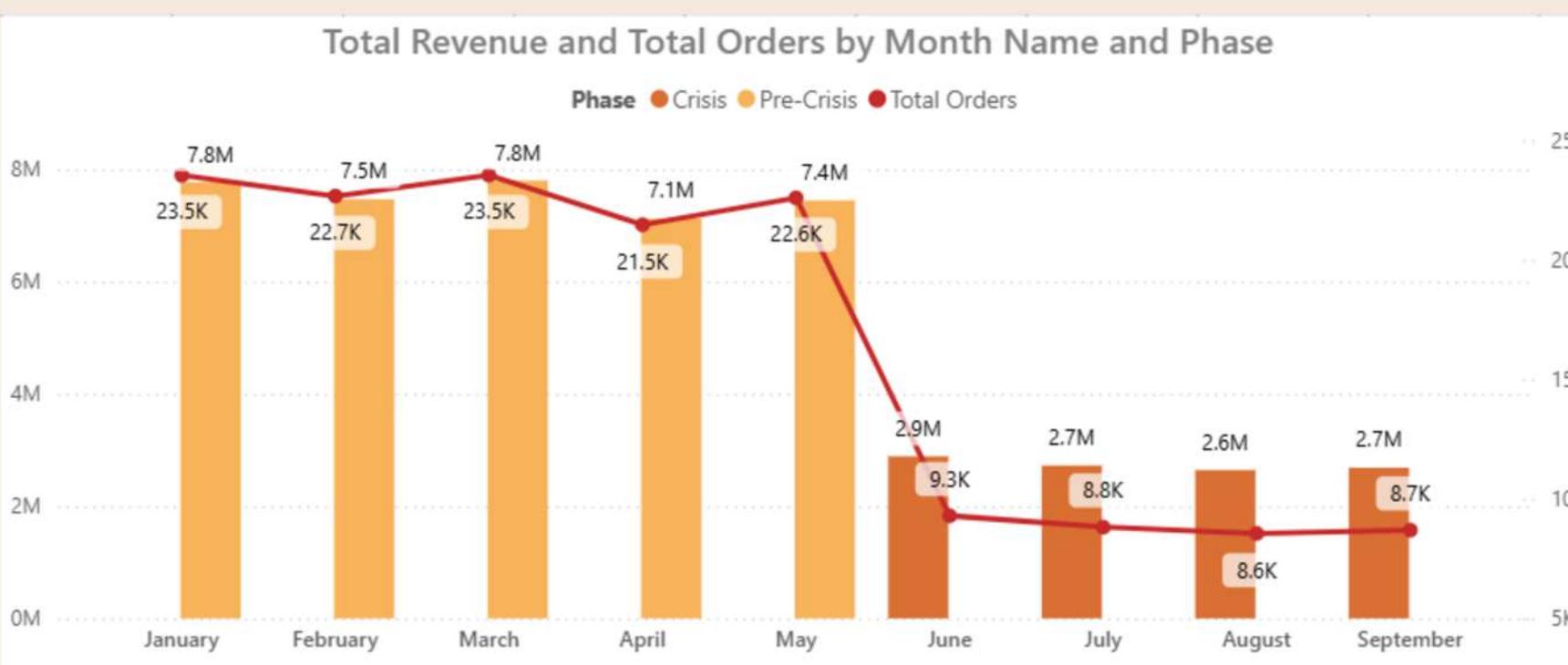
During the crisis period, identify the most frequently occurring negative keywords in customer review texts.



- The most frequent negative keywords were “late” (20.4K mentions), “cold” (1K), “bad” (964), “stale” (959), and “terrible/horrible” (~250 combined).
- Keywords like “quality”, “issue”, “packaging”, and “safety” dominated customer feedback, indicating widespread dissatisfaction with food standards and delivery experience during the crisis.
- Word Cloud visualization confirms that operational inefficiencies and brand trust breakdown were the primary pain points for customers

REVENUE IMPACT

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



- Total revenue dropped dramatically during the crisis, from 37.63M pre-crisis to 10.94M during the crisis
- This represents a 70.9% decline, with June seeing the steepest drop
- Decline driven by reduced orders, higher cancellations, and operational challenges
- Highlights the financial severity of the crisis and the need for urgent recovery measures

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?

58	49	9	26
Loyal Customers Pre-Crisis	Loyal Customers Churned	Loyal Customers Retained	High-Rated Loyal Customers Churned

- Among customers with 5+ orders pre-crisis, 58 were identified as loyal
- 49 of these loyal customers stopped ordering during the crisis
- 26 of the churned loyal customers had an average rating above 4.5, indicating high satisfaction before the crisis
- Only 9 loyal customers were retained during the crisis
- Highlights the need for targeted re-engagement strategies to recover high-value customers

CUSTOMER LIFETIME DECLINE

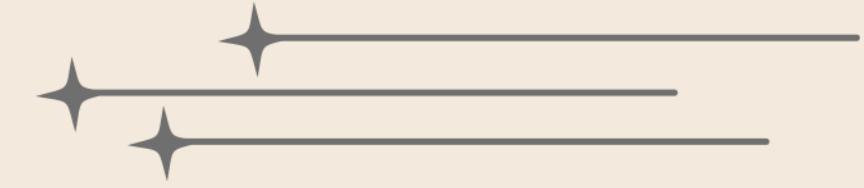
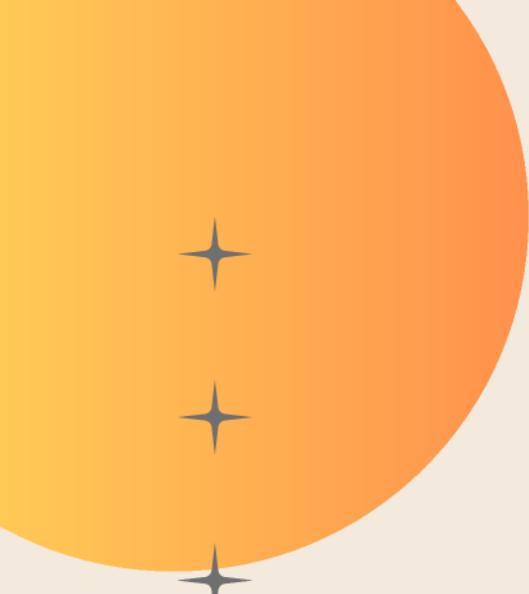
Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those, how many had an average rating above 4.5?

- High Spend for Top 5 customers is ₹2,350-2,715

customer_id	Pre-Crisis Spend	Total Orders	Avg Delivery Time	Rating Drop	city	Avg Delay Time
CUST077722	2,715	5	37.60	4.40	Delhi	1.40
CUST179266	2,404	6	34.67	4.60	Delhi	-1.83
CUST125990	2,403	5	44.60	4.70	Chennai	4.20
CUST163628	2,398	5	39.60	4.75	Chennai	-2.80
CUST165515	2,350	5	40.80	4.95	Pune	2.80
CUST096054	2,330	4	36.00	4.50	Bengaluru	-6.50
CUST148027	2,280	4	35.50	4.80	Hyderabad	0.75
CUST098769	2,214	4	44.50	4.00	Mumbai	3.00
CUST133600	2,190	5	41.80	1.25	Delhi	3.20
Total	3,76,20,964	144113	44.30	1.99		5.64

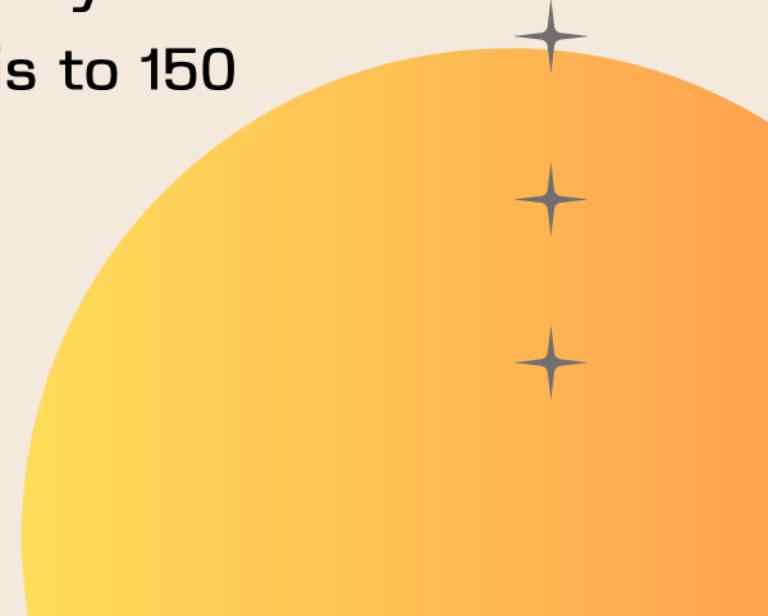
- Delivery Delay: Mixed; biggest drop (CUST125990) had 4.2 min delay
- Locations: Top spenders in Delhi & Chennai
- Rating Drop: Largest drop aligns with highest delay.
- High-spending customers in Delhi and Chennai faced delivery delays, driving sharp rating drops and major revenue loss during the crisis.

SECONDARY INSIGHTS



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

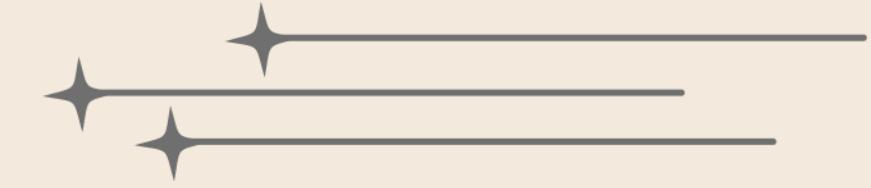
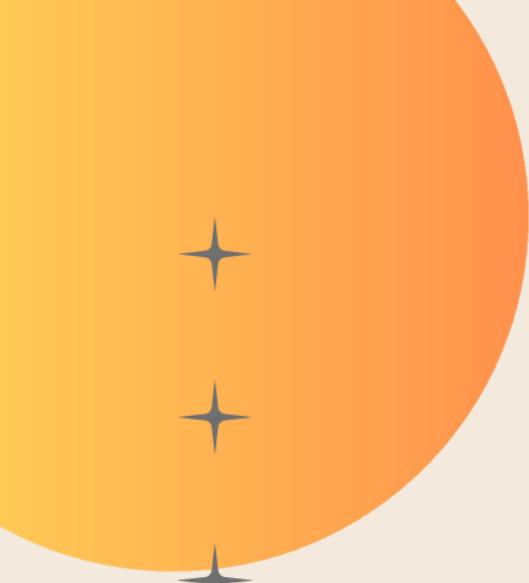
Industry data indicates that during the crisis, Swiggy captured an additional 15-18% market share, while Zomato saw a 20-25% increase in app installs between June and September. Meanwhile, our App Store ranking slipped from #3 to #8 in the food delivery category, clearly showing that competitors successfully absorbed a large share of our lost customers.



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

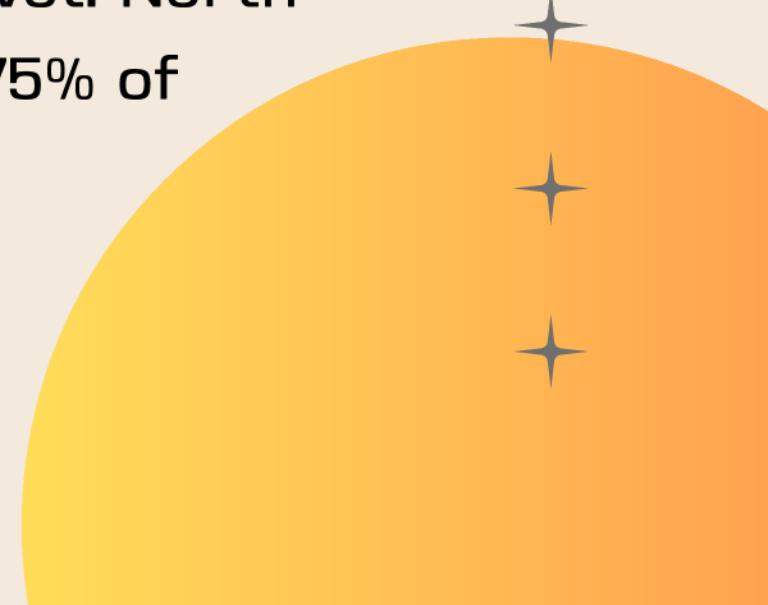
Customer acquisition costs rose sharply due to external factors. Google Ads CPC increased by 42% amid aggressive competitor bidding, while the monsoon season contributed to a 15-20% industry-wide drop in orders. Additionally, a decline in quality scores—driven by lower ratings—pushed ad costs even higher. As a result, CAC jumped from 50 pre-crisis to 150 during the crisis, a 300% increase.





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

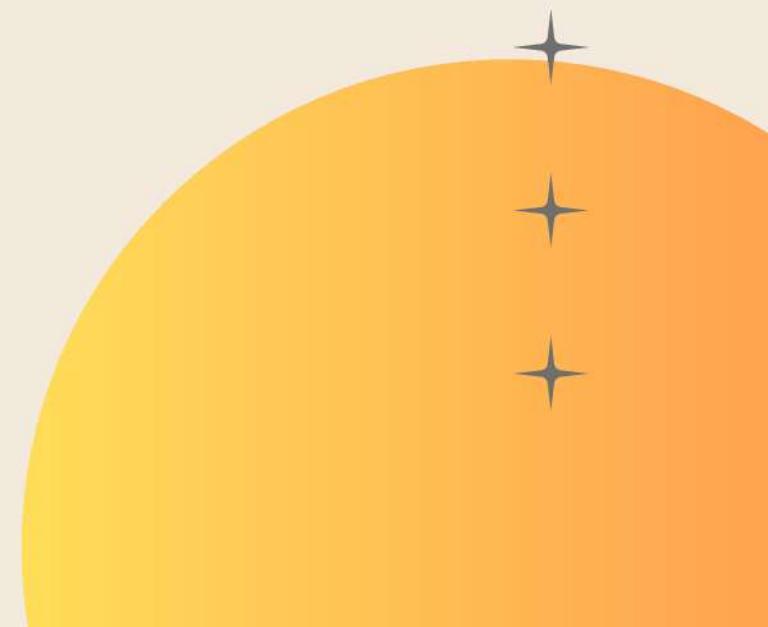
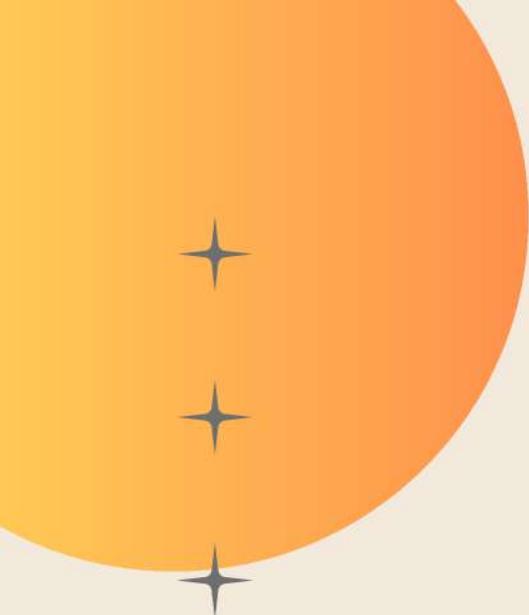
Based on industry benchmarks, the most impactful recovery levers include implementing food safety certifications (35-40% improvement in trust), strengthening delivery infrastructure (40-50% reduction in churn), launching targeted cashback campaigns (30-40% customer reactivation), and providing strong restaurant support (up to 85% partner retention). These initiatives would require an estimated total investment of 70-80 million.



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

Churn risk varies significantly by restaurant type. Cloud kitchens face the highest risk, with 67% classified as high-risk due to their complete dependence on the platform. Dine-in restaurants show a lower but still significant risk at 45%, given their ability to pivot. North Indian and Biryani outlets are the most vulnerable cuisine segment, with nearly 75% of partners requiring immediate retention intervention.





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

Return likelihood differs across customer segments. High-rated churned customers show a 60% probability of returning, while low-engagement churned users have only a 15% chance. To maximize ROI, recovery efforts should focus on the top 30% of the churned customer base.



KEY TAKEAWAYS

- **Crisis Impact** : Orders and revenue declined by nearly 70%, primarily due to erosion of customer trust and delivery failures.
- **City Trends** : Tier-1 cities experienced significant order drops, while Tier-2 cities such as Ahmedabad faced the most severe service breakdowns.
- **Service Breakdown** : Average delivery times increased by ~20 minutes, and SLA adherence dropped to 31%, leading to a major decline in customer satisfaction.
- **Customer Behavior** : Customers shifted to low-value, necessity-driven orders, accompanied by a sharp ratings drop ($4.5 \rightarrow 2.6$).
- **Churn Recovery** : Approximately 60% of churned users with previously high ratings show strong potential for reactivation through targeted offers.
- **Competitive View** : The overall market remained resilient, confirming that the crisis was company-specific rather than industry-wide.

RECOMMENDATIONS – CRISIS RECOVERY PLAN

1. Rebuild Trust & Quality Assurance

- Conduct mandatory food safety and hygiene audits across high-risk kitchens in all major cities
- Introduce “Hygiene / Quality Verified” badges for compliant partners
- Launch a transparent customer communication campaign highlighting corrective actions, safety improvements, and audit outcomes to rebuild brand trust.

2. Improve Delivery Reliability & SLA Compliance

- Track Dispatch Time to identify kitchen-level SLA delays
- Implement real-time SLA dashboards for partners and operations
- Optimize delivery routes using AI-based route planning and expand delivery capacity in peak zones to reduce late deliveries.

3. Re-engage Churned & At-Risk Customers

- Launch targeted win-back campaigns using churn segmentation
- Offer personalized incentives to high-value churned users
- Roll out weekend value-driven promotions (weekend offers, combo meals) to revive order frequency.

RECOMMENDATIONS – CRISIS RECOVERY PLAN

4. Stabilize Partner & City-Level Operations

- Focus on city-specific fixes where cancellations are highest
- Support high-risk restaurant partners with temporary waivers and visibility boosts
- Retain key restaurants through performance-based incentives

5. Enable Continuous Monitoring & Recovery

- Establish weekly performance reviews tracking cancellations, SLA compliance, ratings, and revenue.
- Track real-time customer sentiment via reviews and ratings
- Use predictive indicators to prevent future churn and SLA failures

**THANK
YOU**