

## Primary\_And\_Secondary\_Analysis

### Primary Analysis (Based on Available data):

- ✓ 1. **Monthly Orders:** Compare total orders across *pre-crisis* (Jan–May 2025) vs *crisis* (Jun–Sep 2025). How severe is the decline?
- ✓ 2. Which **top 5 city groups** experienced the **highest percentage decline in orders** during the crisis period compared to the pre-crisis period?
- ✓ 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 period?
- ✓ 4. **Cancellation Analysis:** What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?
- ✓ 5. **Delivery SLA:** Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?
- ✓ 6. **Ratings Fluctuation:** Track average customer rating month-by-month. Which months saw the sharpest drop?
- ✓ 7. **Sentiment Insights:** During the crisis period, identify the most frequently occurring negative keywords in customer review texts. (Hint: Use a Word Cloud visual in Power BI to visualize the findings.)
- ✓ 8. **Revenue Impact:** Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).
- ✓ 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?

### **Secondary Analysis (This will require additional data and research)**

1. How does QuickBite's crisis impact compare to competitor trends (Swiggy, Zomato) during the same period?
2. What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?
3. Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?
4. Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?
5. Which lapsed customers (churned post-crisis) show the highest probability of returning with the right incentives?

#### Extra Details:

1. **Priority Cities:** Which Tier-1/Tier-2 cities show the highest risk of long-term demand loss?
2. **Behavior Shifts:** Did customers shift from high-value orders to low-value "survival orders" during crisis?
3. **Feedback Trends:** Do spikes in negative reviews align with the delivery outage period?