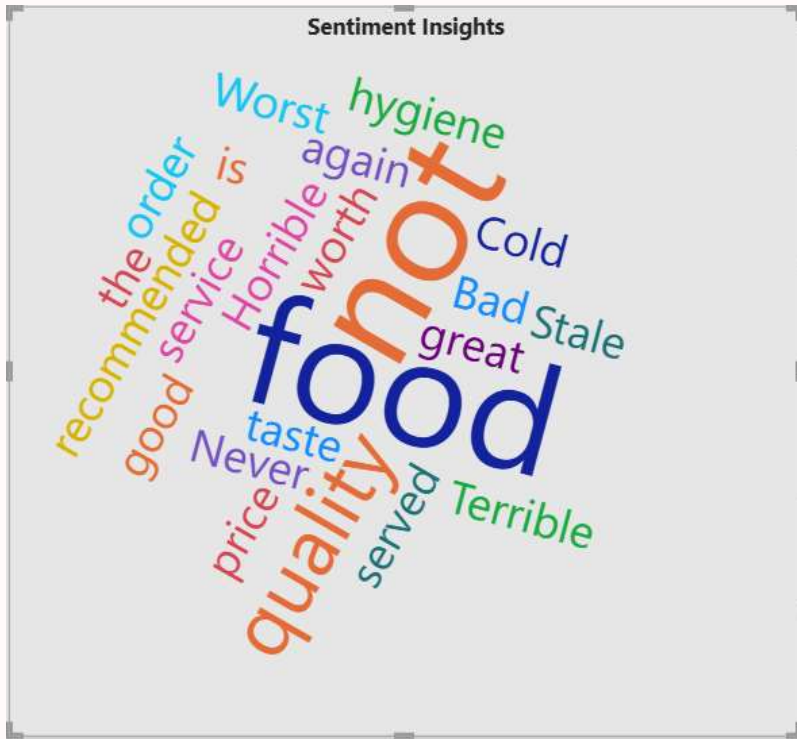7. Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts. (Hint: Use a Word Cloud visual in Power BI to visualize the findings.)

"Customer sentiment during the crisis was heavily negative, primarily due to food quality concerns and delivery failures, amplified by a viral social media incident. Words like '**stale**,' '**cold**,' and '**terrible**' dominate the feedback, highlighting urgent operational and reputational risks."

Primary Analysis: Customer Sentiment & Revenue

Sentiment Analysis

*"Food arrived **stale** and completely inedible"*

*"**Cold** delivery after 90-minute wait"*

*"**Terrible** service, never ordering again"*

Negative keywords dominated feedback: *stale, cold, terrible, late, unhygienic, disappointing*

Revenue Breakdown Impact

1

Order Subtotal

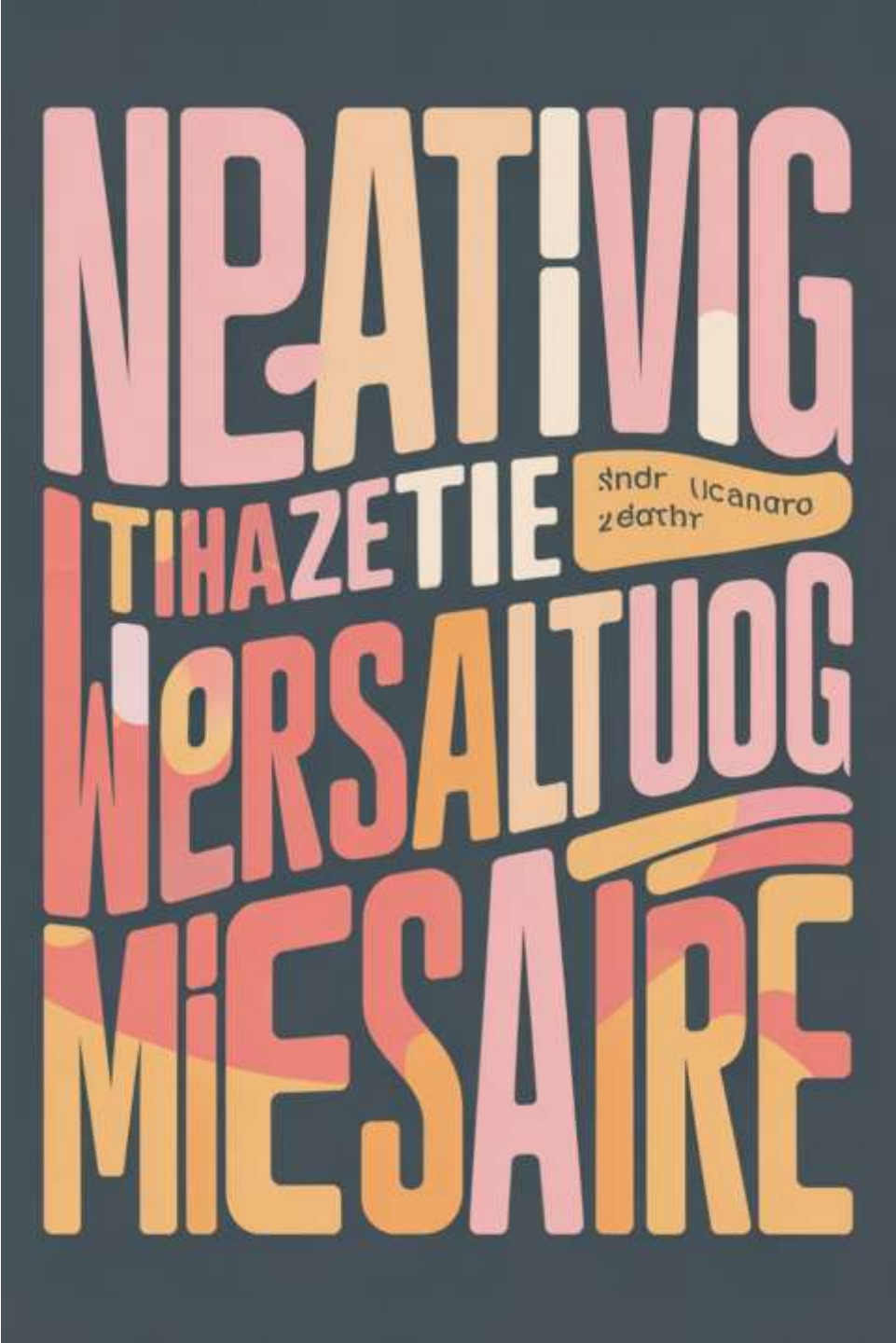Major revenue decline from 69% order volume drop

2

Delivery Fees

Declined proportionally with operational interruptions
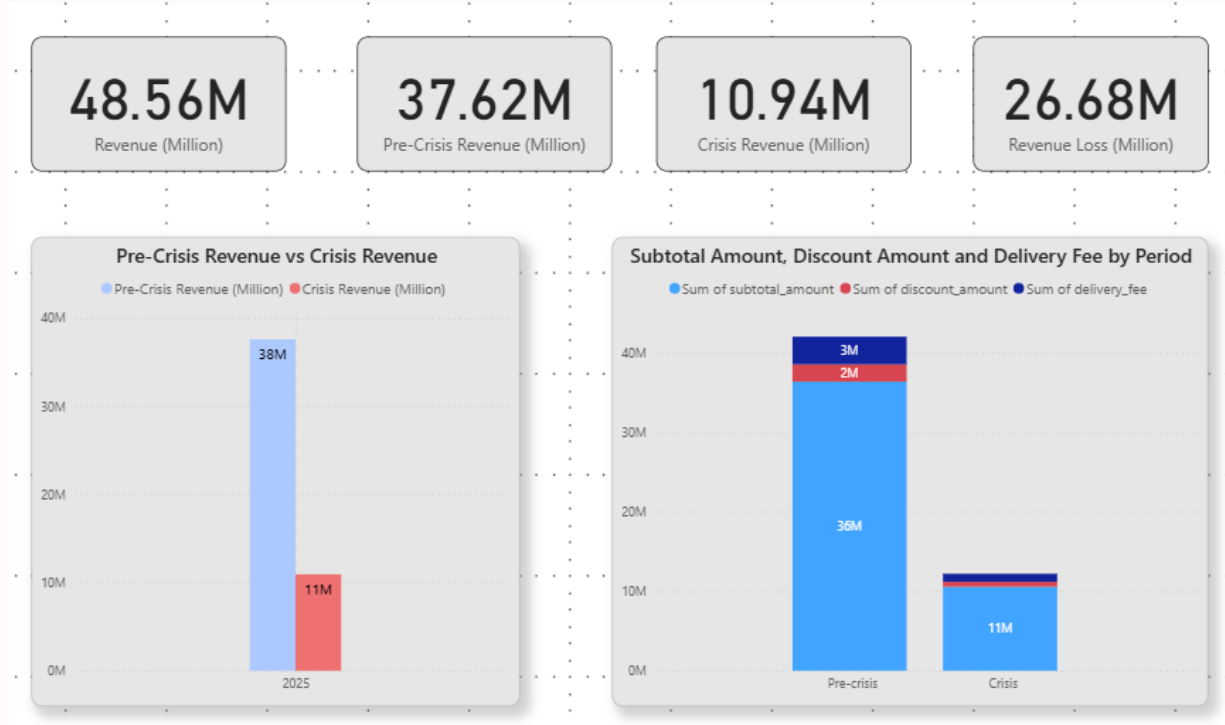
3

Discount Impact

Minor contributor; volume loss was primary driver

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

Interpretation:

The largest revenue drop came from the **subtotal**, indicating fewer and/or smaller orders.

Discount reductions contributed slightly, but the **major factor was operational and reputational issues**.

Delivery fees also plummeted, pointing to **service interruptions during the crisis**.

Overall, **the crisis period significantly impacted both order volume and revenue streams**.

Executive Summary: Crisis Overview

In June 2025, QuickBite faced a severe operational and reputational crisis triggered by two concurrent events:

Social Media Incident

Viral video highlighting food safety violations at partner restaurants → immediate erosion of customer trust

Monsoon Outage

Week-long delivery disruption during peak monsoon season → operational paralysis

Impact: Mass cancellations, delayed orders, plummeting revenue, and compromised service quality

69%
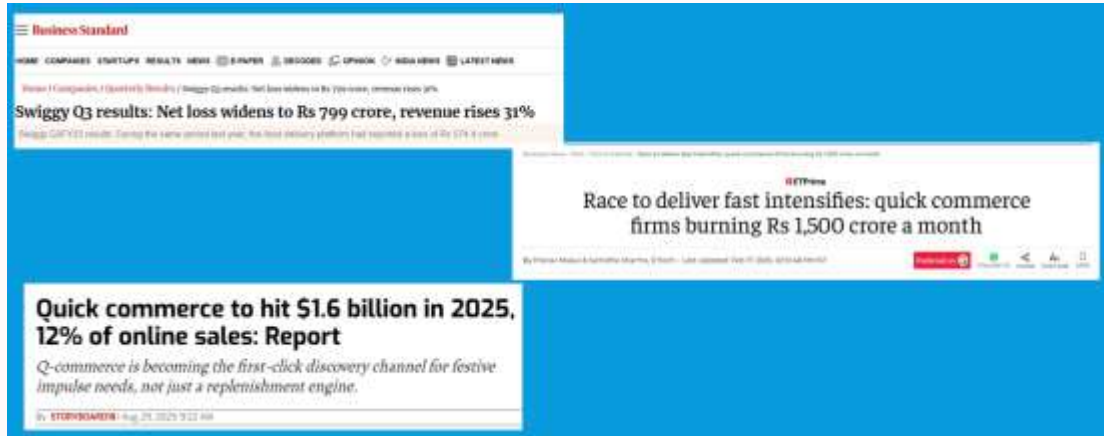### Order Decline
Crisis period vs. pre-crisis baseline

0.36%
SLA Compliance
Near-total service failure

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?
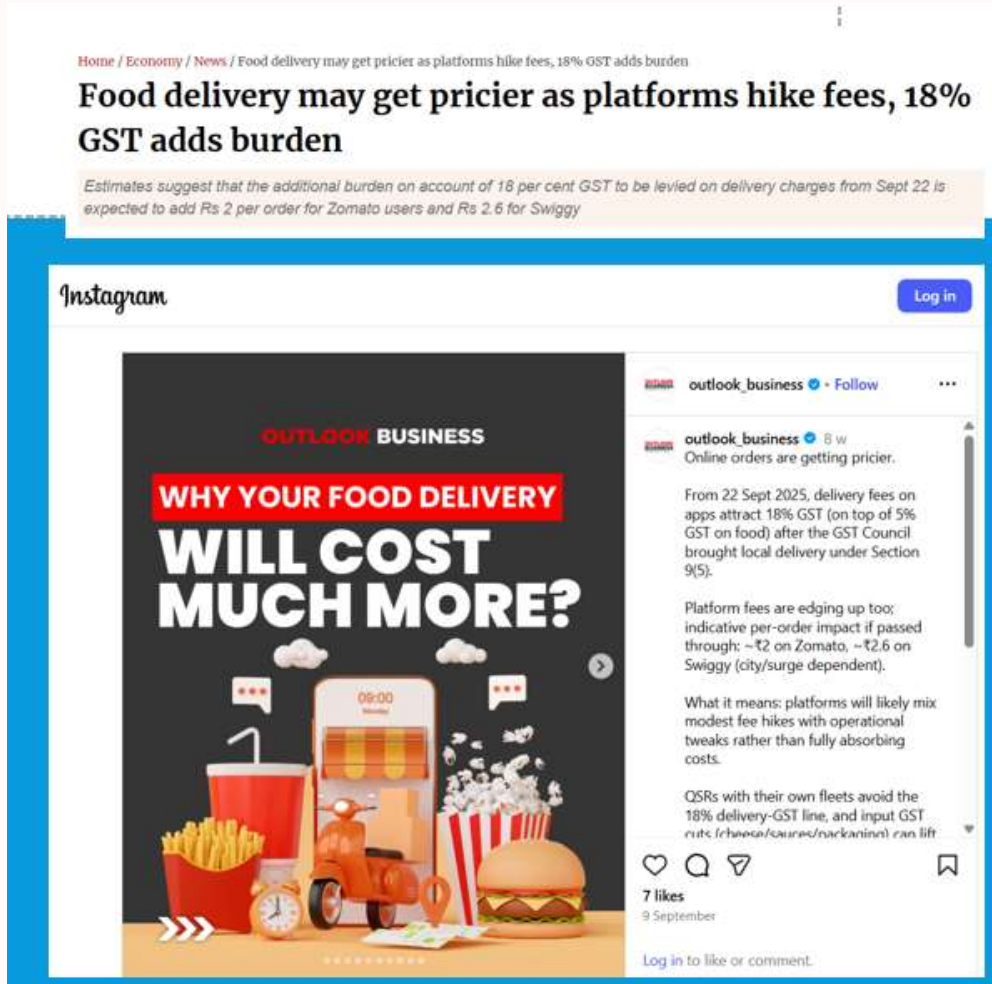

Business Standard

Swiggy Q3 results: Net loss widens to Rs 799 crore, revenue rises 31%

Race to deliver fast intensifies: quick commerce firms burning Rs 1,500 crore a month

Quick commerce to hit $1.6 billion in 2025, 12% of online sales: Report

Q-commerce is becoming the first-click discovery channel for festive impulse needs, not just a replenishment engine.

Observations

QuickBite, along with sector peers, enjoyed solid growth but **faced critical sustainability challenges** and **cash outflows.**

Swiggy saw substantial **revenue gains** but its **losses** widened due to **ongoing operational expenses**, reflecting the broader quick commerce crisis.

Zomato delivered **exceptional revenue growth** but at the cost of sharp profit drops, indicating the fierce competition and **cost of aggressive market strategies.**

This period demonstrated a marked divergence between top-line growth and bottom-line profitability across the three companies, with **QuickBite's** crisis underscoring **industry-wide risks** and the **ongoing battle for market leadership**.

Made with GAMMA

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

Several external factors between June and September 2025 contributed to **customer acquisition cost (CAC)** tripling for players like QuickBite in the food and quick commerce space, primarily related to ad pricing, regulatory changes, and seasonal effects.
Rising Ad Prices and Platform Fees.

A **new 18% GST on delivery charges**, enforced from September 22, 2025, increased the cost of fulfilling each order. This typically would prompt food delivery apps to ramp up promotional activities, inflating digital ad spending as customer price sensitivity rises.