

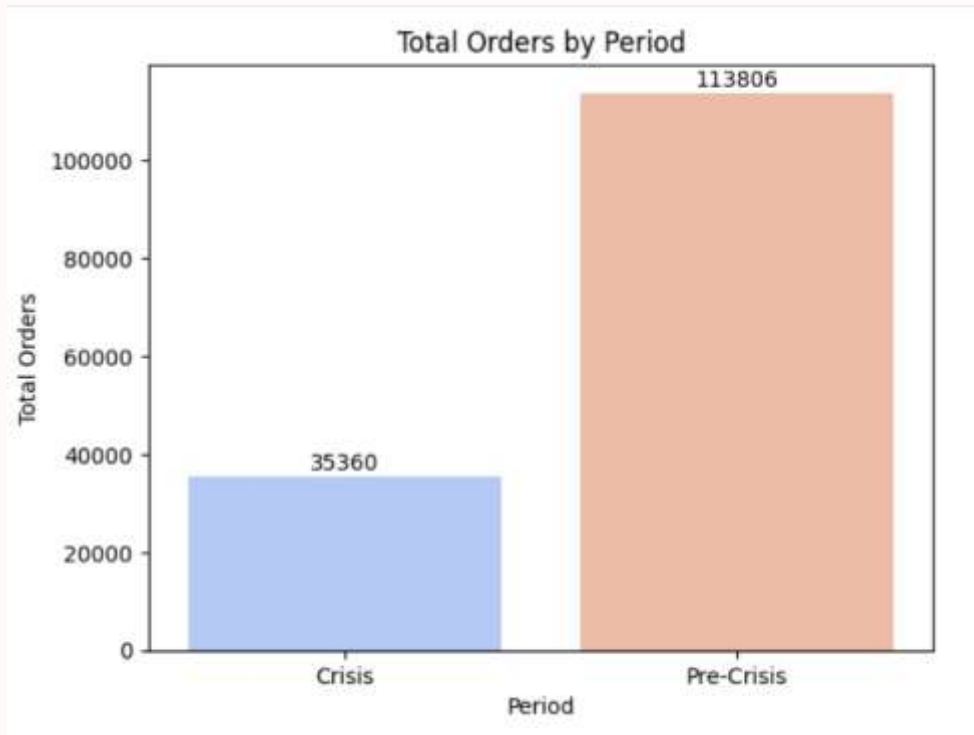
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# PRIMARY ANALYSIS

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# 1. Monthly Orders:

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

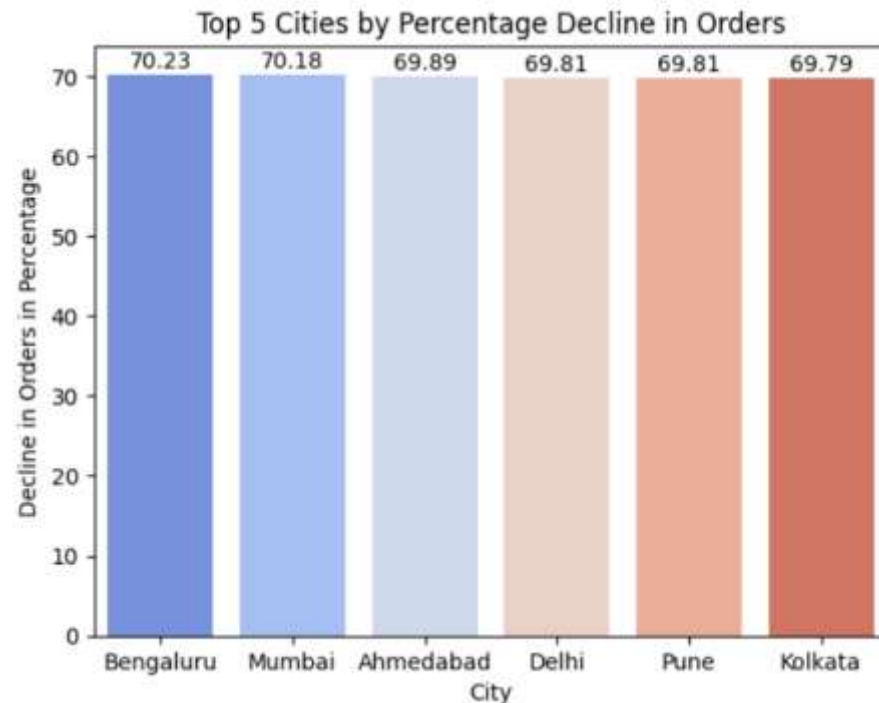


## Insight

During the crisis period (Jun–Sep 2025), total orders **declined by 69%**, dropping from **113,806 (pre-crisis)** to **35,360**.

The downturn coincided with a **social media backlash over food safety violations** at partner restaurants and a **week-long delivery outage during the monsoon season**.

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



#### 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**.

#### Customer Behavior:

Customers temporarily avoided ordering from QuickBites due to **safety concerns**, not just convenience.

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?

restaurant_id	restaurant_name	Orders (Pre-Crisis)	Orders (Crisis)	Decline Percentage
REST16529	Thindi Mane Grill Palace	21	2	90.48
REST16780	Hot & Crispy Pizza Bhojanalay	18	5	72.22
REST11694	Punjabi Wraps Bhojanalay	17	4	76.47
REST13412	Punjabi Darshini Palace	17	3	82.35
REST11761	Sri Mess Zone	16	2	87.50
REST12335	Hot & Crispy Express Darbar	16	3	81.25
REST01047	Flavours of Curry Heaven	15	1	93.33
REST04506	Urban Tandoor Cafe	15	2	86.67
REST10881	Spicy Sweets Cafe	15	1	93.33
REST11911	Fresh Kitchen Darbar	15	1	93.33
REST12919	Tandoori Mess Bhojanalay	15	1	93.33
REST13873	Thindi Mane Pizza Corner	15		100.00
REST16760	Hot & Crispy Express Hub	15	3	80.00
REST18122	Fresh Thali Heaven	15		100.00
REST18518	Punjabi Curry Delight	15	2	86.67
REST19925	Sri Curry Central	15	1	93.33

Notably:

“**Thindi Mane Pizza Corner**” saw a **complete halt (100% decline)** in orders.

“**Spicy Sweets Cafe**” (–93.33%) and “**Thindi Mane Grill Palace**” (–90.48%)

also experienced near-total shutdowns.

Even popular multi-brand outlets like “**Hot & Crispy**” and “**Punjabi**” chains

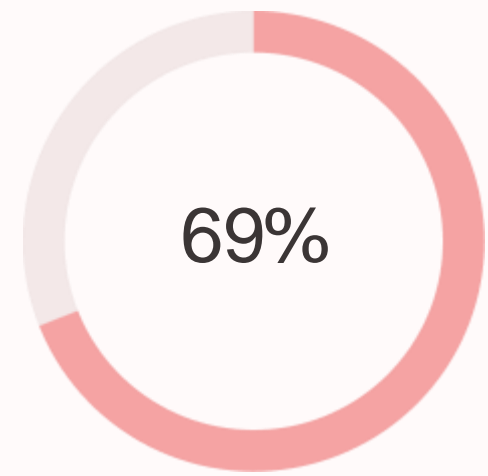
saw declines above **70–80%**, indicating that the crisis impacted **well-established, high-volume restaurants** as much as smaller ones.

This pattern suggests that the **crisis caused a sharp behavioral shift**

—  
either due to **supply-side disruptions** (restaurant closures, delivery limitations) or **demand-side changes** (customers avoiding certain cuisines, dine-out categories, or price points).

# Primary Analysis: Order Volume Collapse

## Monthly Order Trends



Overall Decline

113,806 → 35,360 orders

## City-Level Impact

- **Bengaluru:** ~70% decline (highest volume market)
- **Mumbai:** ~70% decline (metro sensitivity)
- **Chennai, Kolkata, Hyderabad:** uniform ~70% drops

*Tier- 1 cities demonstrated heightened sensitivity to reputational crises*

## Restaurant-Level Impact



Thindi Mane Pizza Corner



Spicy Sweets Cafe



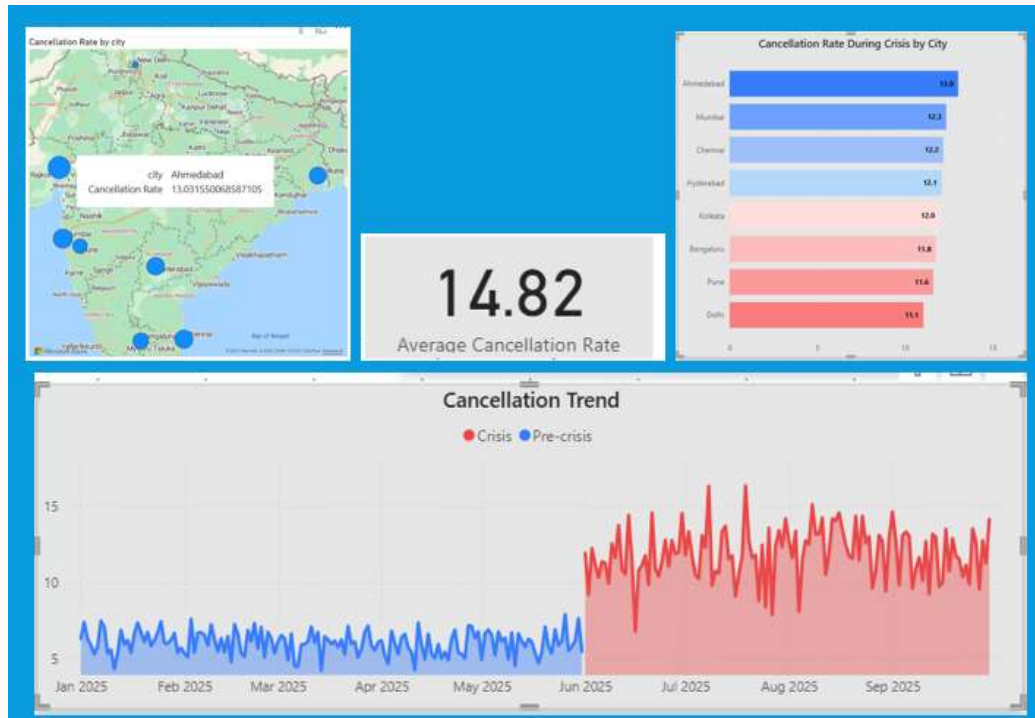
Thindi Mane Grill Palace



Popular Chain Avg

Crisis affected both high-volume establishments and smaller cloud kitchens with devastating uniformity

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



##### Most affected cities by cancellation rate increase:

Ahmedabad: +6.95%

Mumbai: +6.48%

Chennai: +6.12%

Kolkata: +6.11%

Hyderabad: +5.99%

- The increase in cancellations (~6–7%) indicates that **customer trust and order fulfillment** were heavily impacted in these metro cities.
- Cities with **higher order volumes and social media penetration** (e.g., Ahmedabad, Mumbai) were more sensitive to reputational and operational issues.
- The combination of a **food safety scandal** and **delivery disruptions** amplified cancellations, reflecting both **brand perception risk** and **logistics failure**.

# Primary Analysis: Cancellation Surge

## Ahmedabad

**+6.95%** cancellation rate increase

## Mumbai

**+6.48%** cancellation rate increase

## Chennai

**+6.12%** cancellation rate increase

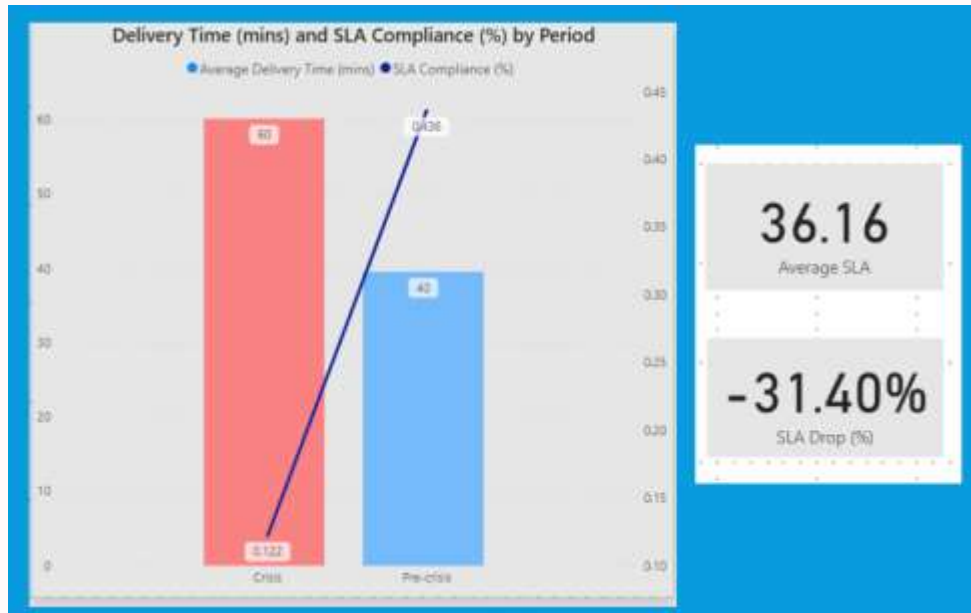
### Root Cause Analysis

Combined operational disruption from monsoon outage + reputational damage from viral hygiene incident drove unprecedented cancellation rates across major markets

### Customer Behavior Shift

Loss of confidence manifested in proactive order cancellations, even before delivery attempts, signaling deep trust erosion

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



### Delivery times are longer.

The average delivery time of 44.4 minutes is significantly higher than pre-crisis levels, suggesting operational slow-downs.

### Service reliability collapsed.

SLA compliance at 0.36 % means almost all deliveries were late relative to expectations.

### Performance deterioration is clear.

The negative SLA Drop % confirms a measurable fall in on-time deliveries compared with the earlier period.



6. Ratings Fluctuation: Track average customer rating month-by-month. Which months saw the sharpest drop?



June 2025 experienced a **sharp decline** in **customer ratings** due to a combination of **operational failures (delivery outage)** and **reputation damage (food safety viral incident)**. April and August also showed negative fluctuations, possibly linked to other service or operational issues.

# Primary Analysis: Service Quality Breakdown

## Delivery SLA Performance

44.4 Minutes

Average delivery time during crisis period

0.36%

SLA compliance rate → near-total operational failure

### ❏ Critical Insight:

Less than 1% of deliveries met service level agreements, representing catastrophic operational breakdown unprecedented in QuickBite's history

## Customer Ratings Collapse

### Crisis Timeline Impact:

- **June 2025:** sharpest ratings drop coinciding with viral incident
- **April & August:** secondary dips from monsoon-related delays
- **Overall trend:** sustained negative sentiment throughout crisis period

