



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

In June 2025, QuickBite faced a major crisis. **A viral social media** incident involving food safety violations at partner restaurants, combined with a **week-long delivery outage** during the monsoon season, triggered massive customer backlash. Competitors capitalized with aggressive campaigns, worsening the situation.

QuickBite has allocated a major recovery budget, overhauled food safety protocols, and upgraded its delivery infrastructure.





The management expects detailed insights into the following:

Customer Segments: Identify which customers can be recovered and which need new strategies.

Order Patterns: Analyse order trends to uncover behavioral changes across phases (pre-crisis, crisis, recovery).

Delivery Performance: Assess delivery times, cancellations, and SLA compliance to pinpoint operational gaps.

Campaign Opportunities: Recommend targeted initiatives to rebuild trust and loyalty across demographics.

Restaurant Partnerships: Predict which partnerships are most valuable for long-term retention.

Feedback & Sentiment: Monitor real-time ratings, reviews, and sentiment to guide ongoing recovery efforts.

