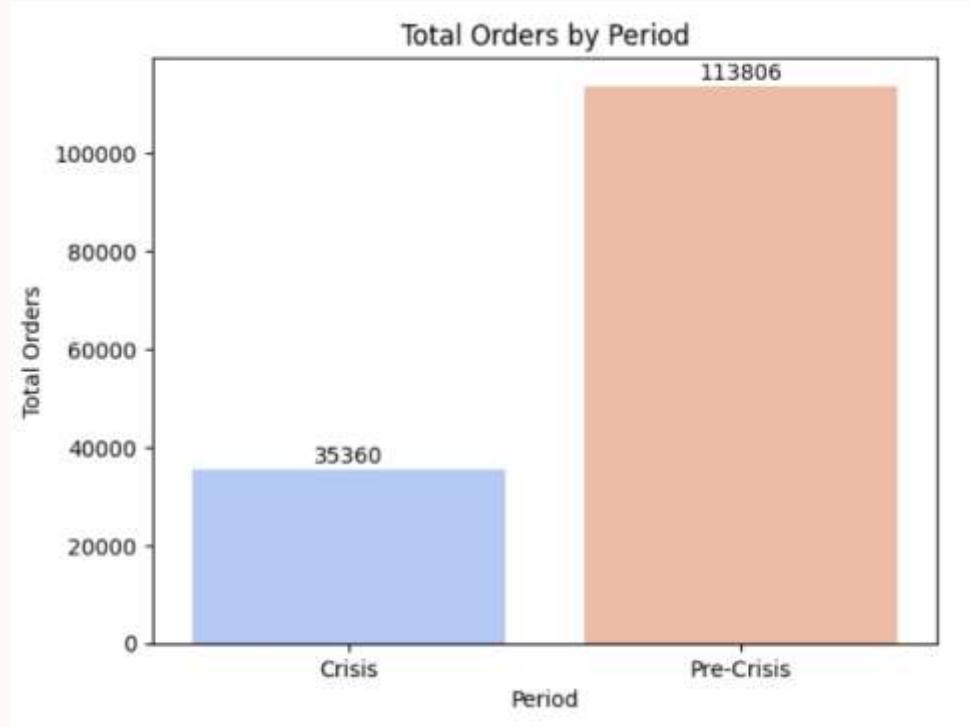

PRIMARY ANALYSIS

1. Monthly Orders:

Compare total orders across *pre-crisis* (Jan–May 2025) vs *crisis* (Jun–Sep 2025).

How severe is the decline?

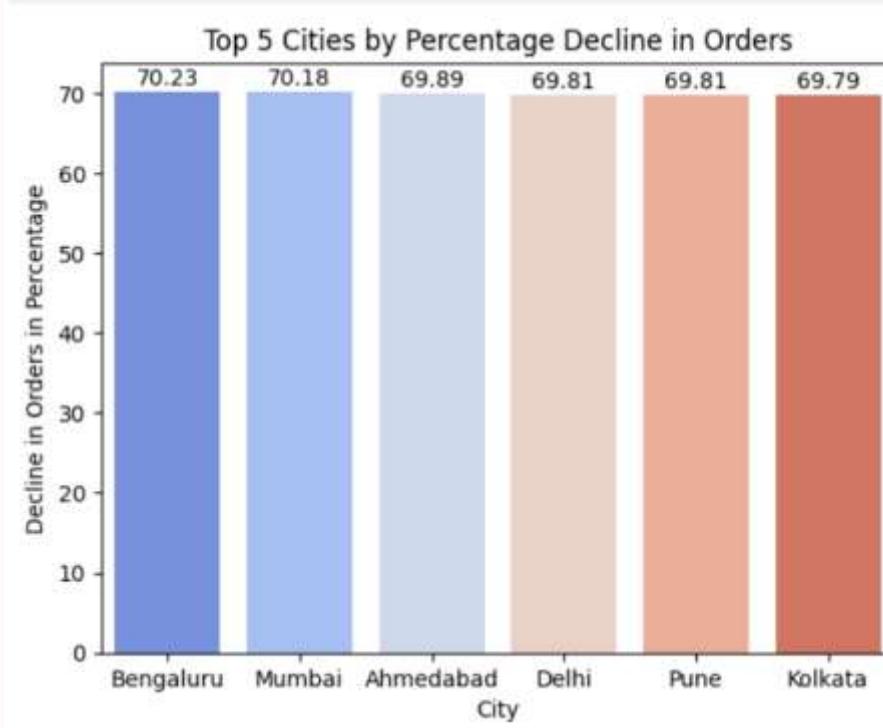


Insight

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

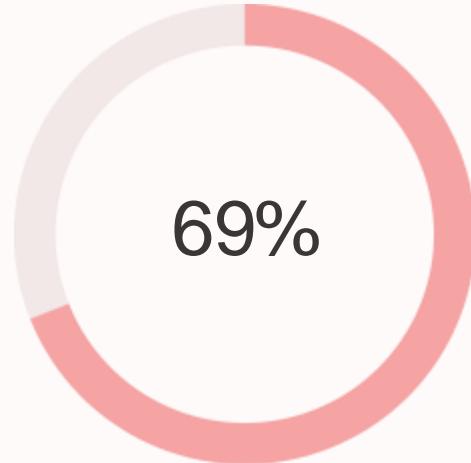
saw declines above **70–80%**, indicating that the crisis impacted **well-established, high-volume restaurants** as much as smaller ones.

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

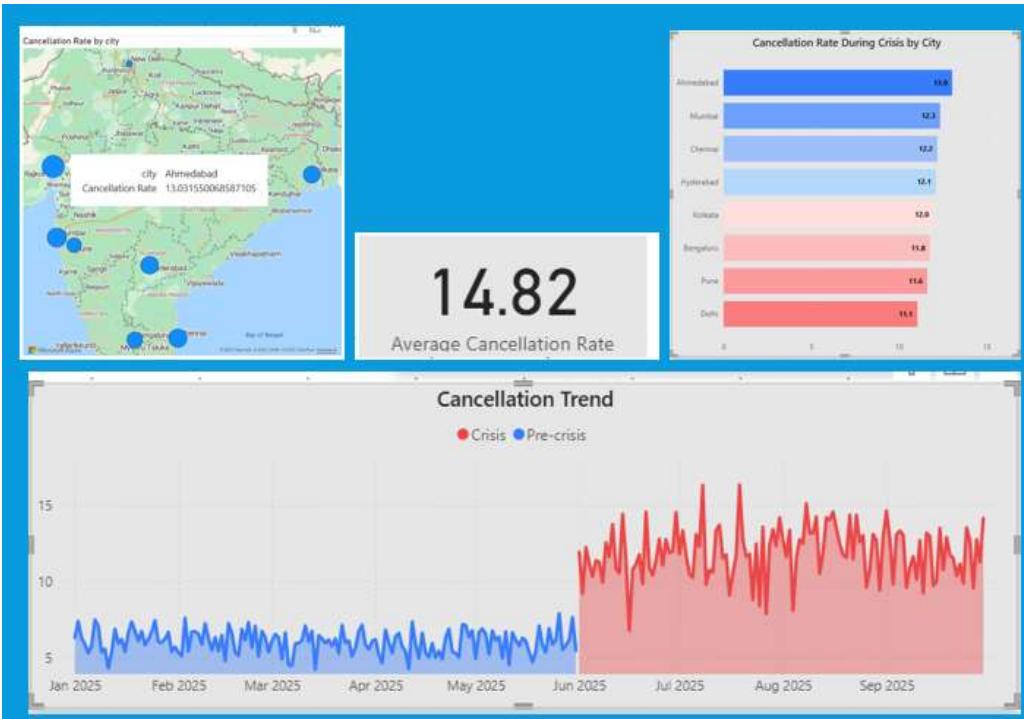
Restaurant-Level Impact



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

Root Cause Analysis

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

Mumbai

+6.48% cancellation rate increase

Customer Behavior Shift

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

Chennai

+6.12% cancellation rate increase

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

