

Strategic Recovery Report: QuickBazaar

Prepared By: Chief Problem Solver / Data Analysis Lead **Subject:** Diagnostics & Turnaround Strategy for Critical Operational Failures

1. Executive Summary

QuickBazaar is currently facing a "critical" operational crisis characterized by a **30% drop in Average Order Value (AOV)** and skyrocketing customer churn. This report outlines the root causes—ranging from logistics failures to technical debt—and presents a data-driven recovery plan utilizing advanced analytics tools to reverse these trends and reclaim market share.

2. The Problem Landscape (Diagnostics)

Our analysis has identified three primary "Mission Critical" failure points that are eroding the business foundation:

A. The Logistics Collapse

- **Delivery Delays:** While industry leaders deliver in under 15 minutes, QuickBazaar's average delivery time has ballooned to **1.5 hours**, with peak delays reaching **2.4 hours**.
- **Partner Performance:** There is a lack of discipline among delivery partners, with frequent complaints regarding lateness and "rude riders".

B. Revenue & Retention Bleed

- **Churn Rate Escalation:** Customer churn has risen sharply from **5% in Q1 to 25% in Q4**. If this trend continues, the projected annual loss is ₹1000 Lakh.
- **Declining AOV:** A consistent drop in basket size indicates customers are losing trust in our ability to fulfill larger, more complex orders.

C. Operational & Technical Quality

- **Fulfillment Errors:** Customers frequently report receiving incorrect items or goods with poor packaging, indicating a breakdown in warehouse Quality Control (QC).
 - **Inventory Gaps:** We experience **5-6 out-of-stock incidents daily**, causing customers to abandon carts.
 - **Support Failure:** A staggering **78% of reviews** reflect negative experiences with customer support, citing unhelpfulness in resolving these errors.
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3. Methodology: The Data Strategy

To diagnose these issues, the following 3-Hour "Mission Plan" and toolset were deployed:

1. **Data Foundation (Google Sheets):** Cleaned and organized raw order logs to identify timestamp discrepancies and AOV trends.
2. **Visual Exploration (Orange):** Conducted Exploratory Data Analysis (EDA) to create heatmaps and distribution arrays, identifying patterns without extensive coding.
3. **Statistical Analysis (Binder/Jupyter):** Calculated correlations between delivery times and customer ratings to prove the "Time-to-Churn" hypothesis.
4. **AI-Powered Sentiment Analysis (ChatGPT):** Processed unstructured customer feedback to extract specific complaints (e.g., "Missing Items," "Rude Rider") that traditional metrics missed.
5. **Storytelling (Flourish):** Created interactive geo-maps and dashboards to visualize delivery route inefficiencies.

4. Strategic Recommendations

To reverse the current trajectory, we propose a holistic intervention across three pillars:

Pillar 1: Logistics & Fulfillment Overhaul

- **Incentivize Speed:** Implement a new feature in the delivery partner app that rewards faster deliveries and penalizes unjustified lateness.
- **Strict Quotas:** Introduce a delivery quota system to ensure partner discipline.
- **Route Optimization:** Integrate optimized route maps directly into the driver app to reduce transit times.
- **Warehouse QC:** Hire skilled workers for picking/packing and upgrade packaging materials to stop the flow of damaged goods.

Pillar 2: Technology & Inventory

- **Digital Stock Management:** Launch a dedicated app for store operators to manage inventory in real-time, eliminating the disconnect between physical stock and the digital platform.
- **App Stabilization:** Immediately optimize the customer app for older Android/iOS versions to resolve glitches that cause cart abandonment.

Pillar 3: Customer Experience

- **Performance-Based Support:** Conduct monthly analyses of support team performance. Implement a strategy of promotions for high performers and layoffs for those consistently failing to resolve tickets.
- **Training:** Empower support teams with better training to handle "Wrong Item" disputes effectively.

5. Forecasted Impact

By executing this recovery plan, we project the following improvements in key business metrics:

Metric	Projected Change	Driver
Average Order Value (AOV)	+15% to 20%	Improved reliability encourages larger baskets.
Customer Churn	-10% to 15%	Resolving delays and support issues retains users.
New Customer Acquisition	+20% to 25%	Positive word-of-mouth restores market reputation.

6. Conclusion

QuickBazaar is in a "Code Red" scenario, but the data indicates the damage is reversible. By shifting from a reactive stance to a proactive, data-driven strategy—specifically targeting the 1.5-hour delivery lag and the 78% negative support rating—we can rebuild trust. The time for decisive action is now.