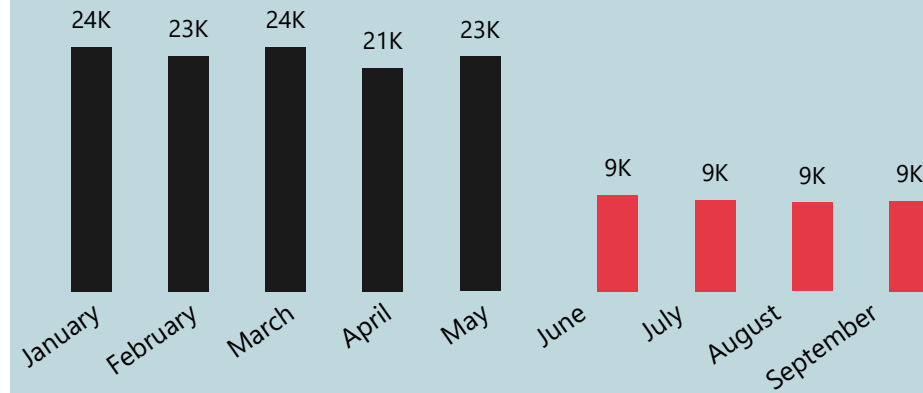




QuickBite Express

Total Orders by Phases

● Crisis ● Pre-crisis



Pre-Crisis Total: **114K**

Crisis Total: **35K**



Total Orders

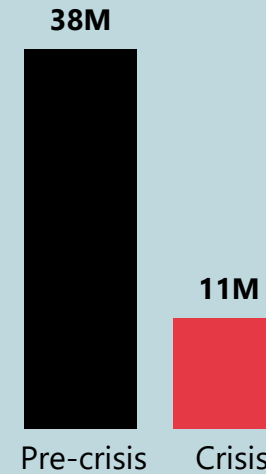
149K



Total Revenue

\$48.6M

Total Revenue (Pre-Crisis VS Crisis)



Revenue Impact

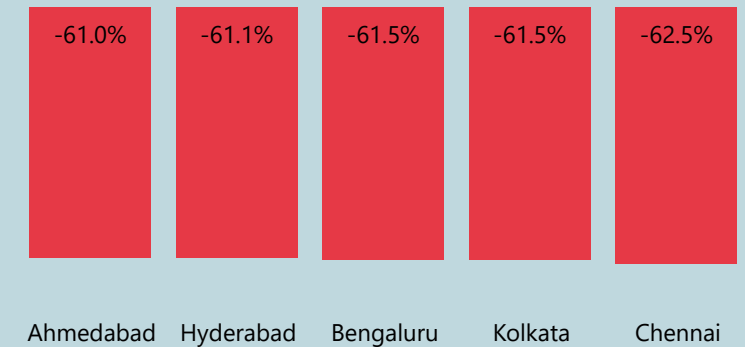
Total Revenue Fell by 70.9% During the Crisis.

-70.9%

Crisis

Pre-crisis

Top 5 Cities with the Sharpest Drop in Orders (Pre-crisis vs Crisis)



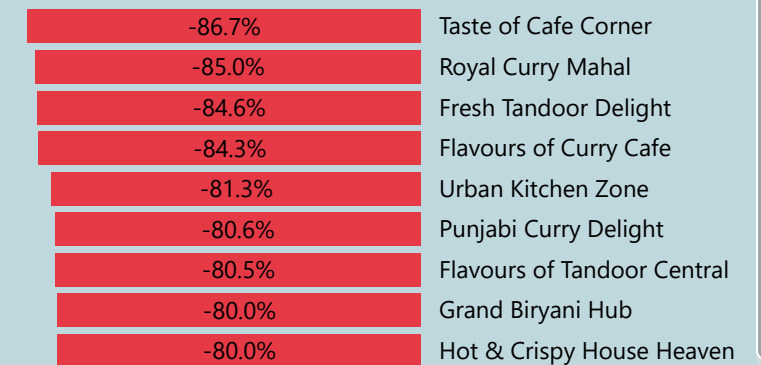
Order % Change - Pre-Crisis VS Crisis

-61.2%

Negative Review Text Count (Crisis)

Food quality is not good
Food safety issue
Packaging issue
Stale food served
Portion size smaller than expected
Not worth the price
Average experience
Food quality not great
Very late
Cold food
Terrible hygiene
Packaging was poor
Bad taste
Not recommended
Never again
Worst order
Horrible service

Top 10 High Volume Restaurants with the Sharpest Order Decline During Crisis



phases Negative Review Count

Crisis	11891
Pre-crisis	2



Avg Delivery Time (Min)

Actual
 **44.4**

Expected
 **38.7**

Avg Sentiment Score

Crisis	-0.25
Pre-cr...	0.75

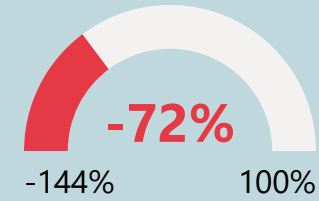
Avg Rating



SLA Compliance %

Crisis	12.2%
Pre-cr...	43.6%

SLA Compliance % Change



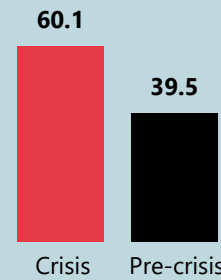
Cancellation %

Crisis	11.9%
Pre-cr...	6.1%

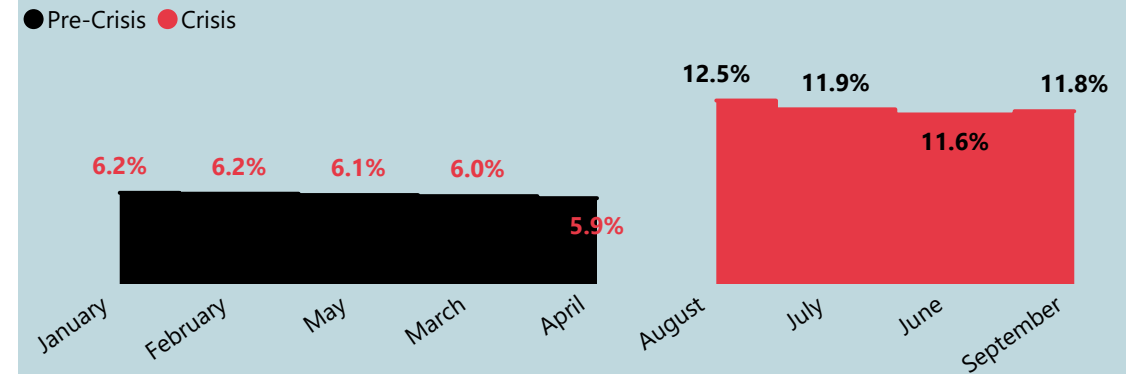
Crisis

Pre-crisis

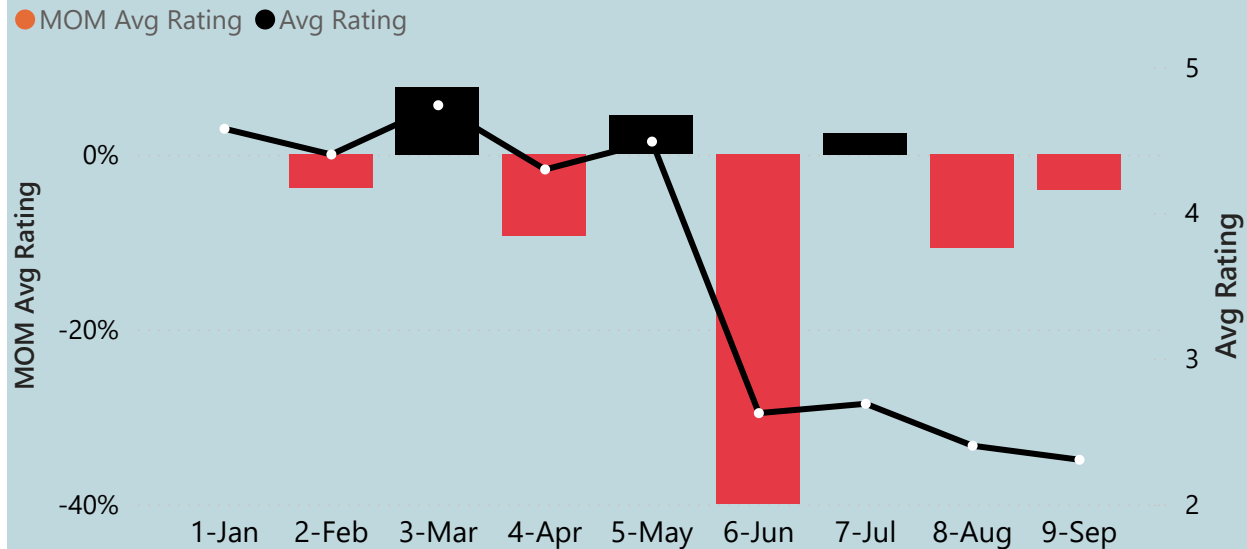
Avg Delivery Time (Pre-Crisis VS Crisis)



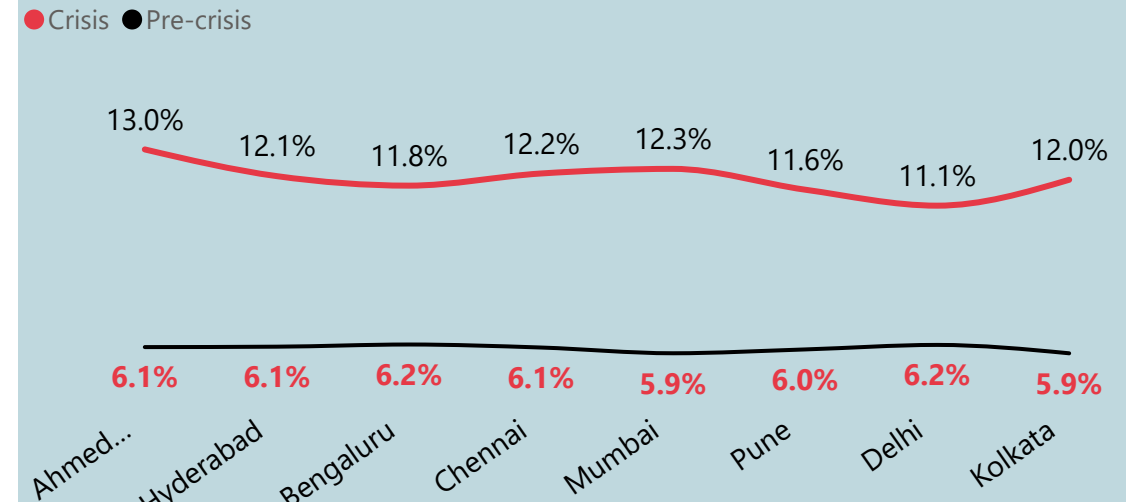
Cancellation % (Pre-Crisis VS Crisis)



MOM Avg Rating % & Avg Rating by Month



Cancellation % by City





Customer Lifetime Decline

Top 5% Customers by total spend before the crisis with the largest drop in order frequency and ratings during the crisis

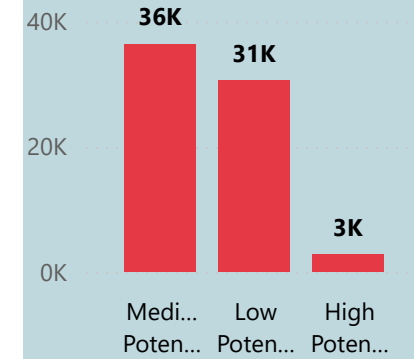
customer_id	Total Revenue (Pre-Crisis)	Total Revenue (Crisis)	Order Volume % Change	Avg Rating % Change	Combined_A tRisk_Score
CUST063666	625.09	1,624.19	-33.3%	-58.51%	-43.4%
CUST031447	654.69	1,572.32	0.0%	-100.00%	-40.0%
CUST182370	1,085.00	1,233.42	-33.3%	-41.67%	-36.7%
CUST155409	287.12	1,128.15	0.0%	-100.00%	-40.0%
CUST096870	1,025.39	1,127.31	-33.3%	-54.89%	-42.0%
CUST077268	259.62	1,122.10	0.0%	-100.00%	-40.0%
CUST140500	420.10	1,112.71	0.0%	-80.00%	-32.0%
CUST154307	195.45	1,074.00	0.0%	-100.00%	-40.0%
CUST060850	464.23	1,027.34	0.0%	-100.00%	-40.0%
CUST051021	314.98	1,017.53	0.0%	-100.00%	-40.0%
CUST090535	517.14	1,016.39	0.0%	-100.00%	-40.0%
CUST026361	337.72	1,005.14	0.0%	-100.00%	-40.0%
CUST197511	364.53	946.13	0.0%	-100.00%	-40.0%
CUST077831	719.92	938.32	-50.0%	-36.49%	-44.6%
CUST199230	332.27	936.96	0.0%	-100.00%	-40.0%
CUST002235	935.15	933.68	0.0%	-100.00%	-40.0%
CUST186063	400.91	933.38	0.0%	-100.00%	-40.0%
CUST154449	289.25	931.58	0.0%	-100.00%	-40.0%
CUST071531	648.22	914.45	-50.0%	-48.00%	-49.2%
CUST092240	538.58	899.04	0.0%	-100.00%	-40.0%
CUST091168	389.88	898.05	0.0%	-100.00%	-40.0%
CUST108897	574.57	897.47	0.0%	-100.00%	-40.0%
CUST100500	685.66	890.91	-50.0%	-100.00%	-70.0%
CUST028680	290.87	878.93	0.0%	-100.00%	-40.0%
CUST087364	1,513.39	873.37	0.0%	-100.00%	-40.0%
CUST123264	671.08	871.13	-50.0%	-100.00%	-70.0%
Total	33,842,123.41	1,270,295.01	-94.3%	-41.42%	-73.1%

Loyalty Impact

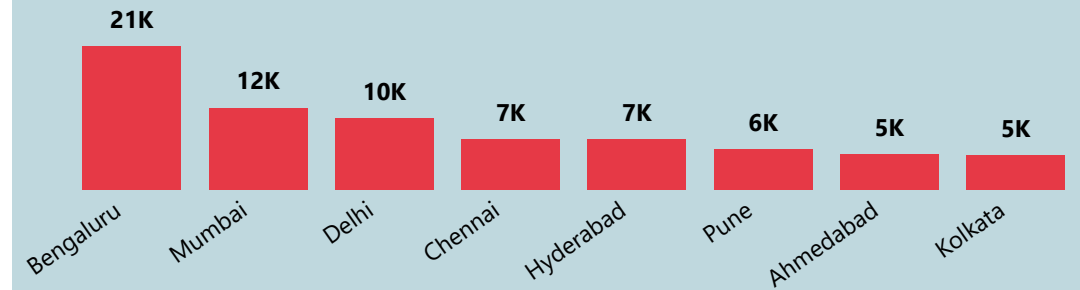
Out of **58** customers who placed ≥ 5 orders before the crisis, **49** stopped ordering completely during the crisis.

Alarminglly, **26** of these were high-satisfied customers (avg rating > 4.5), indicating loyalty erosion among the most satisfied segment.

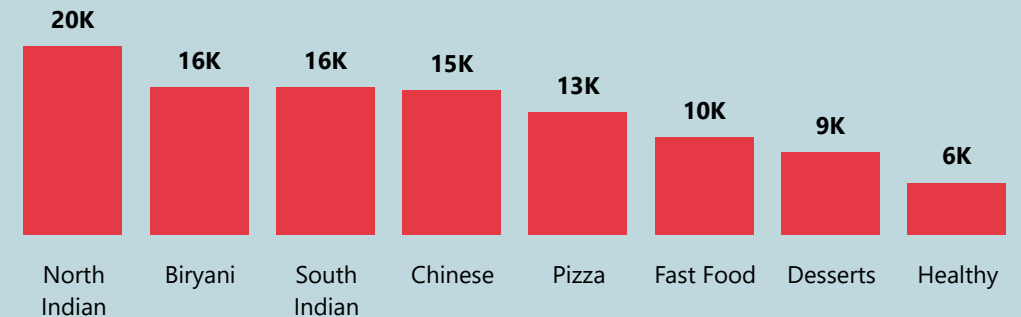
Return Potential



at Risk customers by City



at Risk customers by Cuisine



Insights from the Crisis Impact Analysis (QuickBite Express) #1

* **Order Volume Decline:**

Total orders dropped from **114K** (pre-crisis) to **35K** (during crisis) — a **61.2%** decline in overall order volume.

* **City-Level Order Drop:**

Chennai experienced the sharpest decline in orders at **-62.5%**, followed by Kolkata, Bengaluru, Hyderabad, and Ahmedabad, each showing drops between **-61.5%** and **-61%**.

* **Restaurant-Level Order Drop:**

Taste of Cafe Corner (**-86.7%**), Royal Curry Mahal (**-85.0%**), and Fresh Tandoor Delight (**-84.6%**) led the list of restaurants with the steepest decline in orders. The smallest drop among the **top 10** was observed at Sri Cafe Nest (**-78.4%**).

* **Cancellation Trends:**

The cancellation rate almost doubled, rising from **6.1% (pre-crisis)** to **11.9% (crisis)**. Ahmedabad recorded the highest cancellation rate (**13%**), followed by Mumbai (**12.3%**), Chennai (**12.2%**), and Hyderabad (**12.1%**).

* **Delivery Performance and SLA Compliance:**

The average delivery time increased sharply from 39.5 minutes to 60.1 minutes. Meanwhile, SLA compliance dropped drastically from **43.6%** to **12.2%**, a **72%** deterioration.

Insights from the Crisis Impact Analysis (QuickBite Express) #2

* Customer Rating Trends:

The steepest drop in average customer rating occurred in **June**, marking the start of the **crisis period**. Ratings fluctuated month-to-month — rising in **February**, dropping in **March**, and then stabilizing slightly before falling again in **August** and **September**.

* Customer Sentiment (Negative Feedback):

The most frequent negative keywords during the crisis were “**food quality is not good**” (1,596 mentions), “**food safety issue**” (1,076), “**packaging issue**” (997), “**stale food served**” (971), and “**bad taste**” (972). This indicates that most negative feedback was related to food quality and safety concerns.

* Revenue Impact:

Total revenue declined from **\$38M (pre-crisis)** to **\$11M (crisis)** — representing a 70.9% loss in revenue.

* Customer Retention Impact:

Out of **58 customers** who placed more than five orders before the crisis, **49** stopped ordering completely during the crisis. Notably, **26** of them were highly **satisfied customers (average rating 4.5)**, signaling a major loyalty erosion among previously satisfied users.

* High-Value Customer Decline:

A significant drop was seen among **high-value customers**, particularly in **Bengaluru (21K)**, **Mumbai (12K)**, **Delhi (10K)**, and **Chennai (7K)**. Their most preferred cuisines were **North Indian (20K customers)**, **Biryani & South Indian (16K)**, **Chinese (15K)**, and **Pizza (13K)**.

Recovery Phase Strategies

1. Strengthen Food Quality & Safety

Insight:

Top negative sentiment drivers were “food quality not good,” “stale food,” “food safety issue.”

Action:

- * Launch **Food Safety Audits** across all partner restaurants.
- * Create a “**Verified Hygiene Partner**” badge to be displayed on the app.
- * Encourage restaurants with consistently high hygiene ratings through **visibility boosts**.

Negative Review Text Count (Crisis)

A word cloud of negative review text. The most prominent phrases are 'Food quality is not good' in large blue letters, 'Packaging issue' in orange, 'Food safety issue' in purple, and 'Portion size smaller than expected' in green. Other visible phrases include 'Stale food served', 'Not worth the price', 'Average experience', 'Food quality not great', 'Bad taste', 'Not recommended', 'Packing was poor', 'Terrible hygiene', 'Very late', 'Cold food', 'Worst order', 'Never again', and 'Horrible service'.

Food quality is not good

Packaging issue

Food safety issue

Portion size smaller than expected

Packing was poor

Bad taste

Not recommended

Stale food served

Not worth the price

Average experience

Food quality not great

Terrible hygiene

Very late

Cold food

Worst order

Never again

Horrible service

Recovery Phase Strategies

2. Improve Delivery Performance

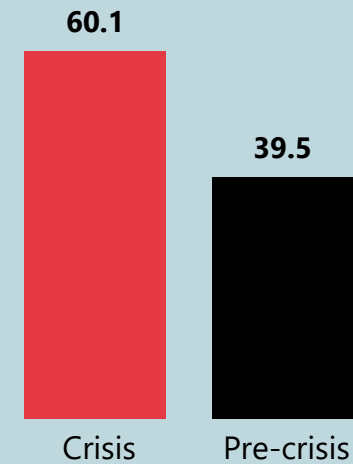
Insight:

- Average delivery time increased from 39.5 to 60.1 mins, and SLA compliance dropped to 12%.

Action:

- * **Optimize delivery allocation algorithms** for efficiency during peak hours.
- * Introduce **performance incentives** for delivery partners with on-time records.
- * Pilot **micro-warehousing or hub delivery** models in high-demand zones like Bengaluru and Mumbai.

Avg Delivery Time (Pre-Crisis VS Crisis)



Crisis	12.2% SLA Compliance %
Pre-crisis	43.6% SLA Compliance %

Recovery Phase Strategies

3. Restore Loyalty of High-Value Customers

Insight:

- 49 of 58 loyal customers stopped ordering; high satisfaction did not prevent churn.

Action:

- * Launch a **“We Miss You” reactivation campaign** with personalized offers (e.g., 20% off first comeback order).
- * Introduce **tiered loyalty programs** rewarding both order frequency and ratings (e.g., Gold, Platinum tiers).
- * Use **customer segmentation** to identify and target previously high-rated but inactive users.

Loyalty Impact

Out of **58** customers who placed ≥ 5 orders before the crisis, **49** stopped ordering completely during the crisis.

Alarming, **26** of these were high-satisfied customers (avg rating > **4.5**), indicating loyalty erosion among the most satisfied segment.

Recovery Phase Strategies

4. Support Restaurant Partners

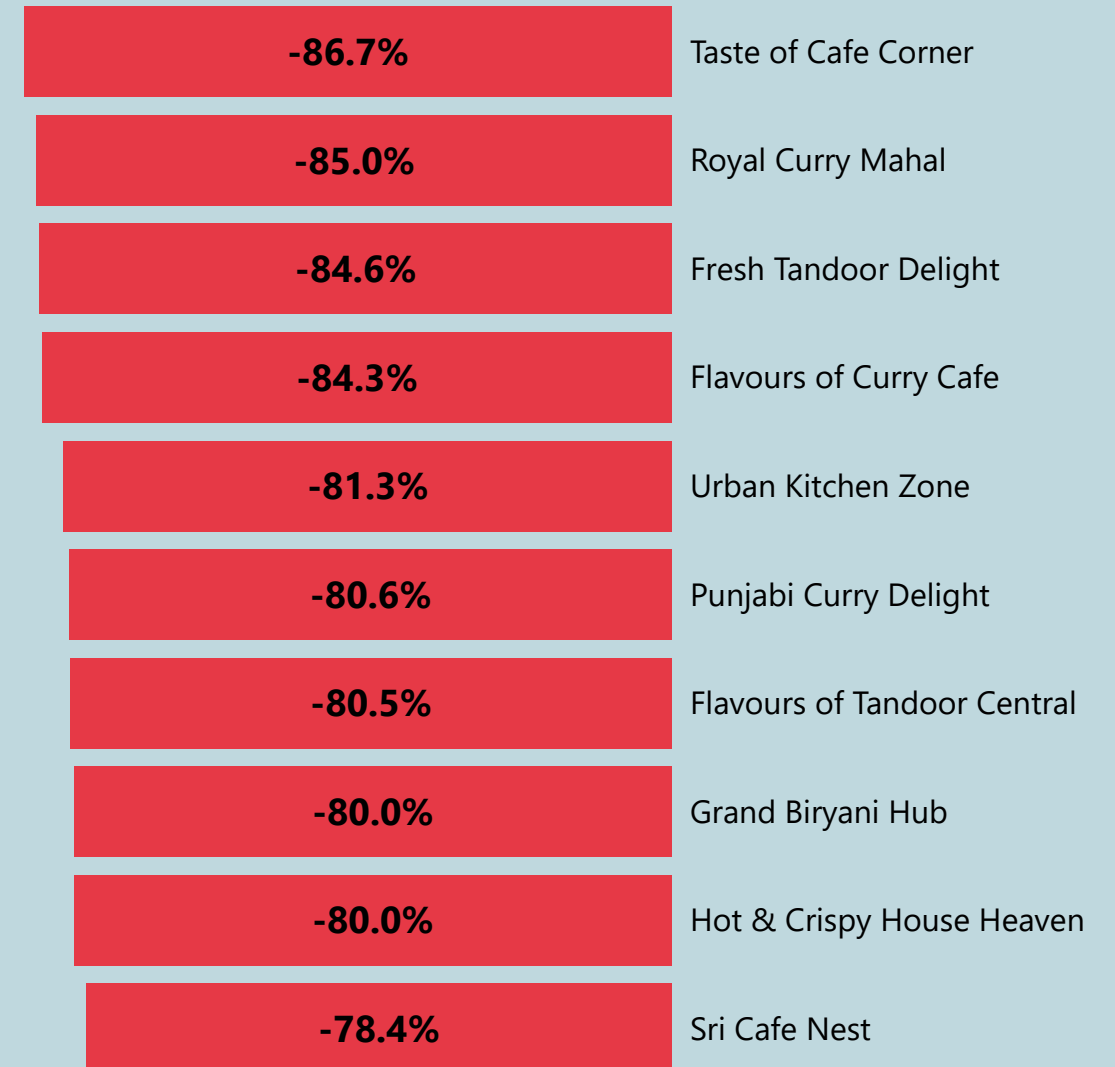
Insight:

Many high value restaurants saw **>75%** order decline.

Action:

- * Offer **reduced commissions** or **marketing credits** for struggling restaurants.
- * Help them **optimize menus** for high-margin or fast-moving items.
- * Provide **insights dashboards** to track performance and customer feedback.

Top 10 High Volume Restaurants with the Sharpest Order Decline During Crisis



Rebuilding Trust & Loyalty Across Demographics

Target Group	Key Insight	Campaign Idea
High-Rating Lapsed Customers	Previously satisfied but stopped ordering	"Come Back & Dine" personalized email/app notifications to reactivate loyal base quickly
Young Professionals (18–35)	Price-sensitive & value cashback offers	Cashback or "Free Delivery Week" partnerships with popular restaurants to increase order frequency
Families & Working Parents	Concerned about food safety and reliability	"Safe Kitchen Certified" campaign + hygiene storytelling " to Regain trust from safety-conscious users
Restaurant Owners	Suffered 80%+ decline	"Partner Growth Program" with ad credits & lower fees to Encourage supply-side recovery
Top 5 Cities (Bengaluru, Mumbai, Chennai, Delhi, Hyderabad)	High drop in revenue & orders	City-specific "Back to Flavor" campaigns featuring local favorites. this is for Localized branding revival