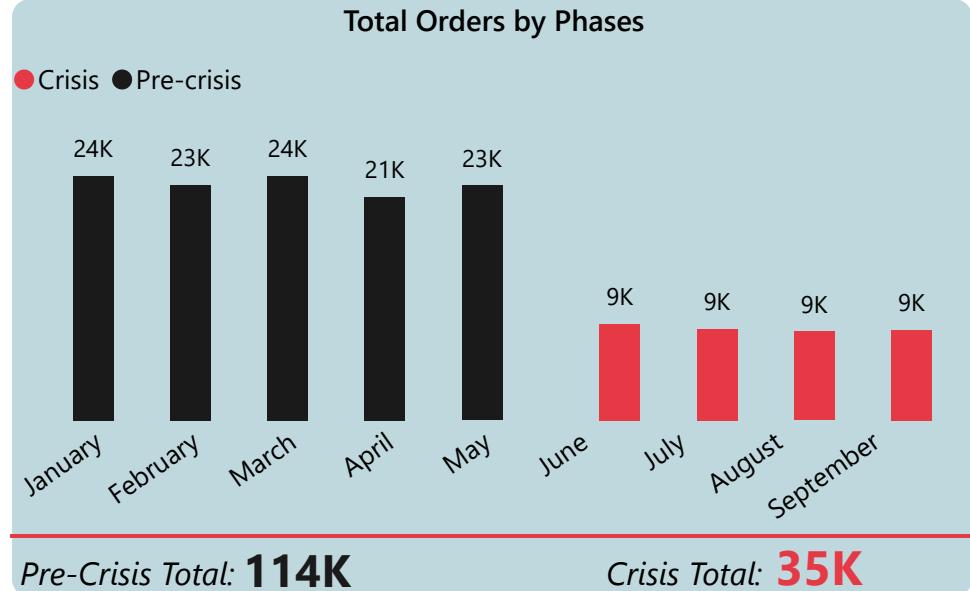
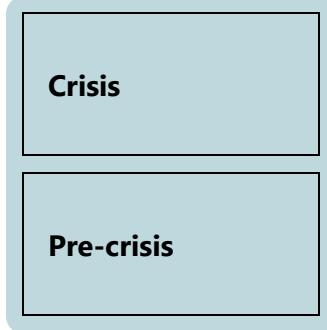
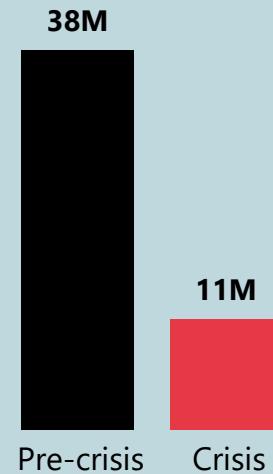




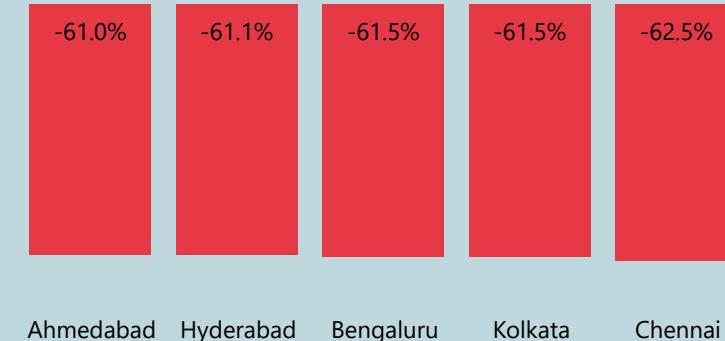
## QuickBite Express



Total Revenue (Pre-Crisis VS Crisis)



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



Order % Change - Pre-Crisis VS Crisis

**-61.2%**

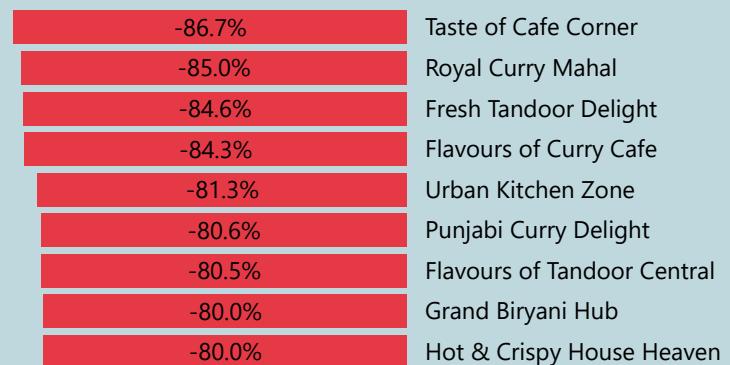
phases    Negative Review Count

Crisis	11891
Pre-crisis	2

Negative Review Text Count (Crisis)

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

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

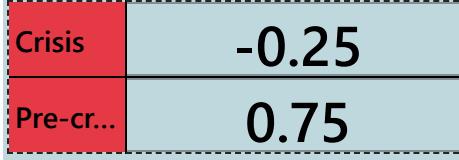




## Avg Delivery Time (Min)



## Avg Sentiment Score



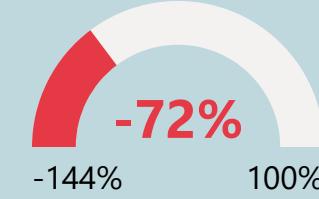
## Avg Rating



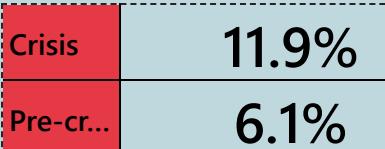
## SLA Compliance %



## SLA Compliance % Change

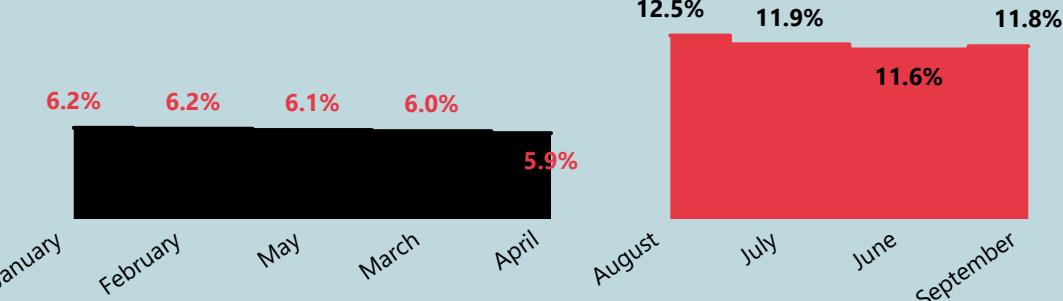


## Cancellation %



## Cancelation % (Pre-Crisis VS Crisis)

● Pre-Crisis ● Crisis



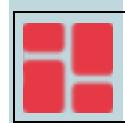
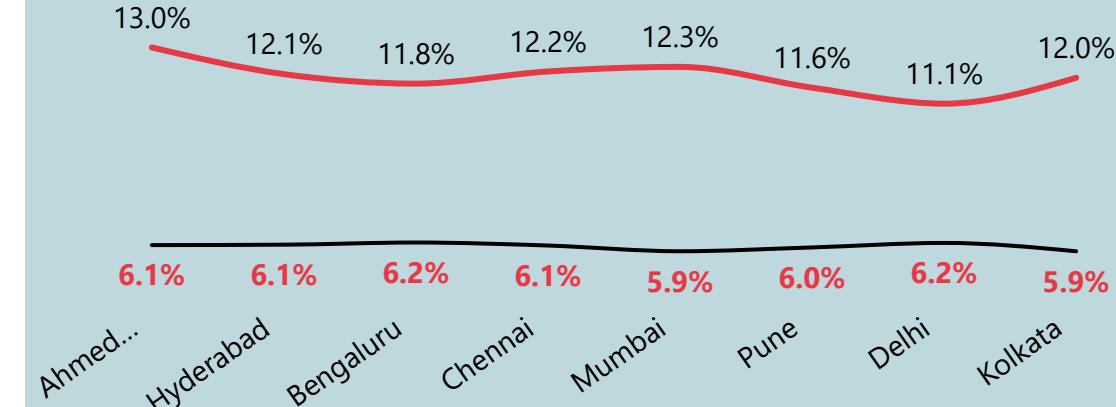
## MOM Avg Rating % &amp; Avg Rating by Month

● MOM Avg Rating ● Avg Rating



## Cancellation % by City

● Crisis ● Pre-crisis





## Customer Lifetime Decline

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

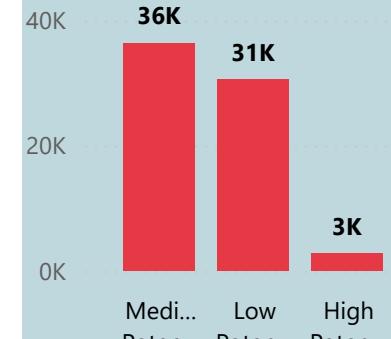
customer_id	Total Revenue (Pre-Crisis)	Total Revenue (Crisis)	Order Volume % Change	Avg Rating % Change	Combined_AtRisk_Score
CUST063666	625.09	1,624.19	-33.3%	-58.51%	-43.4%
CUST031447	654.69	1,572.32	0.0%	-100.00%	-40.0%
CUST182370	1,085.00	1,233.42	-33.3%	-41.67%	-36.7%
CUST155409	287.12	1,128.15	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%
<b>Total</b>	<b>33,842,123.41</b>	<b>1,270,295.01</b>	<b>-94.3%</b>	<b>-41.42%</b>	<b>-73.1%</b>

## Loyalty Impact

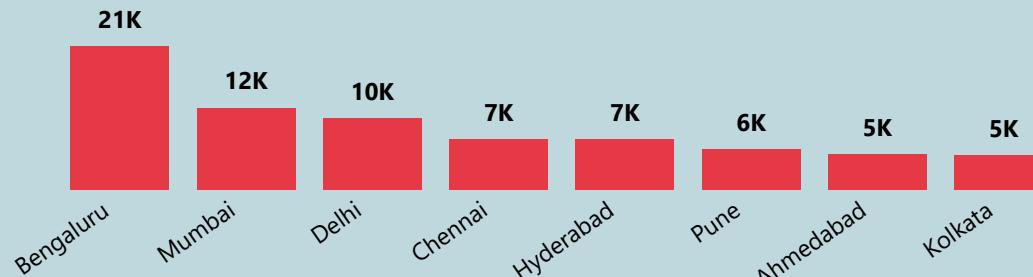
Out of **58** customers who placed  $\geq 5$  orders before the crisis, **49** stopped ordering completely during the crisis.

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

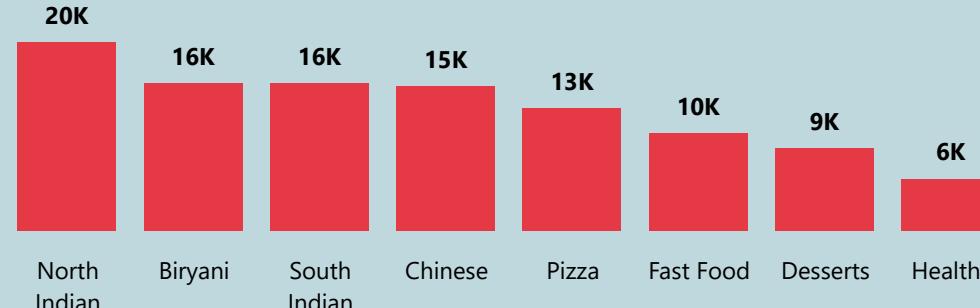
## Return Potential



## # 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)



## Recovery Phase Strategies

### 2. Improve Delivery Performance

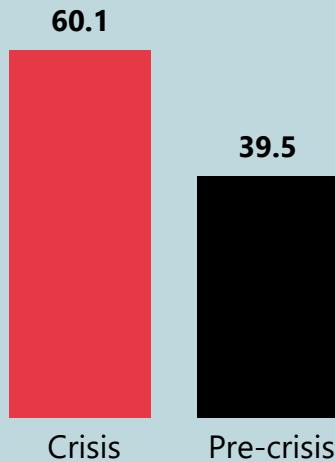
#### Insight:

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)



## 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  $\geq 5$  orders before the crisis, **49** stopped ordering completely during the crisis.

Alarmingly, **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

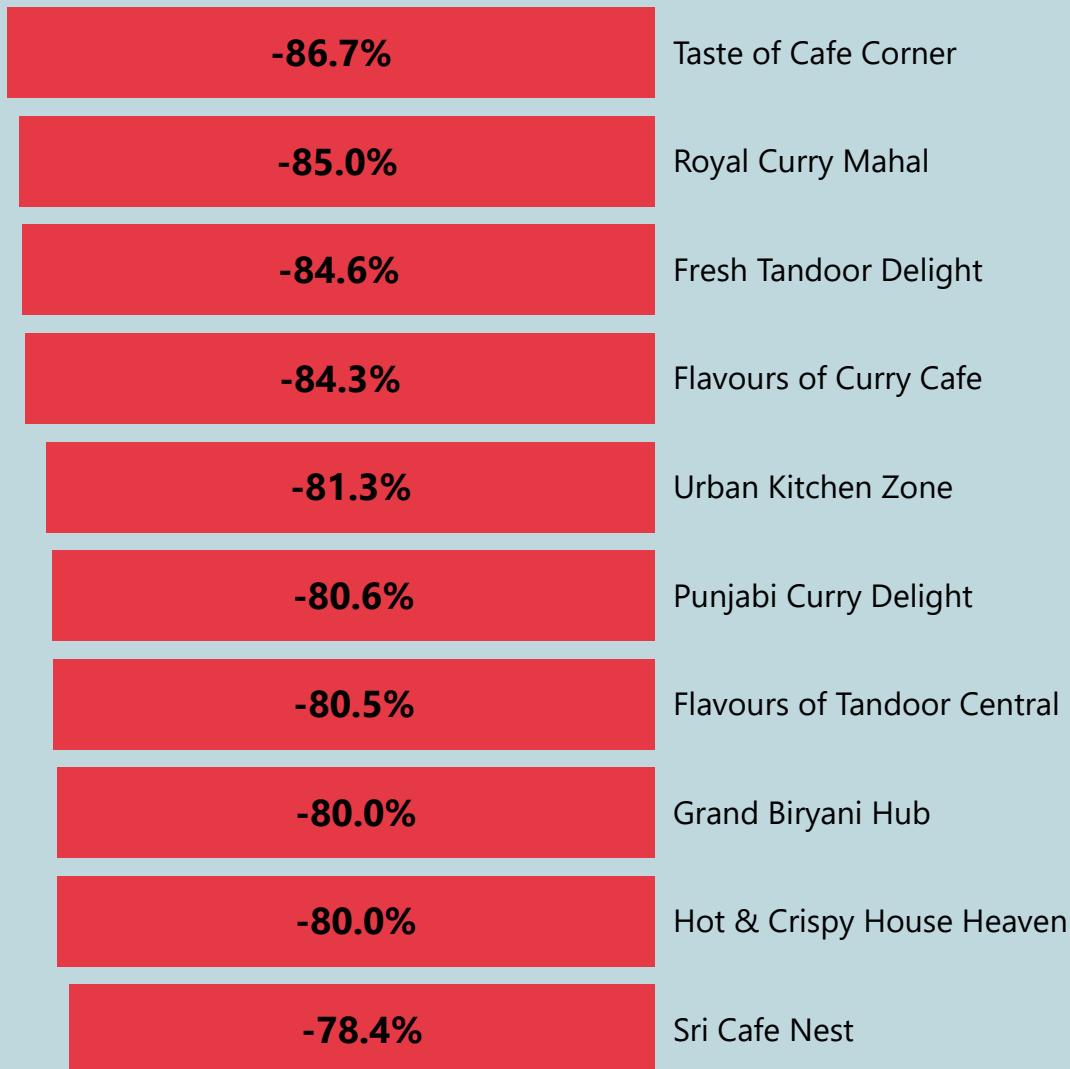
#### Insight:

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

High-Rating Lapsed Customers

Young Professionals (18–35)

Families & Working Parents

Restaurant Owners

Top 5 Cities (Bengaluru, Mumbai, Chennai, Delhi, Hyderabad)

## Key Insight

Previously satisfied but stopped ordering

Price-sensitive & value cashback offers

Concerned about food safety and reliability

Suffered 80%+ decline

High drop in revenue & orders

## Campaign Idea

"Come Back & Dine" personalized email/app notifications to reactivate loyal base quickly

Cashback or "Free Delivery Week" partnerships with popular restaurants to increase order frequency

"Safe Kitchen Certified" campaign + hygiene storytelling to Regain trust from safety-conscious users

"Partner Growth Program" with ad credits & lower fees to Encourage supply-side recovery

City-specific "Back to Flavor" campaigns featuring local favorites. this is for Localized branding revival

