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Exec Snapshot

Orders Trend - Phases

Cities - Impact

Restaurants - Volume & Churn

Customer Behavior & Loyalty Analysis

Delivery & Sentiment Analysis

MonthName

All

Phase

All

Pre-crisis : Jan - May 2025

Crisis : June-Sep 2025

Total Customers

108K

Active Customers (Crisis)

32K

Repeat Customer %

31.71%

Retention Rate %

16.19%

Customer Churn %

83.81%

Customer Loyalty & Order Drop (Pre vs Crisis)

Repeat Custo... 32.56%

One-Time Cus... 67.44%

Customer Type Distribution

One-Time Customers

Repeat Customers

Pre-Crisis 114K

Crisis 35K

Revenue Leadership Shift by Customer Segment (Pre vs Crisis)

40M

30M

20M

10M

0M

19M

18M

6M

5M

Pre-Crisis

Crisis

Loyal

New

Repeat

Average Order Value (AOV) : Pre-Crisis vs Crisis

Customer spending per order declined during crisis

₹ 300

₹ 200

₹ 100

₹ 0

₹ 330.6

₹ 309.4

Pre-Crisis

Crisis

Customer Retention Funnel: Pre-Crisis to Crisis

Tracking customer loss and retention during crisis

Active Customers (Pre) 87K

Lost Customers 83.81%

Retained Customers 16.19%

Customer Value & Retention Summary by Segment

Customer Segment	Customers per Segment	Avg Order Value (AOV)	Avg Orders per Customer	Customer Churn %
Loyal	204	₹ 323.0	5.12	24.0%
New	70799	₹ 325.6	1.00	100.0%
Repeat	34177	₹ 325.5	2.26	57.4%