



Home



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%

Exec Snapshot



Orders Trend - Phases

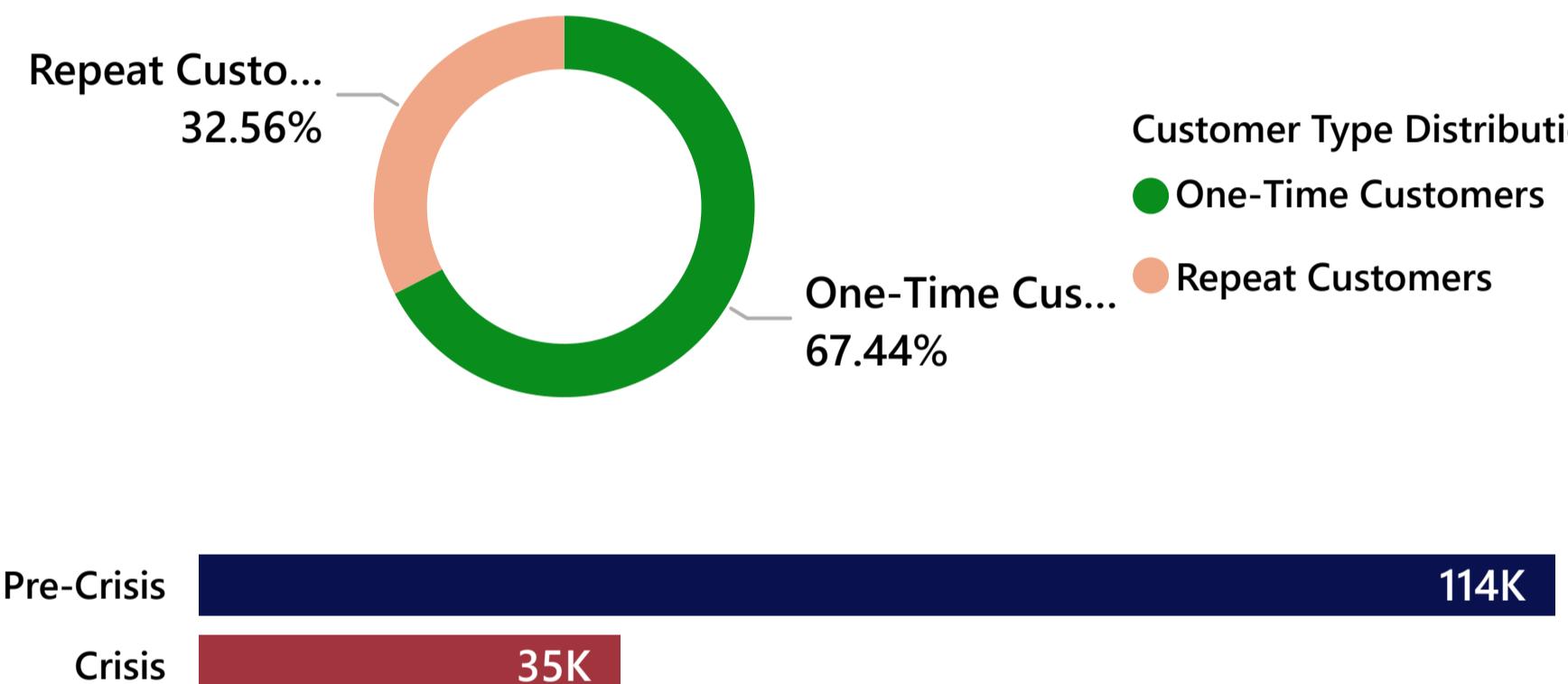


Cities Impact

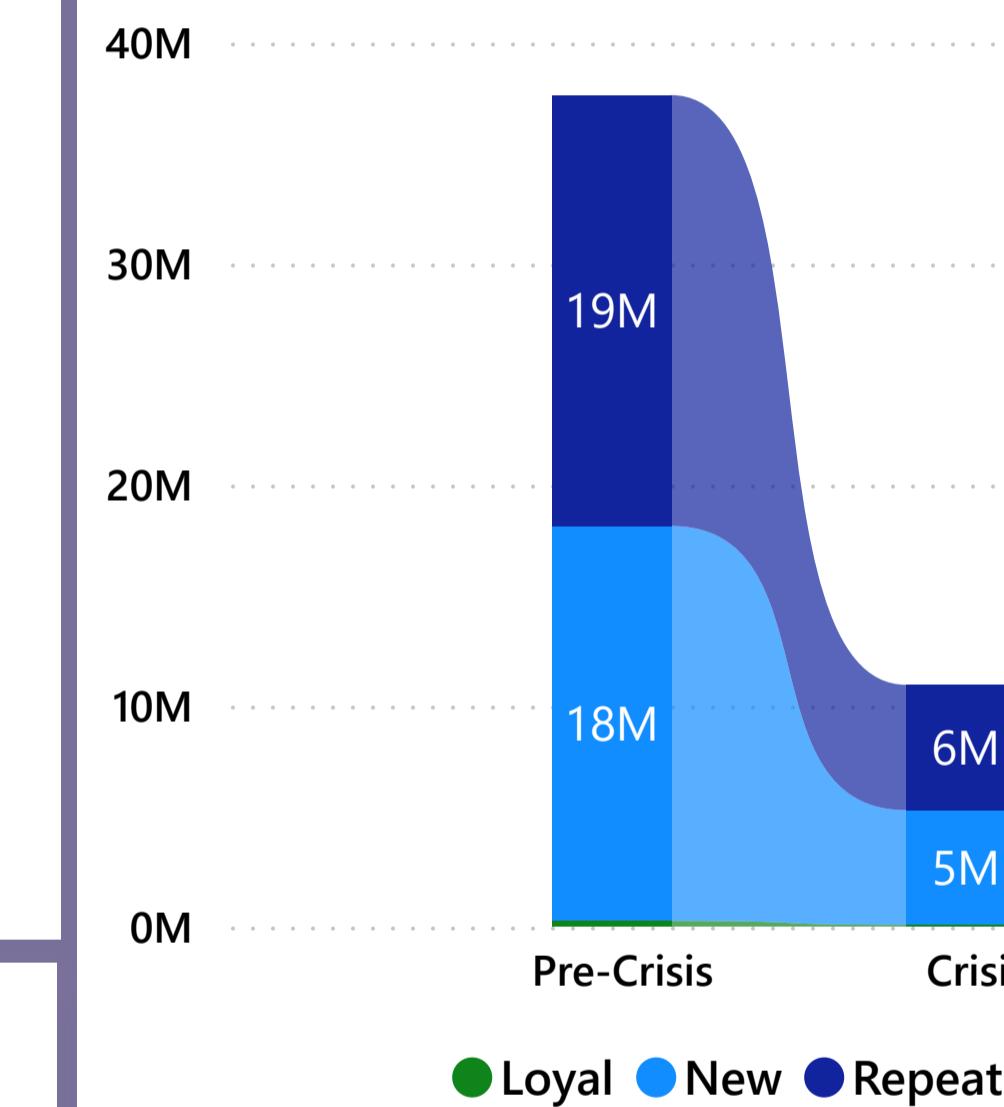


Restaurants - Volume & Churn

Customer Loyalty & Order Drop (Pre vs Crisis)

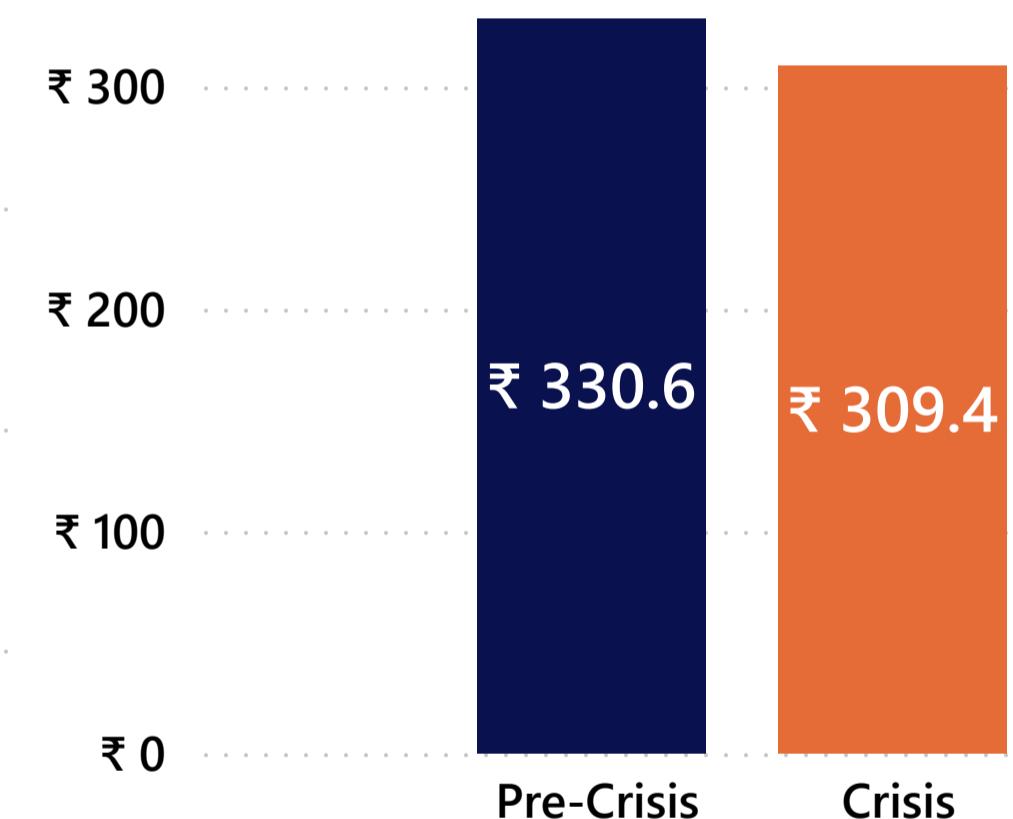


Revenue Leadership Shift by Customer Segment (Pre vs Crisis)



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

Customer spending per order declined during 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%



Customer Behavior & Loyalty Analysis



Delivery & Sentiment Analysis