

Home

Exec Snapshot

Orders Trend - Phases

Cities - Impact

Restaurants - Volume & Churn

Customer Behavior & Loyalty Analysis

Delivery & Sentiment Analysis

QUICK BITE

MonthName

All

Phase

All

city

All

Pre-crisis : Jan - May 2025

Total orders

149K

Orders During Crisis

35K

Orders Pre-Crisis

114K

Orders_PctDecline

-68.9%

Cancellation Rate %

7.45%

Monthly Order Trend: Pre-Crisis vs Crisis

Month	Orders
Jan 2025	774
Mar 2025	875
Apr 2025	799
May 2025	709
Jun 2025	791
Jul 2025	269
Aug 2025	243
Sep 2025	275

Order Decline % by city

City	Order Decline %
Bengaluru	70.2%
Mumbai	70.2%
Pune	69.8%
Delhi	69.8%
Kolkata	69.8%
Hyderabad	69.4%
Chennai	68.1%

Order Trend by Acquisition Channel

Month	Organic	Paid	Referral	Social
Jan 2025	417	143	113	78
Mar 2025	464	196	135	100
Apr 2025	467	129	133	86
May 2025	375	113	82	82
Jun 2025	436	168	115	91
Jul 2025	345	115	90	100
Sep 2025	445	92	100	100

Order Completion vs Cancellation by Phase

Phase	Completed	Cancelled
Pre-Crisis	107K	7K
Crisis	31K	4K