



# QUICK BITE CRISIS ANALYSIS

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Crisis Overview

Customer

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Analysis

**SHUMAILA HASAN**



# Crisis Overview

city

All

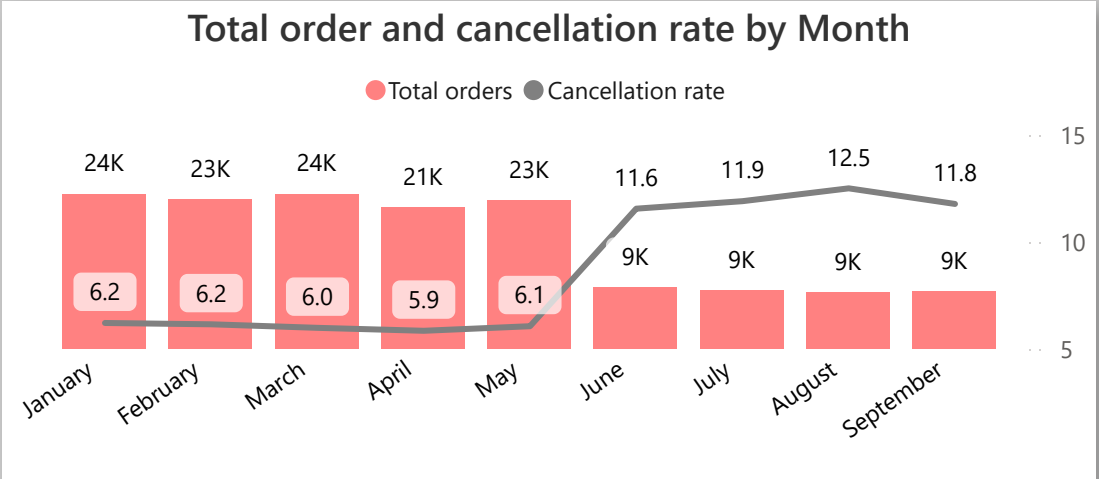
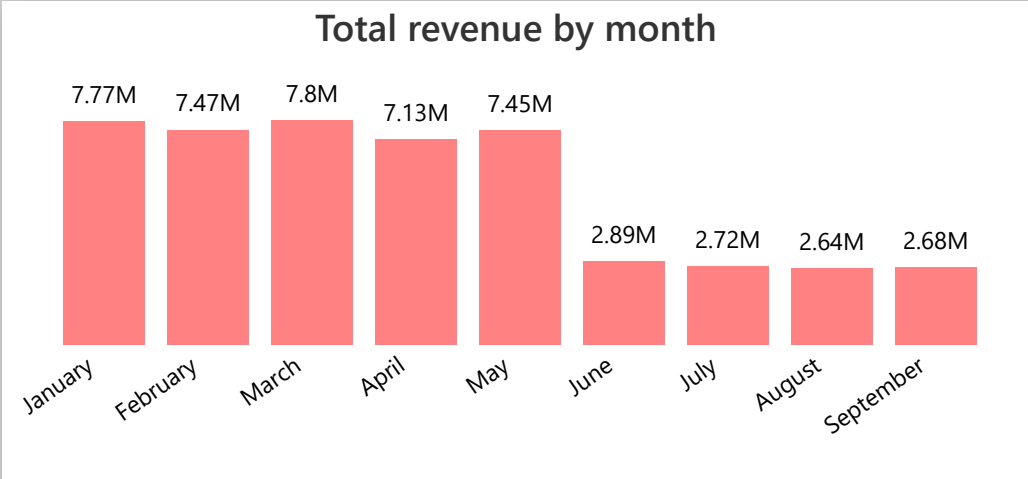
Month

All

cuisine\_type

All

Total orders	Average rating	Cancellation rate	Pre crisis revenue	Crisis revenue	Order Frequency dr...
1,49,166	4.05	7.45	37.62M	10.94M	68.9%



Top 5 Cities with order decline %

city	pre crisis order	crisis order	order decline %
Bengaluru	31277	9311	70.2%
Mumbai	17848	5322	70.2%
Ahmedabad	7648	2303	69.9%
Pune	8817	2662	69.8%
Delhi	15580	4704	69.8%

Revenue Decline %

Metric	Pre Crisis Amount	Crisis Amount	Shortfall	% Decrease
discount_amount	21,90,304.60	6,27,678.17	15,62,626.43	71.34%
subtotal_amount	3,63,38,591.91	1,05,55,201.30	2,57,83,390.61	70.95%
total_amount	3,76,20,964.25	1,09,40,151.31	2,66,80,812.94	70.92%
delivery_fee	34,72,677.74	10,12,628.18	24,60,049.56	70.84%

Key Metrics: Orders declined by 69%, revenue dropped from ₹37.62M to ₹10.94M (~71% decline), with Bengaluru and Mumbai witnessing a 70.2% fall in order volume, making them the most impacted markets during the crisis.



# Customer Impact Analysis

order\_phase

All

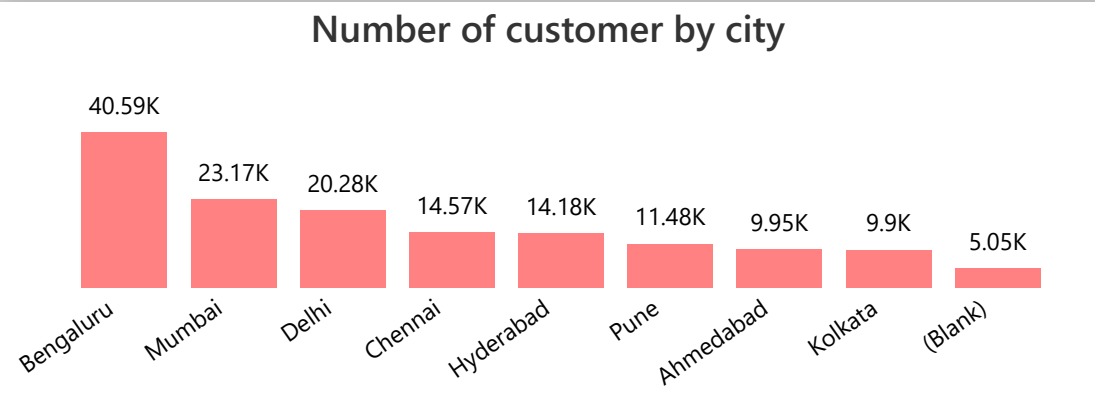
Month

All

city

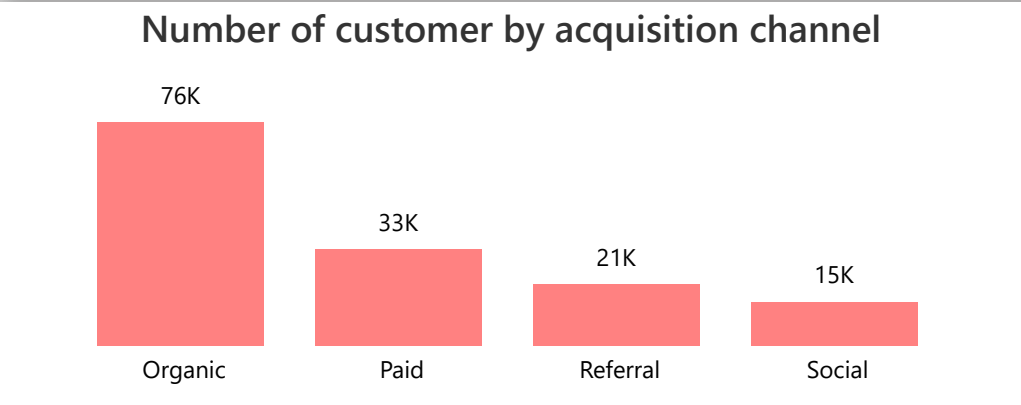
All

New Customers	Retained Customers	Churned Customers	Count of customer_id	Loyal Customers	Crisis Active...
18K	14K	73K	105.18K	50	32K



Customer with >= 5 pre-crisis orders

customer_id	Count of pre_crisis	Average of rating	city
CUST110988	5	4.70	Ahmedabad
CUST032334	5	4.54	Bengaluru
CUST041121	6	4.20	Bengaluru
CUST041916	5	4.48	Bengaluru
CUST054308	5	4.20	Bengaluru
CUST069956	5	4.02	Bengaluru



**Active customer :** Customer who ordered in crisis period.

**Loyal customer:** Number of customers who placed 5 or more successful (non-cancelled) orders during the Pre-Crisis phase.

**Retained customer:** Number of customers who placed orders in both the Pre-Crisis and Crisis phases.

**New customer:** Number of customers who placed orders during the Crisis phase but had no orders in the Pre-Crisis phase.

**Key Metrics :** Out of 105K total customers, 73K churned ( $\approx 70\%$ ), only 14K were retained and 18K newly acquired, resulting in just 32K active users during the crisis despite a 50 loyal base — highlighting a severe trust breakdown and an urgent need for aggressive retention and win-back strategies.



# Operational Performance

vehicle\_type

All

order\_phase

All

city

All

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Avg SLA (Delay)

5.71

SLA Compliance Rate

36%

SLA Drop

0.31

Delay Increase

15.58

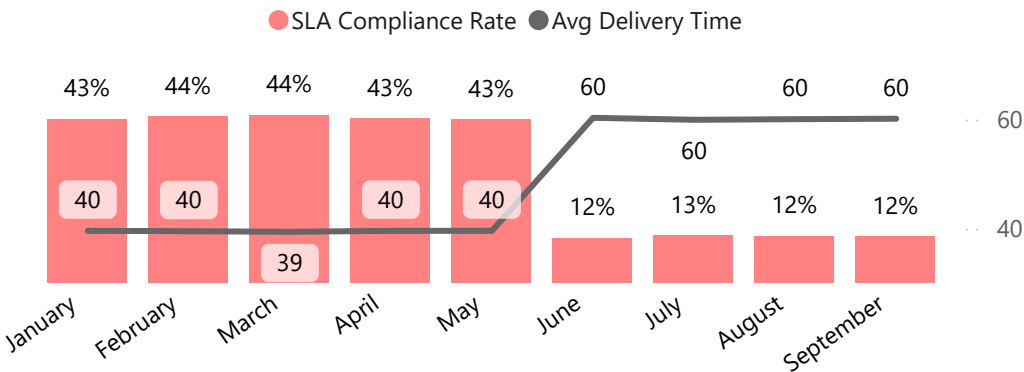
Active Delivery...

15K

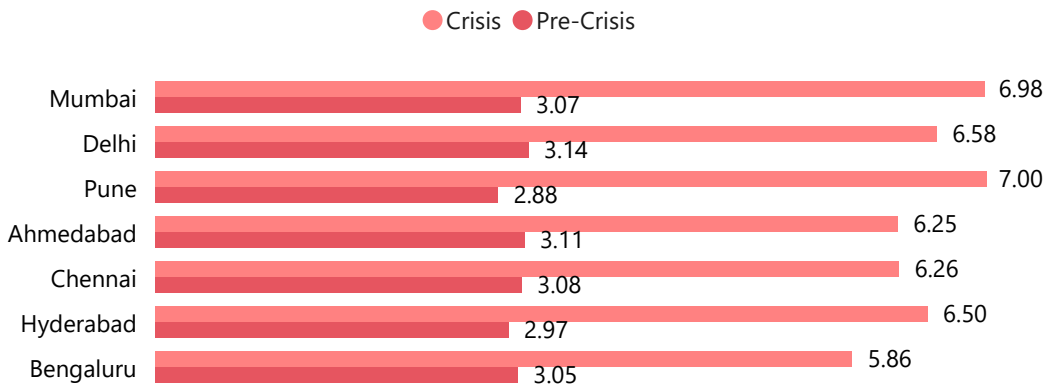
Delivery Time...

20.60

SLA Compliance Rate and Avg Delivery Time by Month



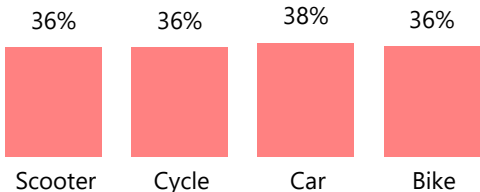
Cancellation rate by city and order phase



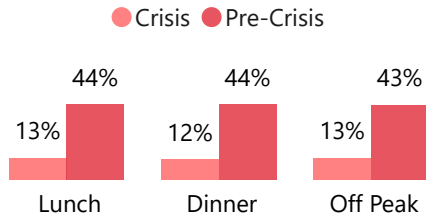
Monthly SLA delay and cancellation rate

Month	Avg SLA (Delay)	cancelled_orders	cancellation_rate
January	2.08	1463	6.22
February	1.97	1395	6.15
March	1.87	1410	5.99
April	2.00	1256	5.85
Total	5.71	11112	7.45

SLA compliance rate by vehicle type



SLA compliance rate by time bucket and order phase



**Key Metrics :** Delivery delays worsened (5.71 mins) and SLA compliance dropped to just 36% despite 15K delivery partners, while cancellation rates nearly doubled (3.07% → 6.98%) in Mumbai, signaling a clear operational breakdown that led to poor customer experience, rising churn, and significant revenue loss.



# Restaurant Partnership Analysis

Month

All

order\_phase

All

city

All

Total partner restaurant  
19.995K

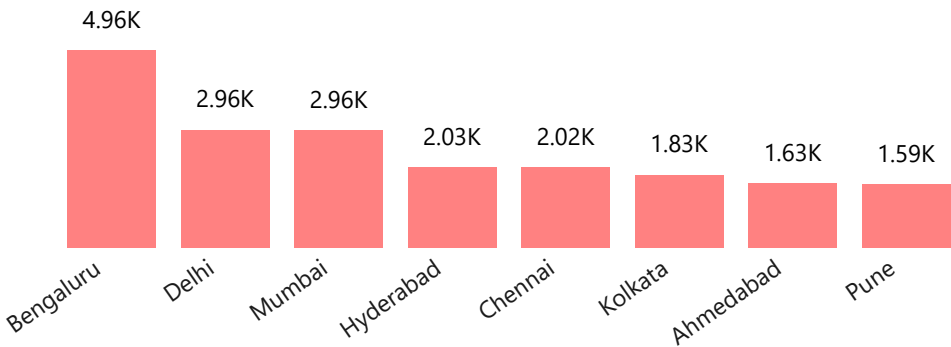
Total Restaurant  
14K

Total Cloudkitchen  
6K

Active partners  
15K

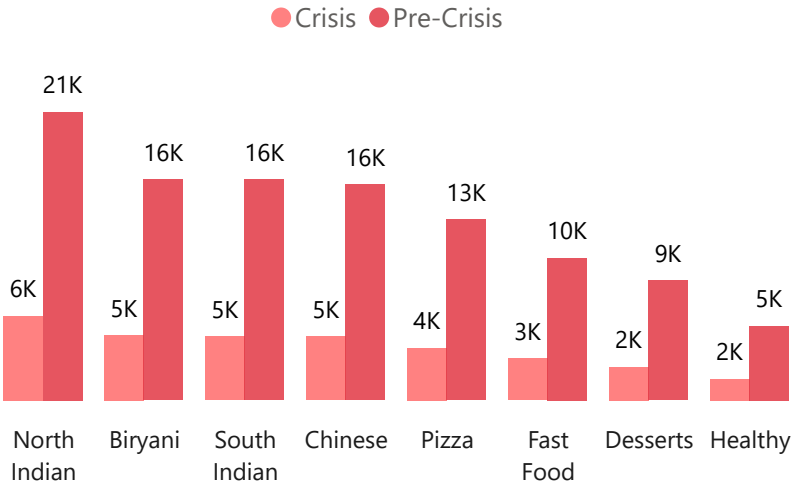
Average prep time  
24.19

Total restaurant by city

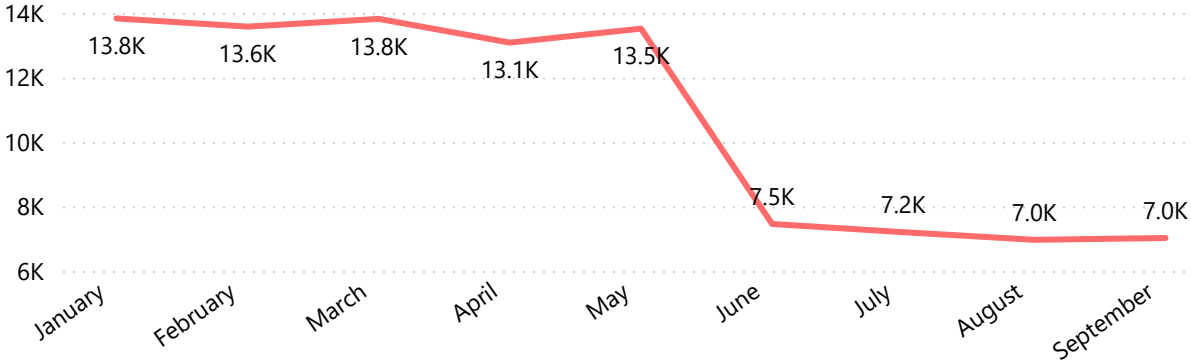


restaurant_name	Pre_Crisis_Orders	Crisis_Orders	Order_Decline_%
Annapurna Mess Corner	66	23	65.15
Classic Tandoor Heaven	80	21	73.75
Flavours of Express Zone	65	16	75.38
Hot & Crispy Biryani Heaven	73	30	58.90
Hot & Crispy Darshini Clouds	66	19	71.21
Punjabi Express Central	82	24	70.73
Spicy Thali Hub	66	15	77.27
Thindi Mane Grill Darbar	73	21	71.23
Thindi Mane Pizza Cafe	77	24	68.83
Urban Kitchen Zone	67	10	85.07

Total order by cuisine\_type and order\_phase



Active\_Restaurants\_Monthly by Month



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# Customer Sentiment Analysis

order\_phase

All

city

All

Month

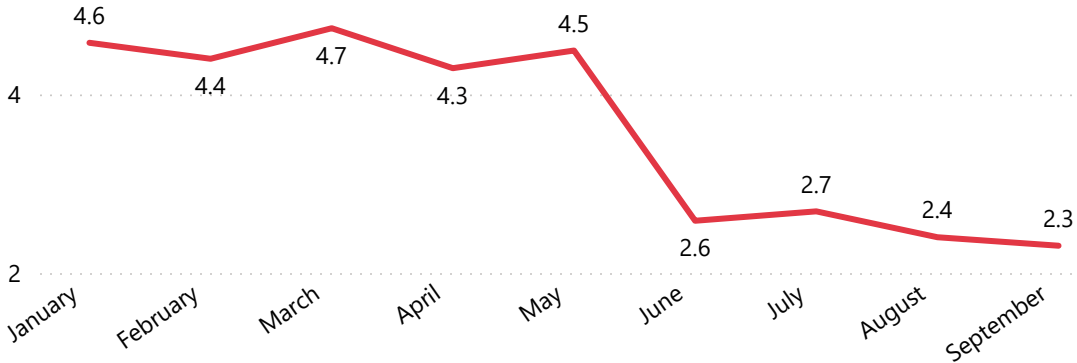
All

Avg\_Rating  
4.05

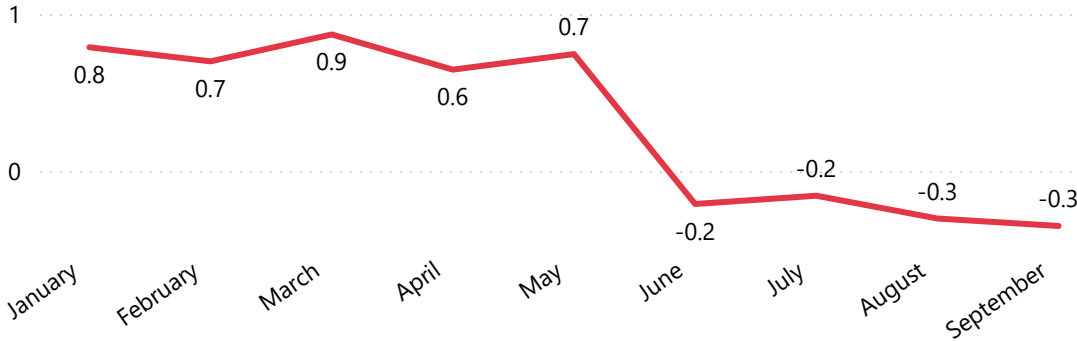
Avg\_sentiment  
0.53

Top5\_Customers\_Count  
5K

Avg\_Rating by Month



Avg\_sentiment by Month



review_text	Avg_sentiment	Avg_Rating_Crisis
Average experience	-0.06	2.87
Bad taste	-0.47	2.06
Cold food	-0.06	2.87
Could be hotter	0.57	4.15
Excellent service	0.88	4.76
Food quality is not good	-0.26	2.48
Food quality not great	-0.06	2.87
Food safety issue	-0.53	1.94
Fresh and delicious	0.88	4.76
Good but can improve	0.57	4.14
Great taste!	0.88	4.76
Horrible service	-0.89	1.22
Loved it!	0.88	4.76
Never again	-0.89	1.22
Not recommended	-0.47	2.06
Not worth the price	-0.06	2.88
Okay experience	0.58	4.15
Packaging issue	-0.47	2.06
Packaging was poor	-0.07	2.86