Primary Analysis

Monthly Orders

Month	Orders
January	23539
February	22667
March	23543
April	21466
May	22591
June	9293
July	8818
August	8555
September	8694

The order count in June has decline by 59% compared to May

Top 5 city groups that experienced the highest percentage decline in orders

city	Pre_crisis_orders	Crisis_orders	diff_percentage	ranking
Bengaluru	28219	8700	17.15	1
Mumbai	16809	5264	10.14	2
Delhi	16837	5301	10.14	2
Chennai	11537	3463	7.09	3
Hyderabad	11546	3589	6.99	4
Kolkata	10470	3226	6.37	5

Top 10 high-volume restaurants that experienced the largest percentage decline in order counts

restaurant_name	Pre_crisis_orders	Crisis_orders	difference_percentage	ranking
Royal Curry Mahal	50	3	94.00	1
Taste of Cafe Corner	50	4	92.00	2
Fresh Tandoor Delight	54	5	90.74	3
Flavours of Curry Cafe	53	5	90.57	4
Urban Kitchen Zone	67	10	85.07	5
Punjabi Curry Delight	58	9	84.48	6
Flavours of Tandoor Central	64	10	84.38	7
Grand Biryani Hub	50	8	84.00	8
Hot & Crispy House Heaven	50	8	84.00	8
Hot & Crispy Mess Mahal	58	10	82.76	9
Sri Cafe Nest	52	9	82.69	10

Cancellation Analysis

city	Timeline	total_orders	cancelled_orders	Cancellation_rate	ranking
Ahmedabad	Crisis	2916	380	13.03	1
Mumbai	Crisis	5264	650	12.35	2
Chennai	Crisis	3463	422	12.19	3
Hyderabad	Crisis	3589	434	12.09	4
Kolkata	Crisis	3226	386	11.97	5
Bengaluru	Crisis	8700	1023	11.76	6
Pune	Crisis	2901	337	11.62	7
Delhi	Crisis	5301	586	11.05	8
Bengaluru	Pre_Crisis	28219	1742	6.17	1
Delhi	Pre_Crisis	16837	1037	6.16	2
Hyderabad	Pre_Crisis	11546	704	6.10	3
Ahmedabad	Pre_Crisis	9355	569	6.08	4
Chennai	Pre_Crisis	11537	700	6.07	5
Pune	Pre_Crisis	9033	542	6.00	6
Mumbai	Pre_Crisis	16809	986	5.87	7
Kolkata	Pre_Crisis	10470	614	5.86	8

The Cancellation rate has increased during the Crisis Period

Delivery Analysis

Timeline	avg_actual_delivery_time_mins	avg_expected_delivery_time_mins	avg_delay_mins
Pre_Crisis	39.52	37.50	2.02
Crisis	60.12	42.52	17.60

The average delay time has increased during Crisis period

Rating Fluctuations

Month	average_rating
January	4.58
February	4.40
March	4.74
April	4.29
May	4.49
June	2.58
July	2.69
August	2.40
September	2.31

The average rating has dropped during the Crisis period

Sentiment Insights: During the crisis period, the most frequently occurring negative keywords in customer review texts.

Revenue Impact

	Timeline	Revenue
▶	Pre_Crisis	34.15 M
	Crisis	9.93 M

Loyalty Impact

Sno	customer_id	Pre_crisis_count	PreCrisis_Avg_rating	Crisis_count
1	CUST179266	6	4.60	NULL
2	CUST110300	5	4.65	NULL
3	CUST157798	5	4.65	NULL
4	CUST178428	5	4.70	NULL
5	CUST042658	5	4.73	NULL
6	CUST103227	5	4.77	NULL
7	CUST110988	5	5.00	NULL
8	CUST165515	5	4.95	NULL
9	CUST159150	5	4.70	NULL
10	CUST109617	5	4.73	NULL
11	CUST188511	5	4.58	NULL
12	CUST078309	5	4.75	NULL
13	CUST032044	5	4.85	NULL
14	CUST032334	5	5.00	NULL
15	CUST125990	5	4.70	NULL
16	CUST086938	5	4.67	NULL
17	CUST026722	5	4.57	NULL
18	CUST109591	5	4.60	NULL
19	CUST144684	5	4.60	NULL
20	CUST082992	5	4.70	NULL
21	CUST083875	5	5.00	NULL
22	CUST041953	5	5.00	NULL
23	CUST176132	5	4.60	NULL
24	CUST061759	5	4.75	NULL
25	CUST069956	5	4.55	NULL
26	CUST163628	5	4.75	NULL

26 customers who have had more than 5 orders during Pre Crisis and an average rating of greater than 4.5 stopped ordering during Crisis

Customer Lifetime Decline

Customer Count
5389

Rating Drop
-4.21

Delay Increase
15.58

Order Drop %
-92.74

Order Drop % by City

City	Value
Chennai	-91
Hyderabad	-92
Pune	-92
Bengaluru	-93
Kolkata	-93
Delhi	-93
Mumbai	-93
Ahmedabad	
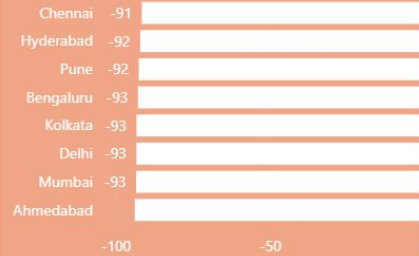
Average of Order_Drop_Percent by Top Cuisine

North Indian	Pizza	Chinese	Biryani	Fast Food	South Indian	Healthy	Desserts
-91	-92	-92	-92	-93	-93	-95	-95

Average of Rating Drop by City

City	Value
Hyderabad	-4.1
Chennai	-4.1
Delhi	-4.2
Bengaluru	-4.2
Mumbai	-4.2
Ahmedabad	-4.3
Kolkata	-4.3
Pune	-4.3
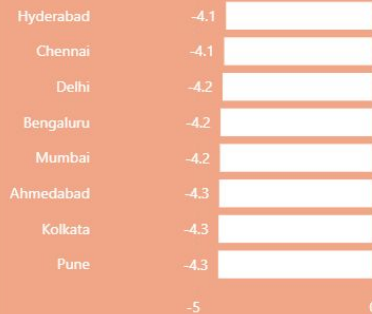
Average of Rating Drop by Top Cuisine

North Indian	Chinese	Biryani	Fast Food	Desserts	Pizza	South Indian	Healthy
-4.1	-4.2	-4.2	-4.2	-4.3	-4.3	-4.3	-4.4
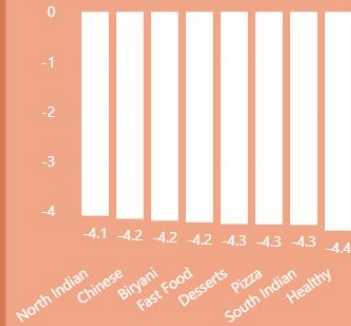
Order Drop % and Crisis Average Delay by City

Hyderabad, Pune, Kolkata, Delhi, Chennai, Ahmedabad, Bengaluru, Mumbai
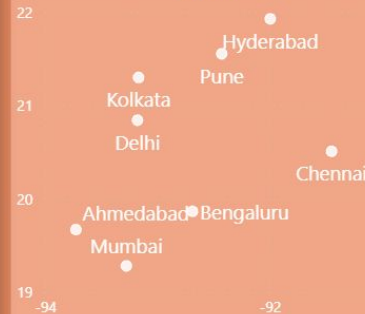
- Ahmedabad shows the highest order drop but not the highest delay, while Hyderabad faces the highest delay without the worst drop, confirming **no strong link between delay and order decline**.
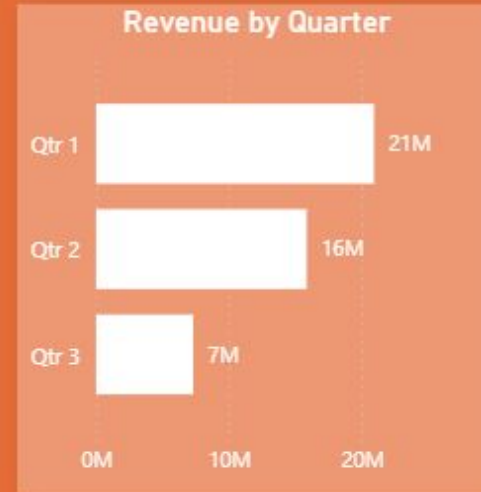
- Pune sees the steepest rating drop, indicating a sharper fall in customer satisfaction.

- Despite variations, **all cities and cuisines show consistent negative impact**, reflecting widespread crisis-driven behavioral shifts.

Secondary Analysis

Competitor Trends

QuickBite

Revenue by Month

Month	Revenue
January	7.1M
February	6.8M
March	7.1M
April	6.5M
May	6.8M
June	2.6M
July	2.5M
August	2.4M
September	2.4M

Revenue by Quarter

Quarter	Revenue
Qtr 1	21M
Qtr 2	16M
Qtr 3	7M

Revenue dropped 23.81 % from 21M to 16M in the second quarter (Apr-Jun)
Then it dropped 56.25% from 16M to 7M in the third quarter (Jul-Aug)

Competitor Trends

Revenue Trend

QuickBite

Apr – Jun 2025
23.81% ↓

Jul-Sep 2025
56.25% ↓

Swiggy

Apr – Jun 2025
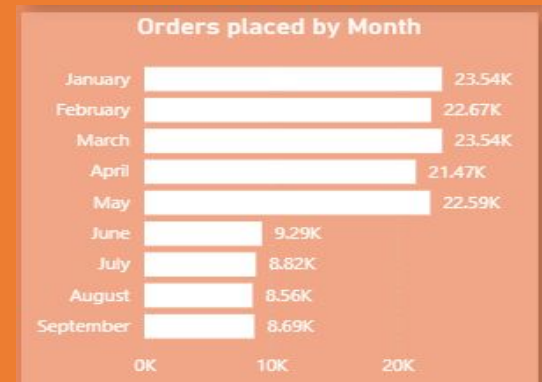11.4% ↑
(Source)

Jul-Sep 2025
10.17% ↑
(Source)

Zomato

Apr – Jun 2025
22.9% ↑
(Source)

Jul-Sep 2025
89.6% ↑
(Source)

QuickBite's orders demand trend

Orders placed by Month

Month	Orders
January	23.54K
February	22.67K
March	23.54K
April	21.47K
May	22.59K
June	9.29K
July	8.82K
August	8.56K
September	8.69K

QuickBite's revenue fell in Q2 and Q3.
According to sources, Swiggy and Zomato saw revenue growth but still posted losses due to rising expenses and expansion costs.
QuickBite's losses, however, are also driven by a clear drop in demand.

External Factors of CAC tripling

Rising Ad costs (Source)
Google and Meta ad prices have increased sharply in 2025

Aggressive Customer Acquisition by competitors (Source)
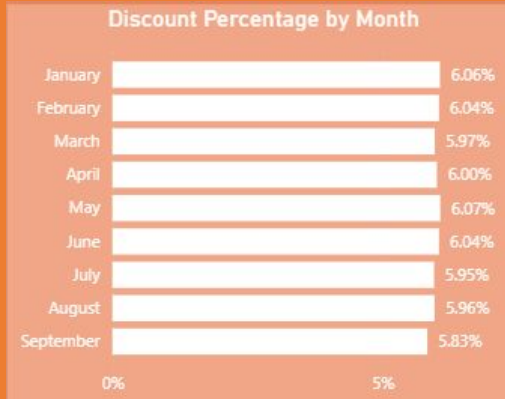Swiggy's ad spend nearly doubled YoY to ₹1,039 crore in Q2 FY26

Seasonal Effect
The crisis period (June – Sep 2025) overlaps with Monsoon which could have made deliveries longer.

Timeline	avg_actual_delivery_time_mins	avg_expected_delivery_time_mins	avg_delay_mins
Pre_Crisis	39.52	37.50	2.02
Crisis	60.12	42.52	17.60

This degrades the customers' experience

Strategies to rebuild trust

Discount Percentage by Month

Month	Percentage
January	6.06%
February	6.04%
March	5.97%
April	6.00%
May	6.07%
June	6.04%
July	5.95%
August	5.96%
September	5.83%

To regain customer trust after the viral food safety incident, QuickBite could consider increasing discount offers and conducting more rigorous food safety audits.

Cloud kitchen vs Restaurant
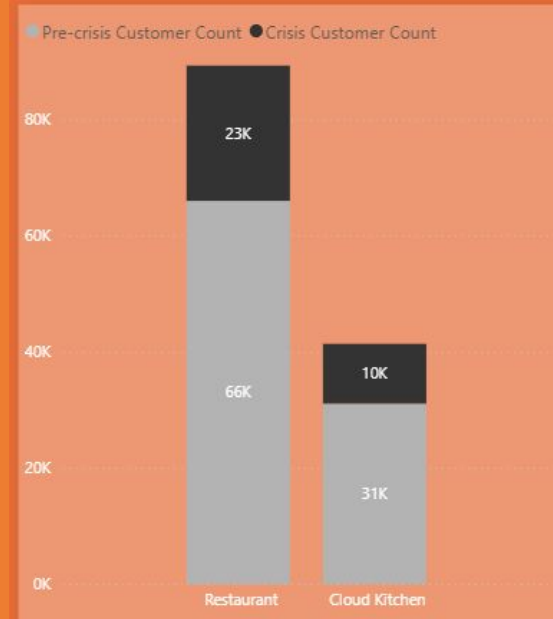
The customer count for cloud kitchen is low compared to restaurant. Crisis lowered the count further. Hence, it is more likely to churn

Small vs Large Brand

Total price of items and Order drop % by Restaurants

Small vs Large Brand

Total price of items and Order increase % by Restaurants

Punjabi Mess Stop

Bombay Darshini Adda
Royal Biryani Zone

Madras Grill Adda

Classic Thali Bhojanalay

Sri Delights Nest

Bombay Cafe Palace
Bombay Curry Clouds
Tandoori Kitchen Mahal

Madras Biryani Point   Hot & Crispy Paratha Point
Annapurna Mess Darbar   Sri Express Heaven   Royal Cafe Clouds
                           Royal Kitchen Stop   Tandoori Wraps Zone

Some of the smaller brand restaurants have survived the crisis

Churned customers with highest probability of returning

customer_id	Pre_crisis_count	Pre_Avg_rating	Crisis_count	april_may_count
CUST117549	4	4.60	NULL	2
CUST120911	4	4.70	NULL	1
CUST104946	4	5.00	NULL	1
CUST134968	4	4.65	NULL	1
CUST171292	4	4.50	NULL	1
CUST016613	4	4.70	NULL	1
CUST035271	4	4.90	NULL	1
CUST110300	5	4.65	NULL	2
CUST161386	4	4.63	NULL	2
CUST157798	5	4.65	NULL	1
CUST140048	4	4.60	NULL	3
CUST170430	5	4.70	NULL	1

customer_id	Pre_crisis_count	Pre_Avg_rating	Crisis_count	may_count
CUST117549	4	4.60	NULL	1
CUST104946	4	5.00	NULL	1
CUST134968	4	4.65	NULL	1
CUST171292	4	4.50	NULL	1
CUST016613	4	4.70	NULL	1
CUST110300	5	4.65	NULL	2
CUST157798	5	4.65	NULL	1
CUST140048	4	4.60	NULL	3
CUST136916	4	4.63	NULL	1
CUST012650	5	4.70	NULL	2

Customer count: 195

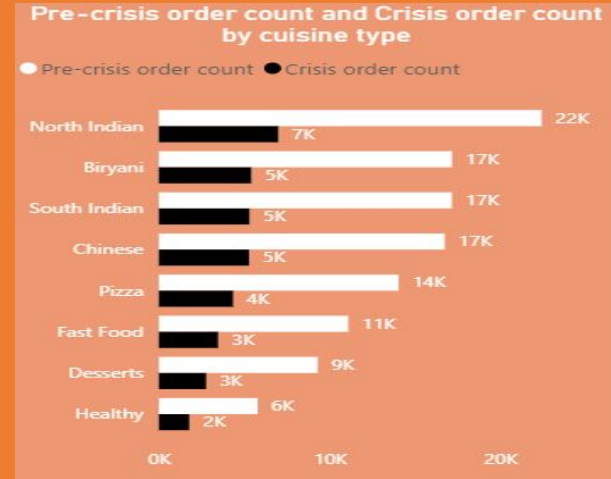Customer count: 139

Customers with
- More than 3 Pre-crisis orders
- Average rating greater than 4.5
- Recent orders before crisis

City vs Demand
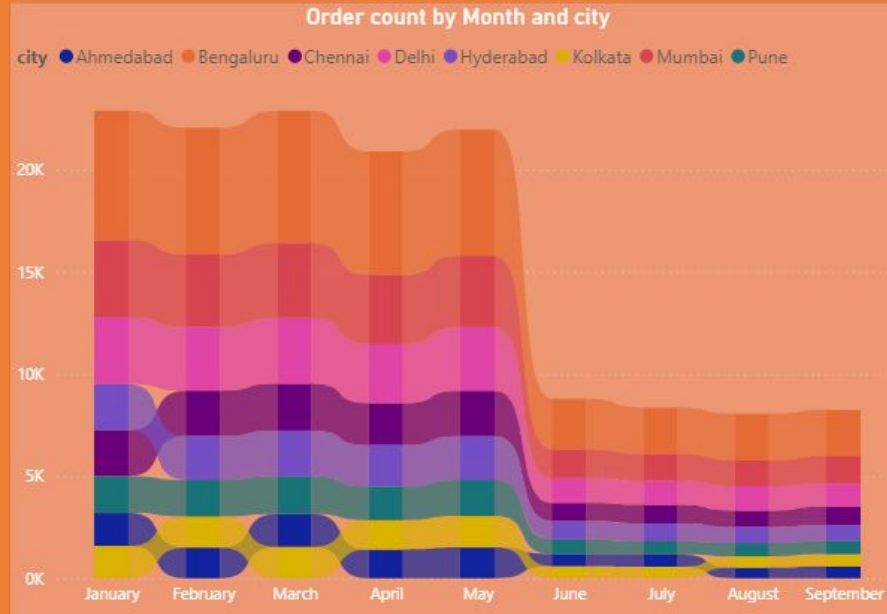
Pune, Kolkata and Ahmedabad consistently stays at the bottom three with risk of long term demand loss

Trend in cuisine behavior

Total price by cuisine type

North Indian	11.2M
Biryani	8.5M
South Indian	8.5M
Chinese	8.3M
Pizza	7.0M
Fast Food	5.5M
Desserts	4.6M
Healthy	2.8M

Pre-crisis order count and Crisis order count by cuisine type

● Pre-crisis order count ● Crisis order count

	Pre-crisis	Crisis
North Indian	22K	7K
Biryani	17K	5K
South Indian	17K	5K
Chinese	17K	5K
Pizza	14K	4K
Fast Food	11K	3K
Desserts	9K	3K
Healthy	6K	2K

Category preferences remained unchanged during the crisis. North Indian, Biryani, and Chinese continued to dominate orders, while Desserts stayed least popular. Although overall order volumes dropped, the ranking of categories stayed consistent, showing that customers did not shift to cheaper or basic categories—their tastes stayed the same even under crisis conditions.

Feedback Trends

Sentiment score by Month

Month	Score
January	0.8
February	0.7
March	0.9
April	0.6
May	0.7
June	-0.2
July	-0.2
August	-0.3
September	-0.3

The spike in negative reviews align with the Crisis period

Thank you