Quick Bite Recovery Analysis

Delivery View

Sentiment View
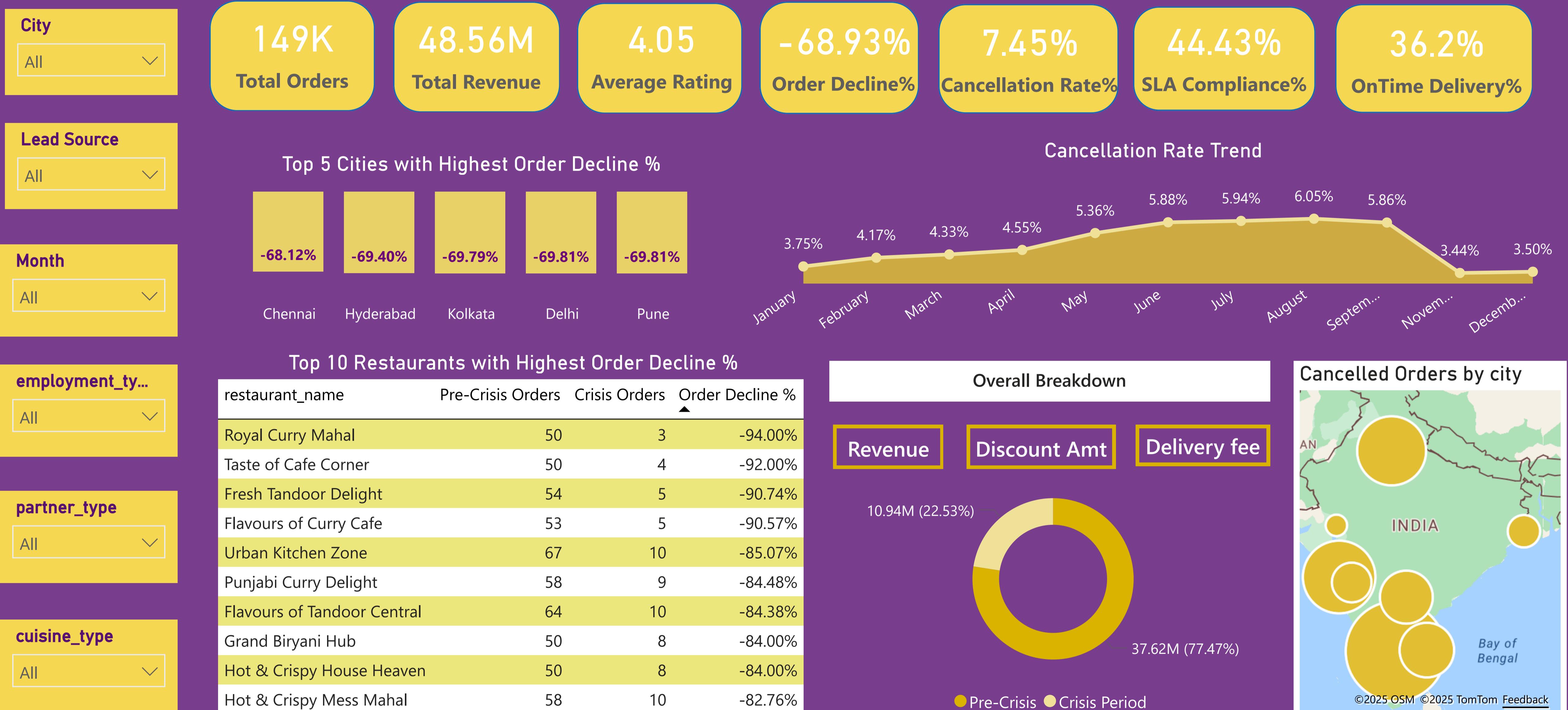
Executive View

Customer View

Restaurant View

Pre-crisis (Jan–May), Crisis (Jun–Sep)

QuickBite is currently navigating a major disruption triggered by a viral food-safety incident and a week-long delivery outage. This combined crisis led to a rapid decline in trust, user engagement, and operational stability. The leadership now requires a clear, data-driven view of the damage and the pace of ongoing recovery.

QuickBite Express – Crisis Recovery Analysis (Jan–Sep 2025)

City
All

Lead Source
All

Month
All

employment_ty...
All

partner_type
All

cuisine_type
All

149K Total Orders	**48.56M** Total Revenue	**4.05** Average Rating	**-68.93%** Order Decline%	**7.45%** Cancellation Rate%	**44.43%** SLA Compliance%	**36.2%** OnTime Delivery%

Top 5 Cities with Highest Order Decline %

Chennai	Hyderabad	Kolkata	Delhi	Pune
-68.12%	-69.40%	-69.79%	-69.81%	-69.81%

Cancellation Rate Trend

January 3.75% · February 4.17% · March 4.33% · April 4.55% · May 5.36% · June 5.88% · July 5.94% · August 6.05% · Septem... 5.86% · Novem... 3.44% · December 3.50%

Top 10 Restaurants with Highest Order Decline %

restaurant_name	Pre-Crisis Orders	Crisis Orders	Order Decline % ▲
Royal Curry Mahal	50	3	-94.00%
Taste of Cafe Corner	50	4	-92.00%
Fresh Tandoor Delight	54	5	-90.74%
Flavours of Curry Cafe	53	5	-90.57%
Urban Kitchen Zone	67	10	-85.07%
Punjabi Curry Delight	58	9	-84.48%
Flavours of Tandoor Central	64	10	-84.38%
Grand Biryani Hub	50	8	-84.00%
Hot & Crispy House Heaven	50	8	-84.00%
Hot & Crispy Mess Mahal	58	10	-82.76%

Overall Breakdown

Revenue | **Discount Amt** | **Delivery fee**

10.94M (22.53%)

37.62M (77.47%)

● Pre-Crisis ● Crisis Period

Cancelled Orders by city

AN

INDIA

Bay of Bengal

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Executive View | **Customer View** | **Restaurant View** | **Delivery View** | **Sentiment View** | **Service Level Agreement (SLA)**

QuickBite Express – Crisis Recovery Analysis (Jan–Sep 2025)

105K	49	100K	26	32K	0.07
Total Customers	**Churn Loyal Cust**	**New Customers**	**High Rated Loyal Churn**	**Active Cust Crisis**	**Cancellation Rate**

City

All

Lead Source

All

Month

All

employment_ty...

All

partner_type

All

cuisine_type

All

Active Customers Analysis

- PreCrisis
- Crisis

32K (27.18%)

87K (72.82%)

Active Customers by Month

19K, 16K, 15K, 11K, 7K, 4K, 4K, 3K, 1K, 5K, 16K

20K, 10K, 0K

(Blank), January, February, March, April, May, June, July, August, September, November, December

Customer Analysis by Period

100%

Customer Pre-Crisi...	114K
Customer Crisis Or...	35K
HV_Customers_Sto...	5K

4.6%

Customer Breakdown Analysis

customer_id	Pre-Crisis Orders	Crisis Orders	Order Decline %	PreCrisis Revenue	Crisis Revenue
CUST040738	1	4	300.00%	225.33	852.40
CUST009103	1	3	200.00%	231.71	817.41
CUST011710	1	3	200.00%	159.99	1,207.61
CUST014142	1	3	200.00%	385.21	1,096.22
CUST028838	1	3	200.00%	404.90	1,099.74
CUST031064	1	3	200.00%	325.10	599.64
CUST031907	1	3	200.00%	233.76	444.90
CUST033956	1	3	200.00%	252.11	1,153.01
CUST037976	1	3	200.00%		272.74

Executive View | **Customer View** | **Restaurant View** | **Delivery View** | **Sentiment View** | **Churn = Customer Loss**

City

All ▾

Lead Source

All ▾

Month

All ▾

employment_ty...

All ▾

partner_type

All ▾

cuisine_type

All ▾

20K	19.98K	0.17	0.12	7.48M	2.71M
Total Restaurants	Active Restaurants	Rest Churn Rate	Crisis Cancel Rate	Avg Rev Pre-Crisis	Avg Rev Crisis
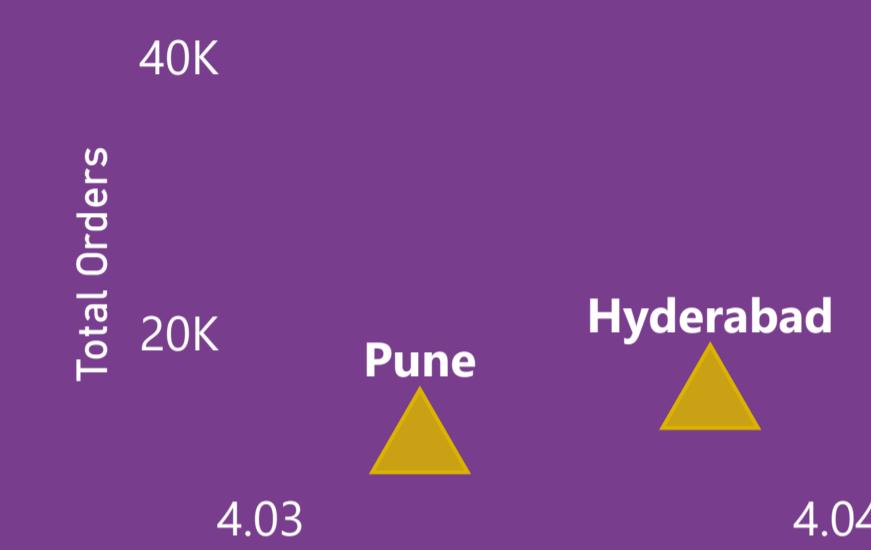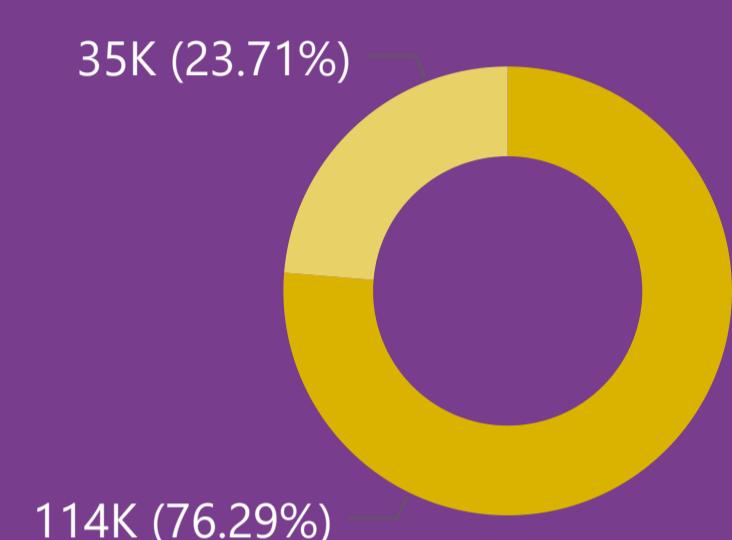
Order Distribution

- Pre-Crisis
- Crisis Period

35K (23.71%)

114K (76.29%)
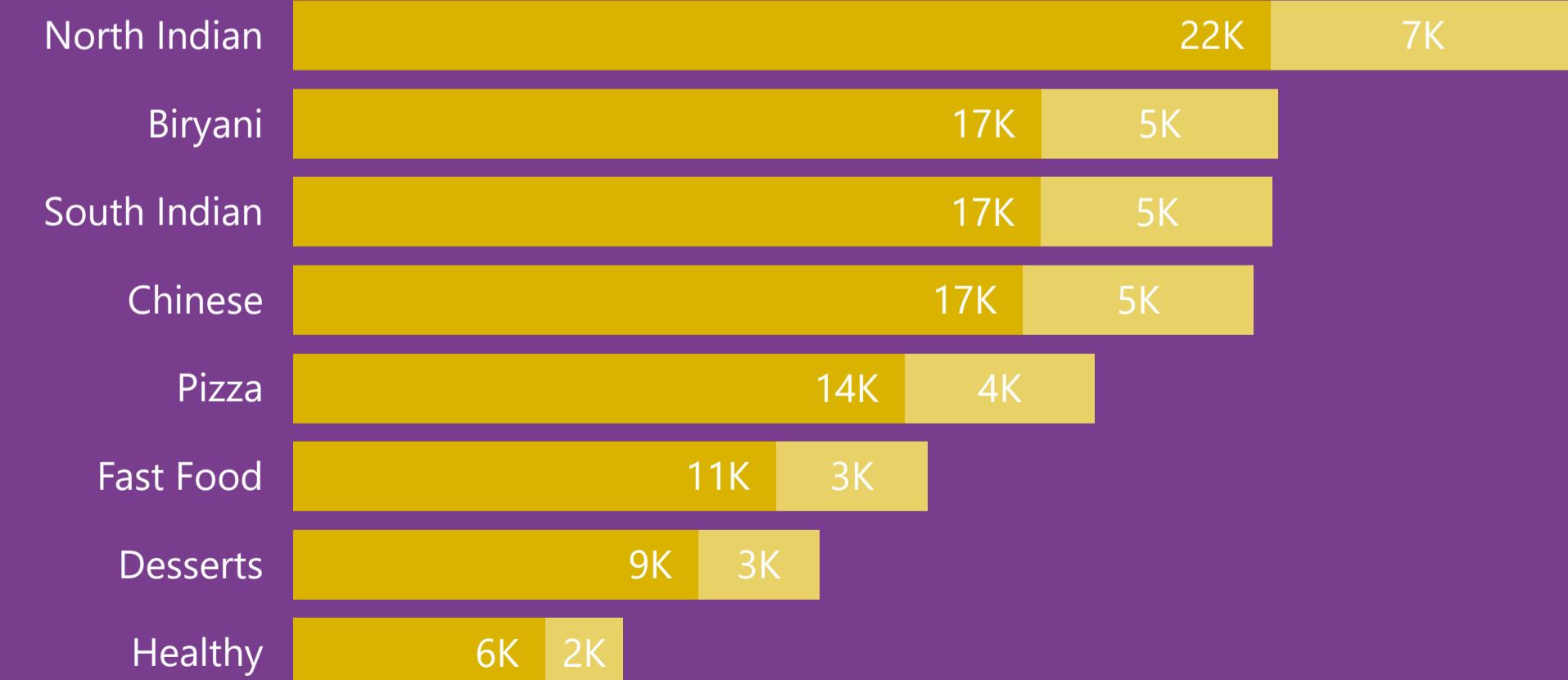
City wise Analysis by Orders,Rating

40K

Bengaluru

Pune   Hyderabad

20K   Delhi   Chennai   Kolkata
                                       Mumbai   Ahmedabad

4.03   4.04   4.05   4.06   4.07

Total Orders

Average Rating

Order Distribution by cuisine

- Crisis Period
- Pre-Crisis

Cuisine	Pre-Crisis	Crisis Period
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

Order Distribution by Restaurant

Restaurant	Pre-Crisis Orders	Crisis Orders	Order Decline %	Average Rating
⊞ Annapurna Curry Nest	10		-100.00%	4.73
⊞ Annapurna House Heaven	4		-100.00%	
⊞ Annapurna House Stop	26		-100.00%	4.48
⊞ Annapurna Paratha Stop	6		-100.00%	4.53
⊞ Annapurna Thali Clouds	7		-100.00%	4.74
⊞ Bombay Biryani Corner	13		-100.00%	4.53
⊞ Bombay Cafe Darbar	4		-100.00%	4.30
⊞ Bombay Delights Hub	1		-100.00%	5.00
⊞ Bombay Tandoor Hub	14		-100.00%	4.34
Total	**113806**	**35360**	**-68.93%**	**4.05**

| Executive View | Customer View | Restaurant View | Delivery View | Sentiment View | Avg Rev - Monthly |

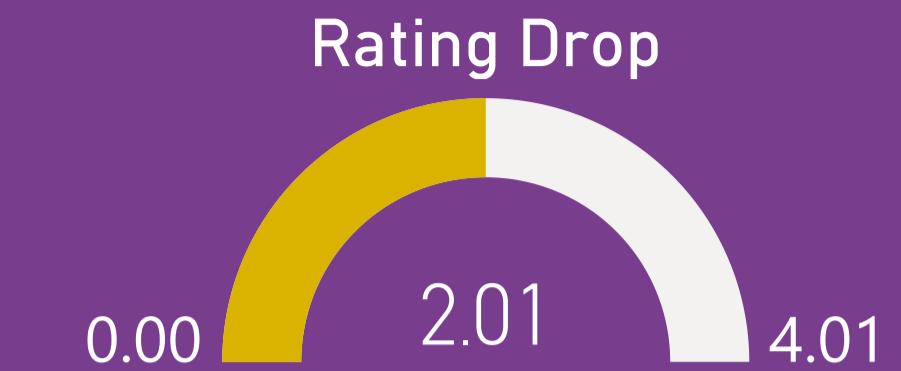# QuickBite Express – Crisis Recovery Analysis (Jan–Sep 2025)

City
All

Lead Source
All

Month
All

employment_ty…
All

partner_type
All

cuisine_type
All

KPIs

4.05	4.50	2.50	40.66%
Average Rating	Pre-Crisis Rating	Crisis Avg Rating	Negative Review%

Rating Drop

0.00   2.01   4.01

Order Distribution

- Positive
- Neutral
- Negative

6.34K (9.22%)
9.28K (13.48%)
53.2K (77.3%)
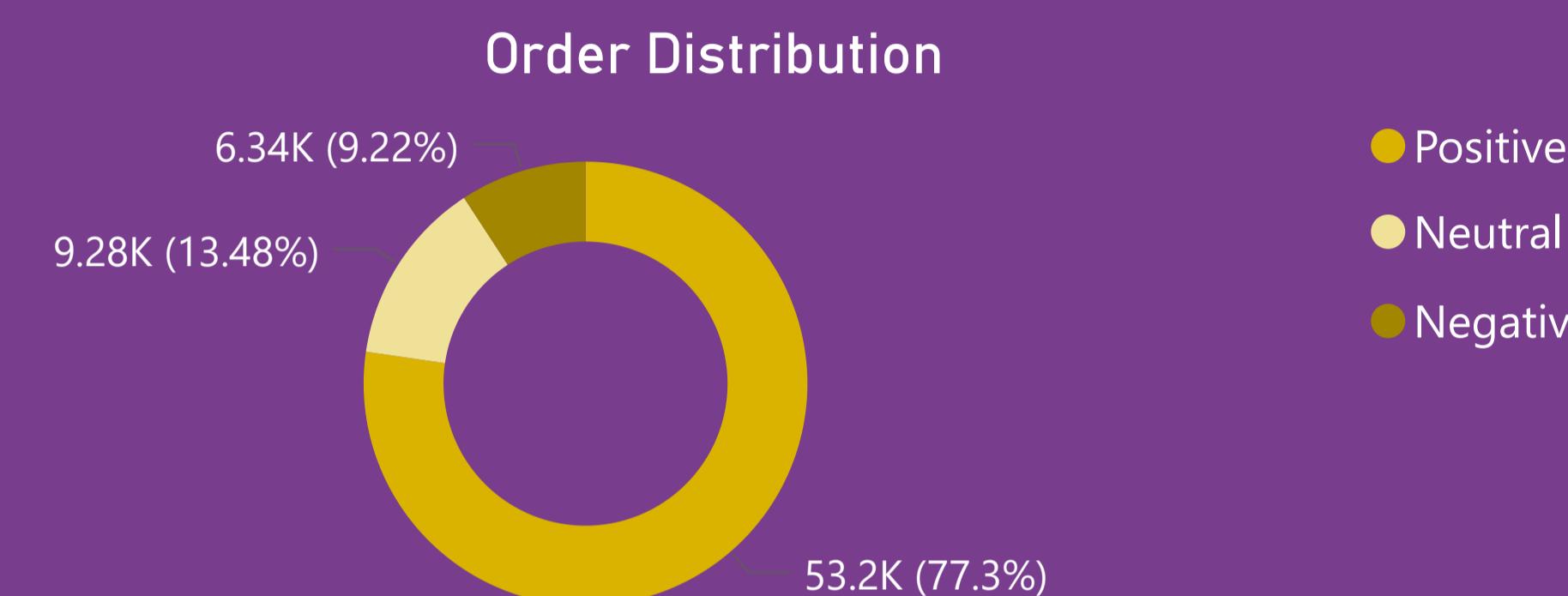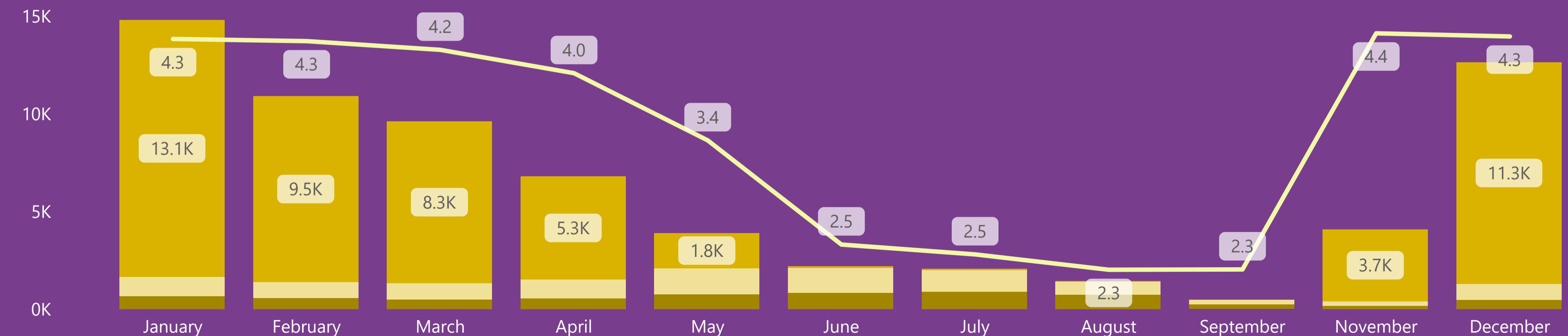
Review Negative Text Analysis

service Horrible experience improve hygiene smaller late Stale is order poor Could Bad worth Portion Cold good again Average Tasty than be size was price quality Very Okay the can great bit Terrible a Worst hotter taste issue Food safety expected recommended Never served Packaging but

Sentiment Analysis by Month

- Negative
- Neutral
- Positive
- Average Rating

Month	Positive	Avg Rating
January	13.1K	4.3
February	9.5K	4.3
March	8.3K	4.2
April	5.3K	4.0
May	1.8K	3.4
June		2.5
July		2.5
August		2.3
September		2.3
November	3.7K	4.4
December	11.3K	4.3

Executive View | Customer View | Restaurant View | Delivery View | Sentiment View

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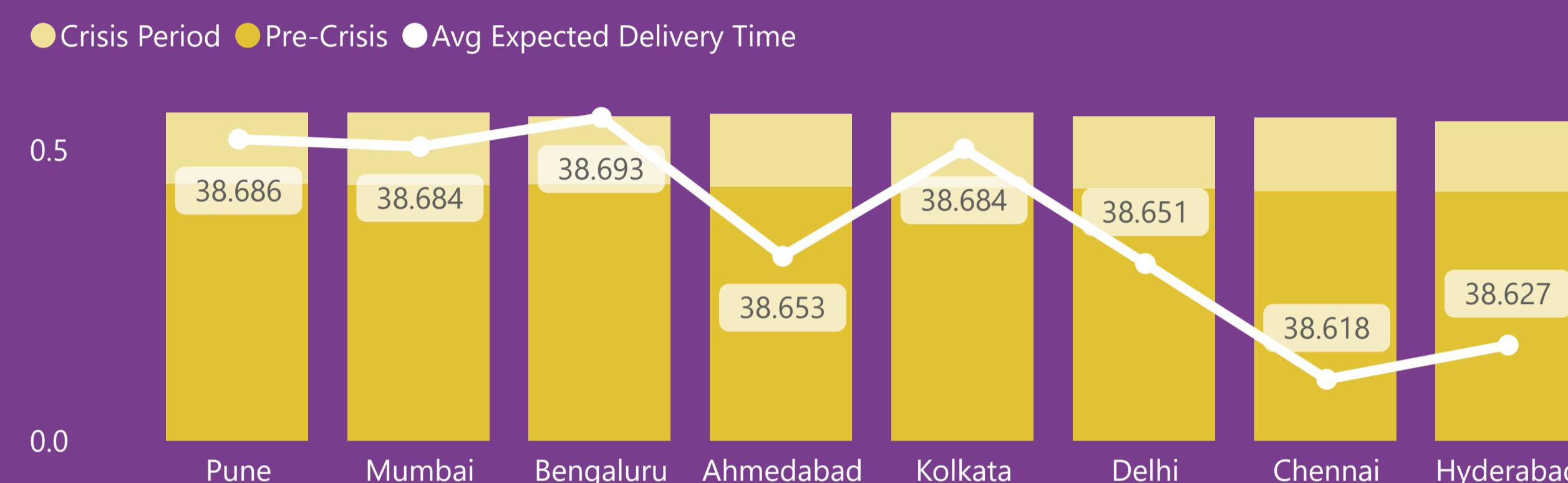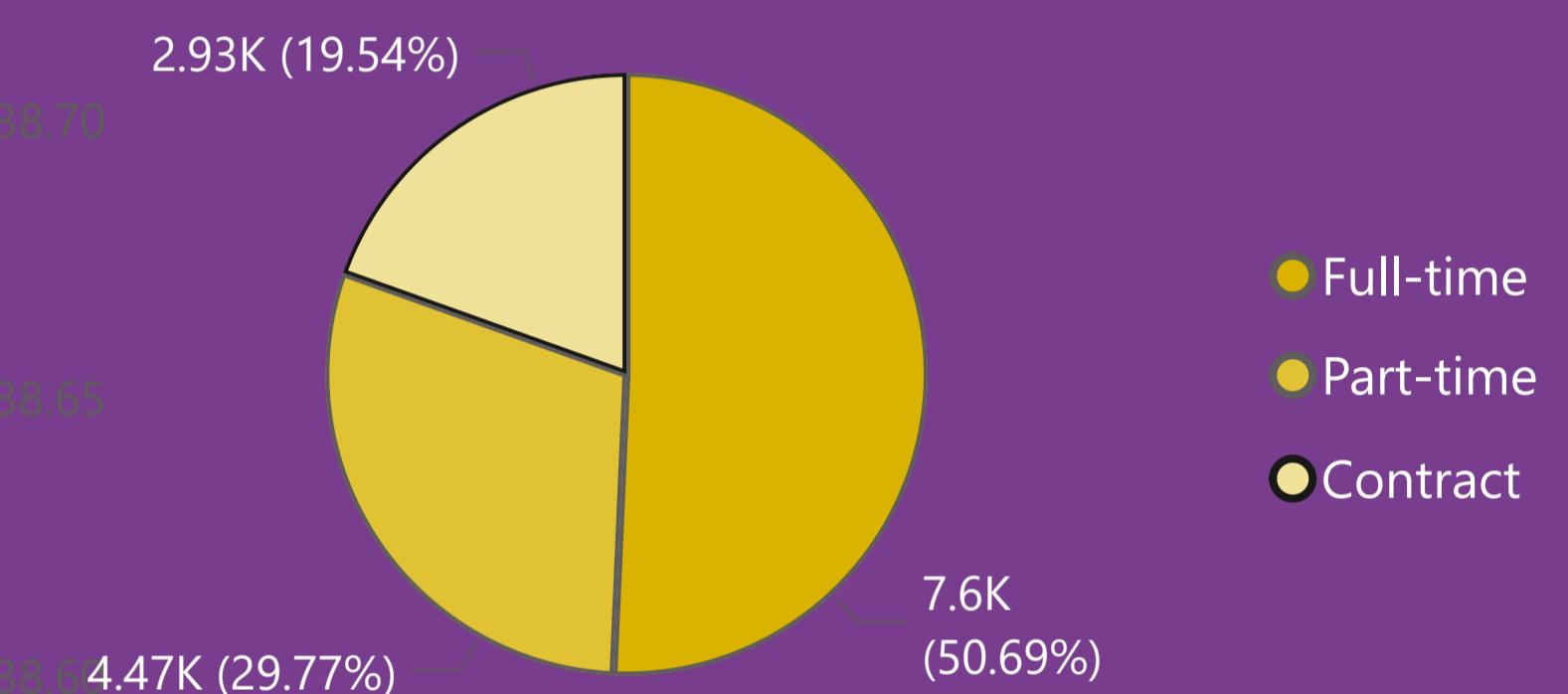
36.16%	43.60%	12.20%	38.69	44.40	-72.01%
SLA Compliance	Pre-Crisis SLA	Crisis SLA	Avg Exp Delivery Time	Avg Delivery Time	SLA Comp Change %

Delivery Analysis by City

● Crisis Period ● Pre-Crisis ○ Avg Expected Delivery Time

- Pune: 38.686
- Mumbai: 38.684
- Bengaluru: 38.693
- Ahmedabad: 38.653
- Kolkata: 38.684
- Delhi: 38.651
- Chennai: 38.618
- Hyderabad: 38.627
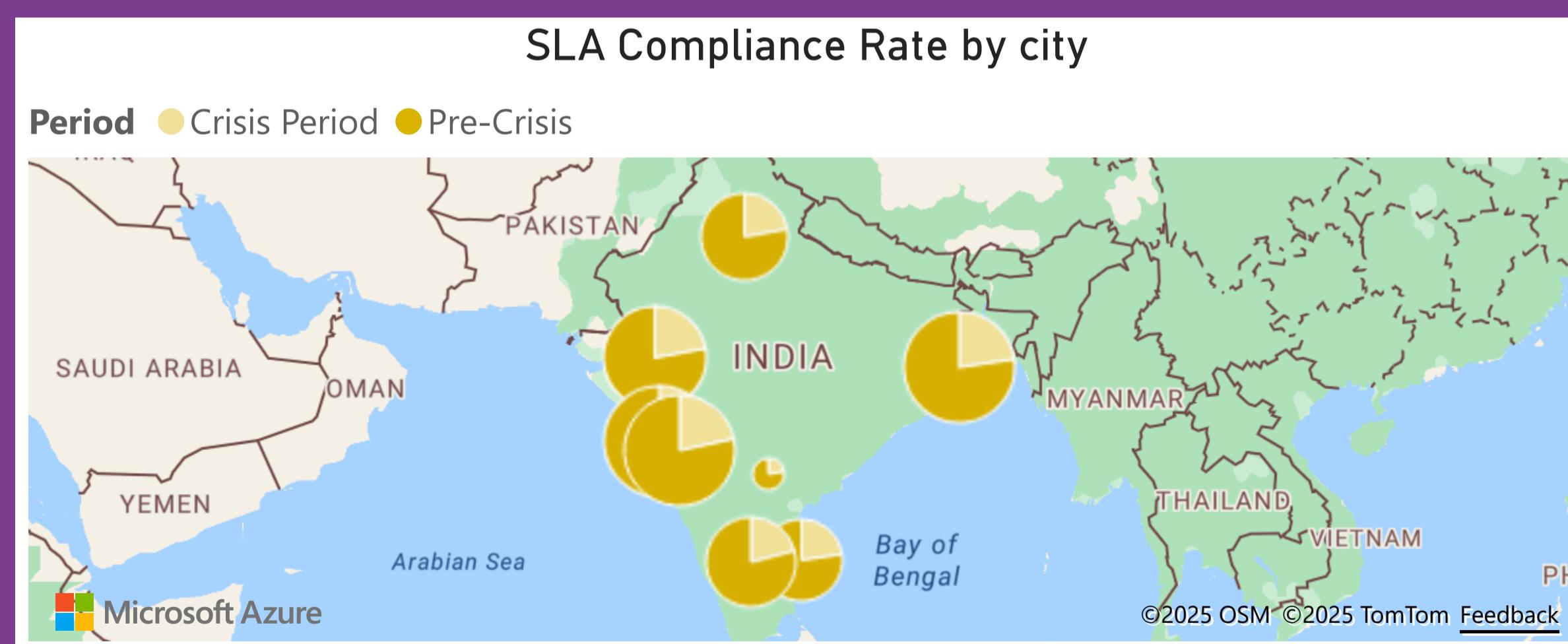
Employee Analysis by Partner

2.93K (19.54%)
7.6K (50.69%)
4.47K (29.77%)

● Full-time
● Part-time
○ Contract

SLA Compliance Rate by city

Period ● Crisis Period ● Pre-Crisis

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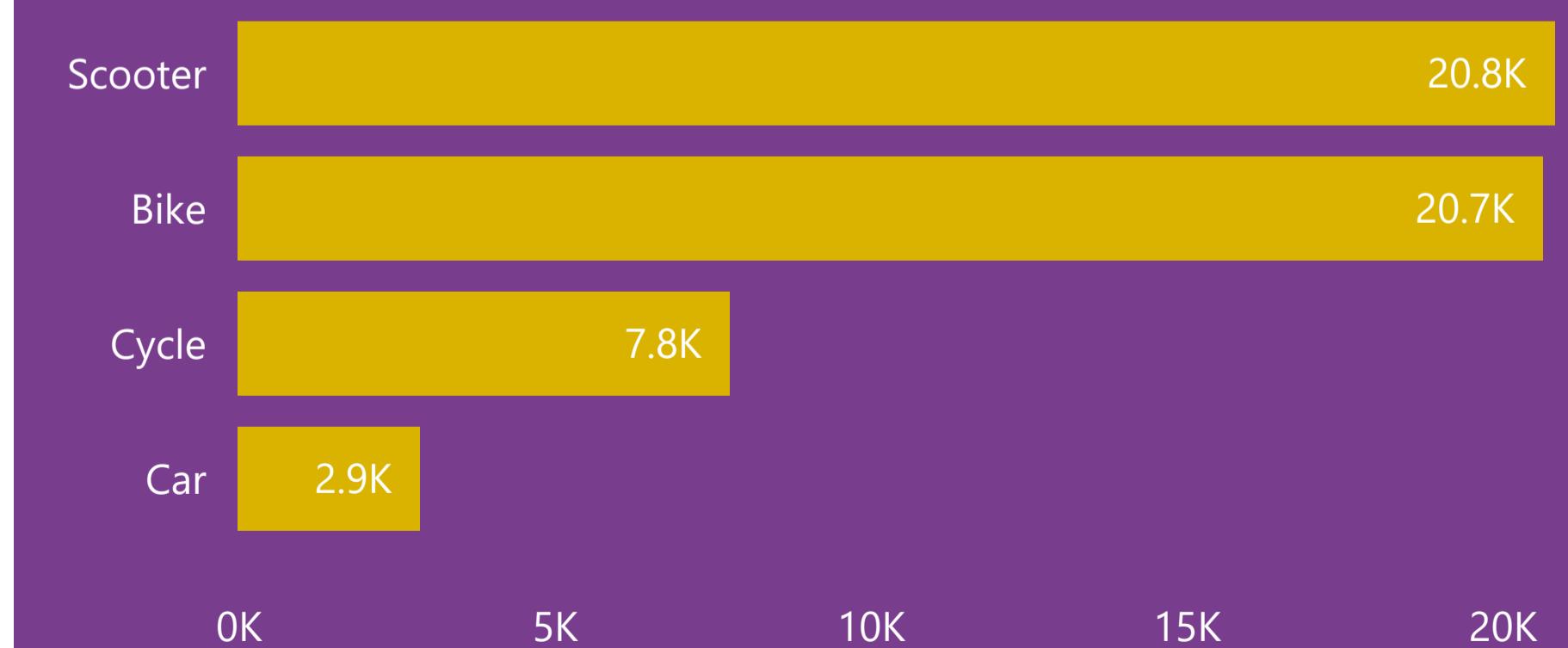
SLA Compliance by Vehicle

- Scooter: 20.8K
- Bike: 20.7K
- Cycle: 7.8K
- Car: 2.9K

0K 5K 10K 15K 20K

Executive View | Customer View | Restaurant View | Delivery View | Sentiment View

Service Level Agreement (SLA)