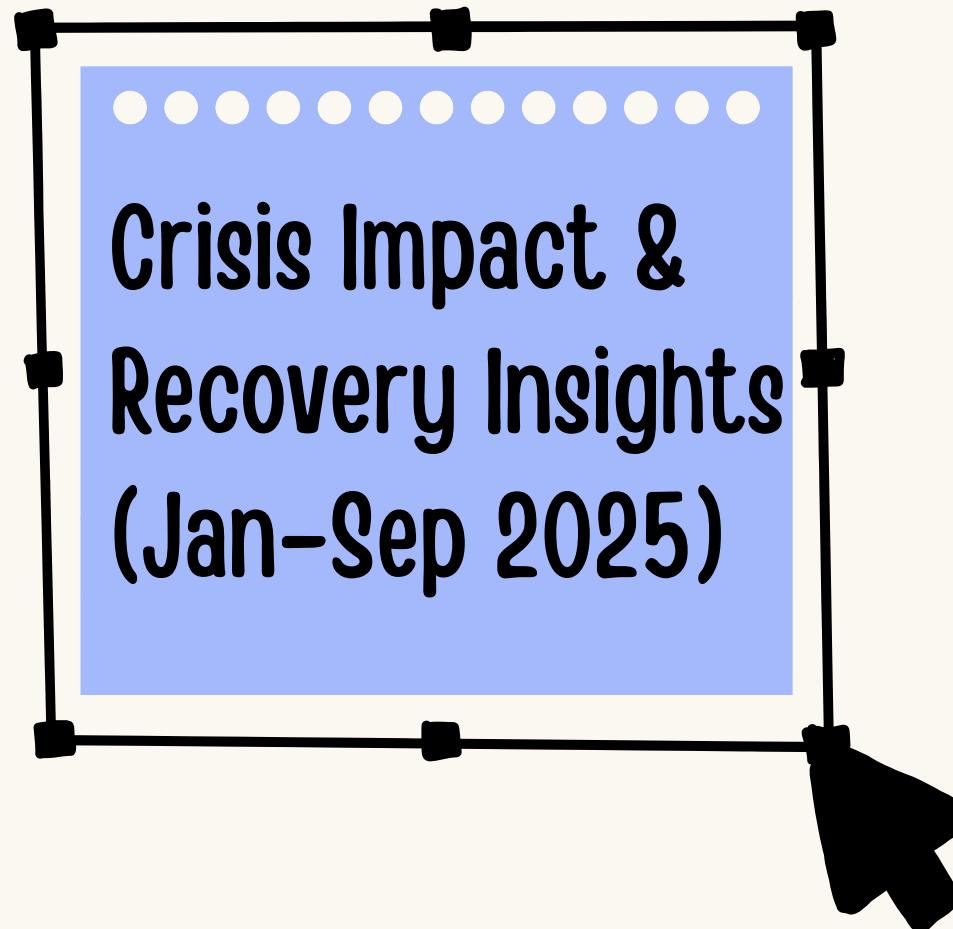


By Shivansh Tiwari

# QuickBite EXPRESS



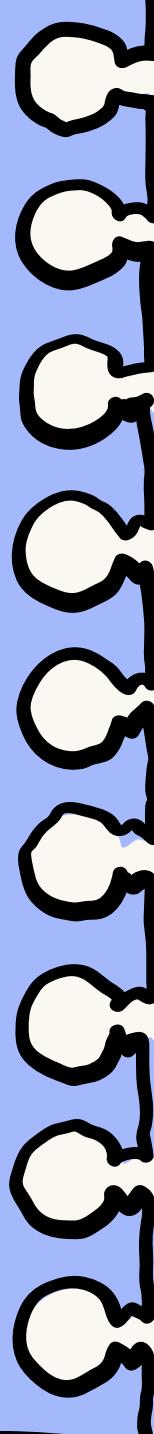
- QuickBite Express is a Bengaluru-based Food Tech Startup Founded in 2020
- Viral food safety incident (June 2025)
- 7-day monsoon delivery outage
- Competitors (Swiggy, Zomato) ran aggressive ad campaigns
- Result: Severe customer trust collapse

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## Project Background Overview

# Objectives of Analysis

- Recoverable customer segments
- Order pattern shifts (pre-crisis → crisis → recovery)
- Delivery performance & operational gaps
- Trust building campaign opportunities
- Restaurant partnership risks
- Ratings, reviews & sentiment patterns



## Overall Order Trend (Jan-Sep 2025)

- PRE-CRISIS AVG MONTHLY ORDERS - 22,000+
- CRISIS MONTHS DROPPED TO 8,500–9,200
- OVERALL DECLINE - 68.93%

**INSIGHT** - ORDER VOLUME COLLAPSE IS DIRECTLY TIED TO FOOD SAFETY BACKLASH AND DELIVERY OUTAGE.

## **Top 5 cities with highest decline (%)**

- BENGALURU – 70.23%
- MUMBAI – 70.18%
- AHMEDABAD – 69.89%
- PUNE – 69.81%
- DELHI – 69.81%

**INSIGHT – IMPACT STRONGEST IN TIER 1 HUBS WHERE SOCIAL MEDIA OUTRAGE SPREADS FASTEST.**

## **Top restaurants with 100% decline in orders across crisis months (city-wise)**

**INSIGHT – SMALLER, LESSER  
KNOWN BRANDS  
DROPPED TO ZERO  
ORDERS, SHOWING  
HIGHER VULNERABILITY.**

- FRESH THALI HEAVEN
- THINDI MANE PIZZA CORNER
- CLASSIC CURRY CENTRAL
- SPICY CAFÉ PALACE
- SPICY GRILL CORNER
- TANDOORI WRAPS CLOUDS
- URBAN MESS DELIGHT
- BOMBAY HOUSE  
BHOJANALAY
- DELHI PIZZA POINT
- FRESH PARATHA CENTRAL

# Cancellation Rate Trend

**INSIGHT – DELIVERY OUTAGE AND  
NEGATIVE SENTIMENT  
DROVE CANCELLATION  
SURGE**

## AVG CANCELLATION RATE

- PRE-CRISIS: 6.06%
- CRISIS: 11.93% (↑ 96.92%)

## MOST AFFECTED CITIES

- AHMEDABAD (+114%)
- MUMBAI (+110%)
- KOLKATA (+104%)
- CHENNAI (+100%)

# Delivery SLA Breakdown

**INSIGHT** – SLA COLLAPSE DIRECTLY CORRELATES WITH RATING DROP & CHURN.

## AVG DELIVERY TIME

- PRE-CRISIS: 39.5 MINS
- CRISIS: 60.1 MINS

## SLA COMPLIANCE

- PRE-CRISIS: ~43%
- CRISIS: ~12%

# Ratings & Sentiment Drop

**INSIGHT – SLOW DELIVERY + FOOD COMPLAINTS IS EQUAL TO TRUST EROSION.**

- AVG RATING (JAN–MAY): 4.50
  - AVG RATING (JUN–SEP): 2.50
- SHARPEST DROP
- JUNE 2025 ( $4.36 \rightarrow 3.29$ )

## TOP NEGATIVE KEYWORDS

- VERY LATE DELIVERY
- PACKAGING ISSUE
- FOOD QUALITY NOT GOOD
- COLD FOOD / STALE FOOD
- FOOD SAFETY ISSUE
- NOT WORTH THE PRICE

# Revenue Impact

**INSIGHT – REVENUE LOSS ALIGNS WITH HIGH CHURN, LOW ORDER VOLUME AND INCREASED REFUNDS**

## PRE-CRISIS

- REVENUE: ₹37.62M

## CRISIS

- REVENUE: ₹10.94M

- LOSS: ₹26.68M

- REVENUE DECLINE: 70.92%

# Loyalty & Churn

## INSIGHT -

EVEN HIGHLY SATISFIED CUSTOMERS CHURNED.  
INDICATES TRUST DAMAGE OVER VALUE.

AMONG CUSTOMERS WITH  $\geq 5$  ORDERS PRE-CRISIS:

- TOTAL LOYAL CUSTOMERS: 58
- STOPPED ORDERING IN CRISIS: 49
- HIGH RATING (AVG  $> 4.5$ ) CUSTOMERS WHO CHURNED: 26

## Cuisine & City Insights

Across all cities:

- North Indian, Chinese, Biryani were consistently top pre-crisis
- All top cuisines dropped sharply in June
- Pizza & Fast Food remained relatively stable
- Cities like Bengaluru, Mumbai, Pune saw the steepest dips

**Insight** - Recovery should prioritize core cuisines + stable categories like Pizza.

## Crisis:

- Revenue down 61% instantly
- Cancellations doubled
- SLA dropped
- Ratings collapsed

## Pre-Crisis:

- Strong, stable revenue
- Low cancellations
- Consistent customer satisfaction

## Monthly Performance Summary

### Early Recovery (Sep):

- First month of positive growth
- Slight reduction in cancellations



## CRISIS VS COMPETITORS

QuickBite compares to Swiggy/Zomato during the same period:

- Swiggy & Zomato did not face similar outages
- Their delivery times stayed stable
- No major food safety viral event
- Competitor order volumes increased due to migration from QuickBite
- They captured customers through aggressive discounting & trust campaigns

## WHY DID CAC TRIPLE ?

External factors contributing to CAC rise:

- Surge in ad prices during monsoon/seasonal peaks
- Competitors increasing bidding on keywords
- Lower conversion rates due to negative sentiment cost per install rose
- Re-engagement ads for churned customers are expensive
- Crisis damaged brand trust more spending needed to acquire one user

## **MOST EFFECTIVE RECOVERY STRATEGIES**

### **Food Safety Rebuild**

- Third-party audits
- “Hygiene certified partner” badges

### **Trust Campaigns**

- Transparency videos
- Behind the scenes kitchen hygiene checks

### **Cashbacks & Re-activation Offers**

- For high value & loyal churned customers

### **Partnerships with Leading Brands**

- Tie ups with well known restaurants

### **Faster Delivery Promise**

- SLA guarantee under 30 minutes

## AT-RISK RESTAURANT SEGMENTS

Less likely to churn:

- Large, established brands
- Multi-city chains
- Restaurants with high post-crisis visibility campaigns

Most likely to churn:

- Small, unbranded restaurants
- Cloud kitchens with lower hygiene ratings
- Restaurants with pre-existing slow delivery records
- Shops impacted by negative reviews during the crisis
- Restaurants heavily dependent on QuickBite vs multi-platform sellers

## **RECOVERABLE LAPSED CUSTOMERS**

Customers most likely to return:

- Gave high ratings pre-crisis (avg >4.5)
- Had ≥5 orders (strong past behavior)
- Mostly metro city users
- Preference for top cuisines (North Indian, Biryani)
- Faced delays, not food issues → easier to fix

These 26 high rating loyal customers are the “low hanging fruit.”



## **FINAL RECOMMENDATIONS**

### Trust Rebuilding:

- Hygiene certifications, transparent audits

### Operational Fixes:

- SLA restoration, rain proof delivery fleet

### Targeted Reactivation:

- Cashback for loyal/high value churned customers

### Partnership Strengthening:

- Support for small restaurants via training

### Sentiment Monitoring:

- Real time alerts for negative reviews

## EXTRA ANALYSIS

1. Priority Cities With Long-Term Risk
  - Highest Risk: Bengaluru, Mumbai, Ahmedabad
  - Moderate: Pune, Delhi, Chennai
  - Lower: Hyderabad, Kolkata
2. Did Customers Shift to Cheap “Survival Orders”?
  - YES
3. Do Negative Reviews Align With Outage?
  - YES

**THANK  
YOU!**

