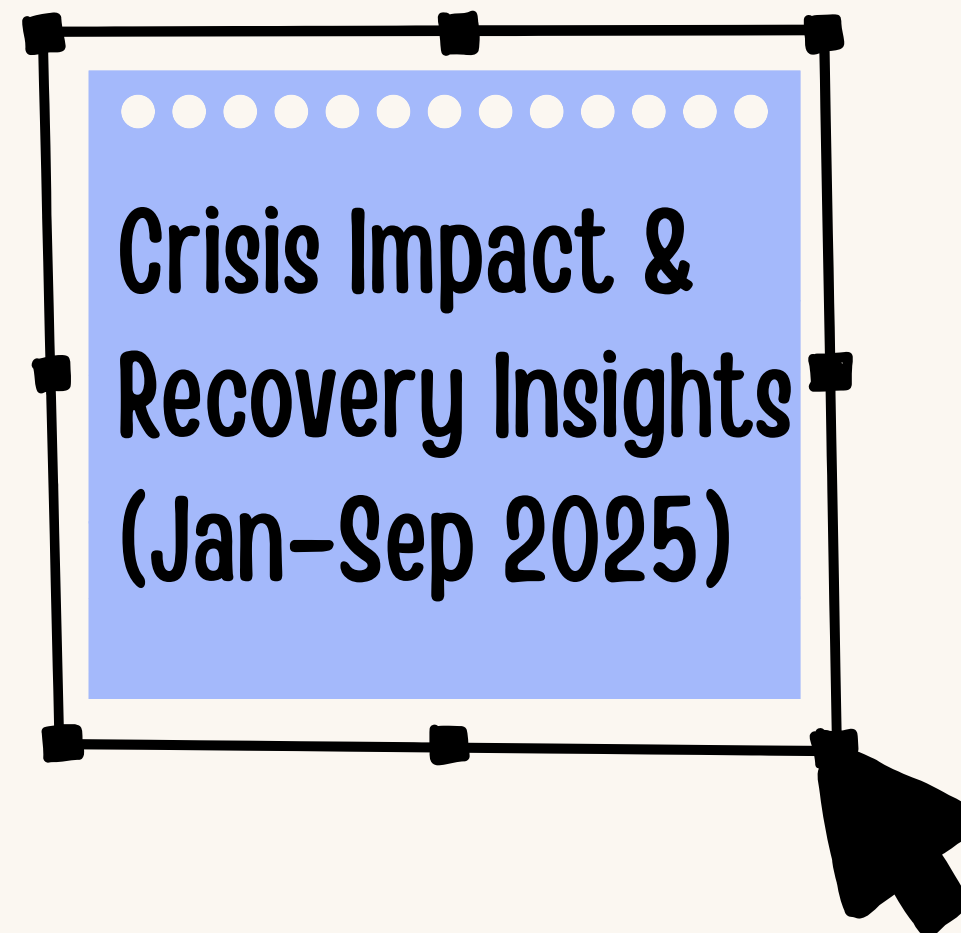
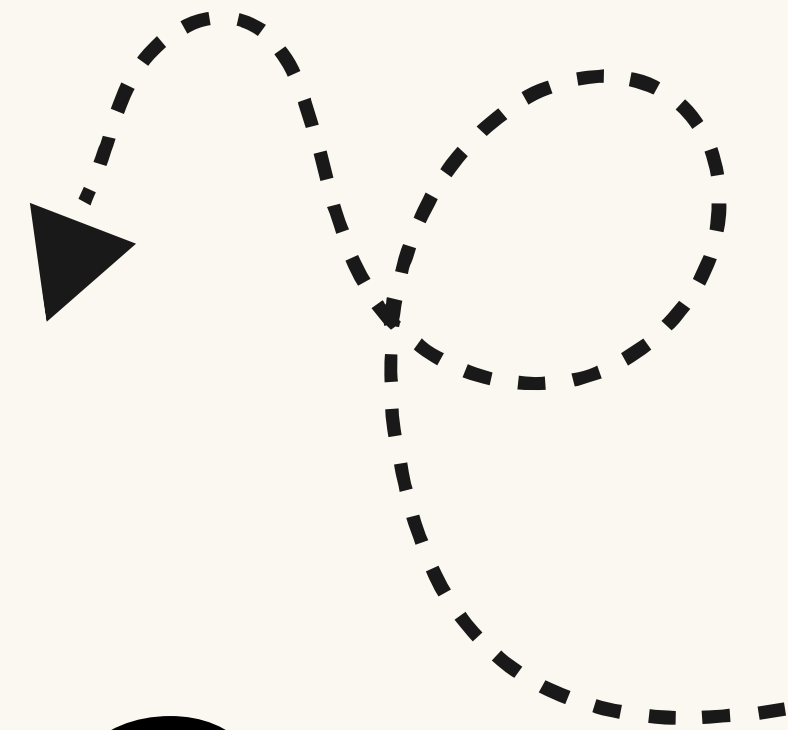
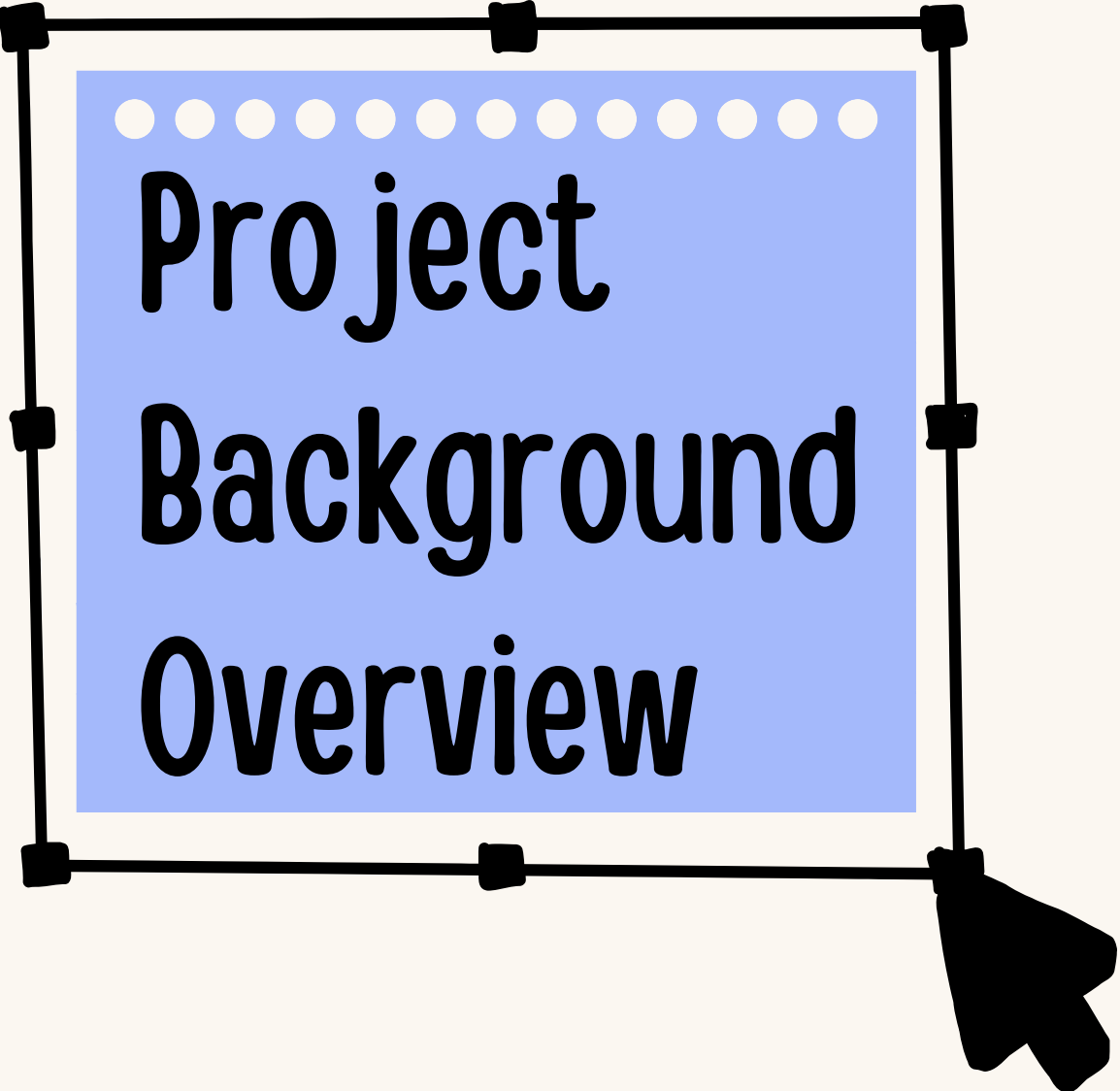


By Shivansh Tiwari


QuickBite EXPRESS




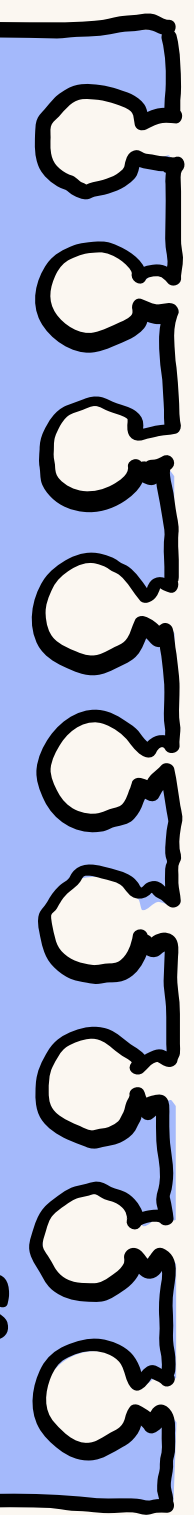
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- QuickBite Express is a Bengaluru-based Food Tech Startup Founded in 2020
 - Viral food safety incident (June 2025)
 - 7-day monsoon delivery outage
 - Competitors (Swiggy, Zomato) ran aggressive ad campaigns
 - Result: Severe customer trust collapse



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 → 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 ≥ 5 ORDERS PRE-CRISIS:

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



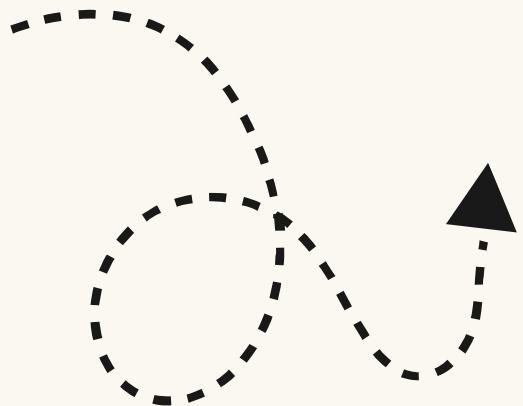
Cuisine & City Insights



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.



Pre-Crisis:

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

Crisis:

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

Early Recovery (Sep):

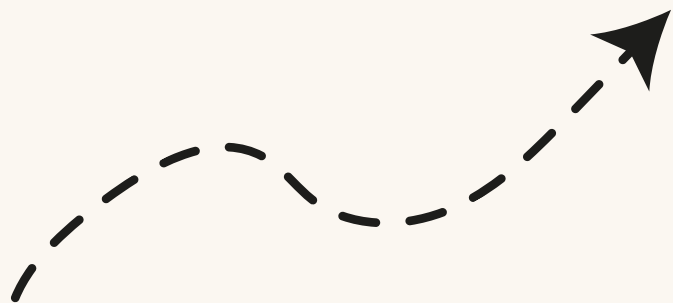
- First month of positive growth
- Slight reduction in cancellations

Monthly Performance Summary



CRISIS VS COMPETITORS

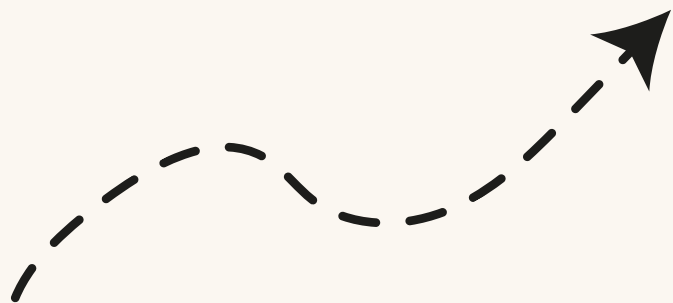
QuickBite compares to Swiggy/Zomato during the same period:

- 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
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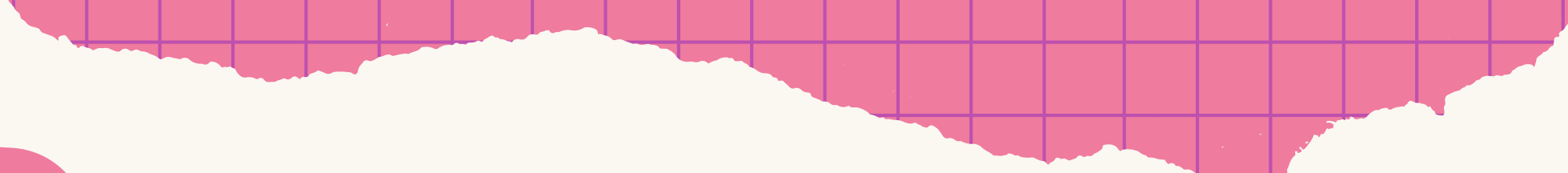
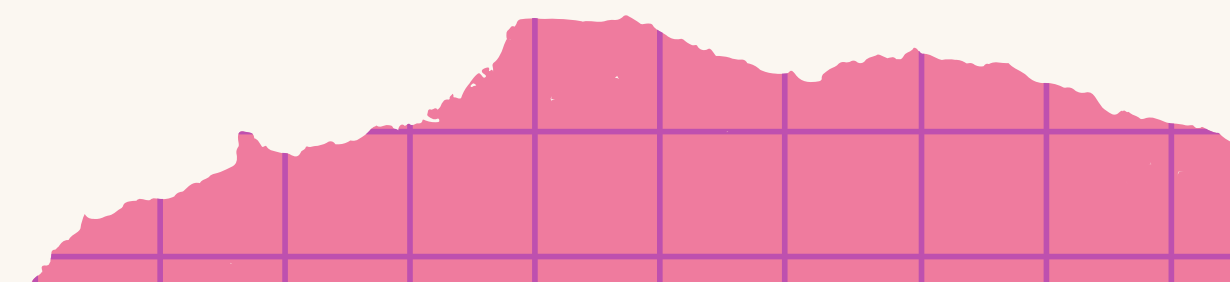


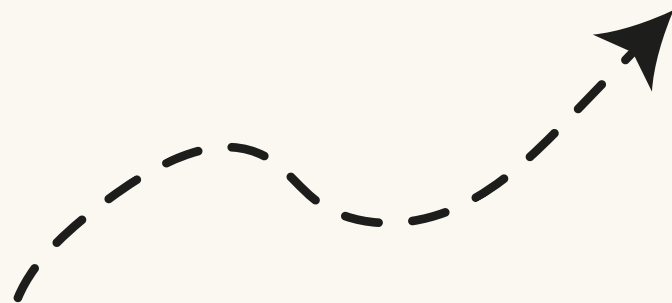
AT-RISK RESTAURANT SEGMENTS

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!**

