

Quick Bazaar

# **Business Performance Analysis + Recovery Strategy**



# Agenda

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## Project Overview

Quick Commerce has been facing declining revenue and customer dissatisfaction. This project aims to identify operational bottlenecks, understand customer pain points, and provide actionable solutions using data-driven insights

# Objectives

## Objective 1

Analyze customer dissatisfaction drivers.

## Objective 2

Examine delivery performance and its effect on ratings.

## Objective 3

Evaluate stock management and order value trends.

## Objective 4

Recommend actionable strategies to improve sales and Operations.

# Key Findings : Overview

Average Order Value Decreased  
by **5%** in last 12 Months

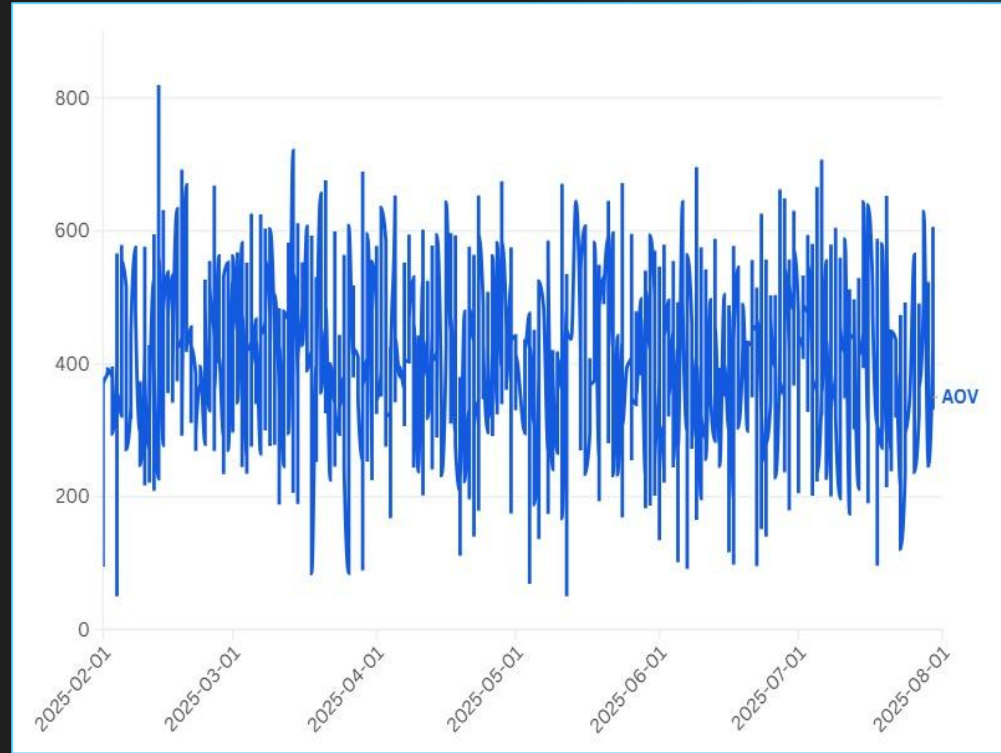
Average Delivery Time: **70.43**  
**mins**

Most Late Deliveries: **Karnataka**

Highest Stockouts: **Groceries,**  
**Books, Toys**

# Insights: Average Order Value

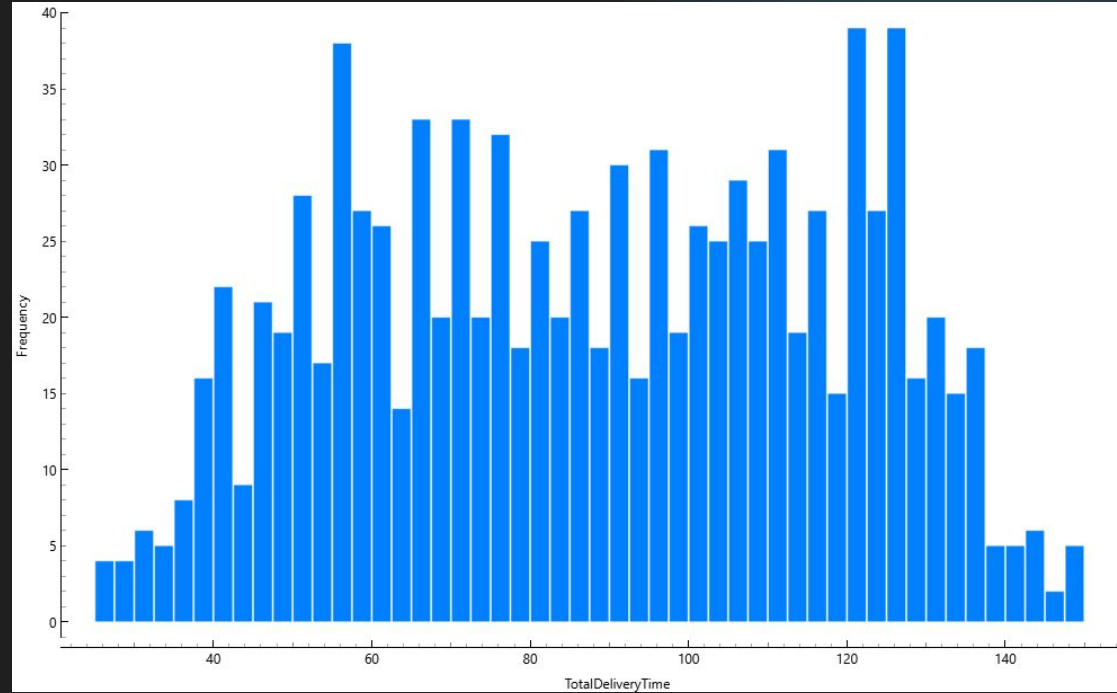
Customers are spending less per order, likely due to declining satisfaction and reduced trust.



**5 % Drop**

# Insights: Delivery Performance

High variability in delivery times → inconsistent operations.

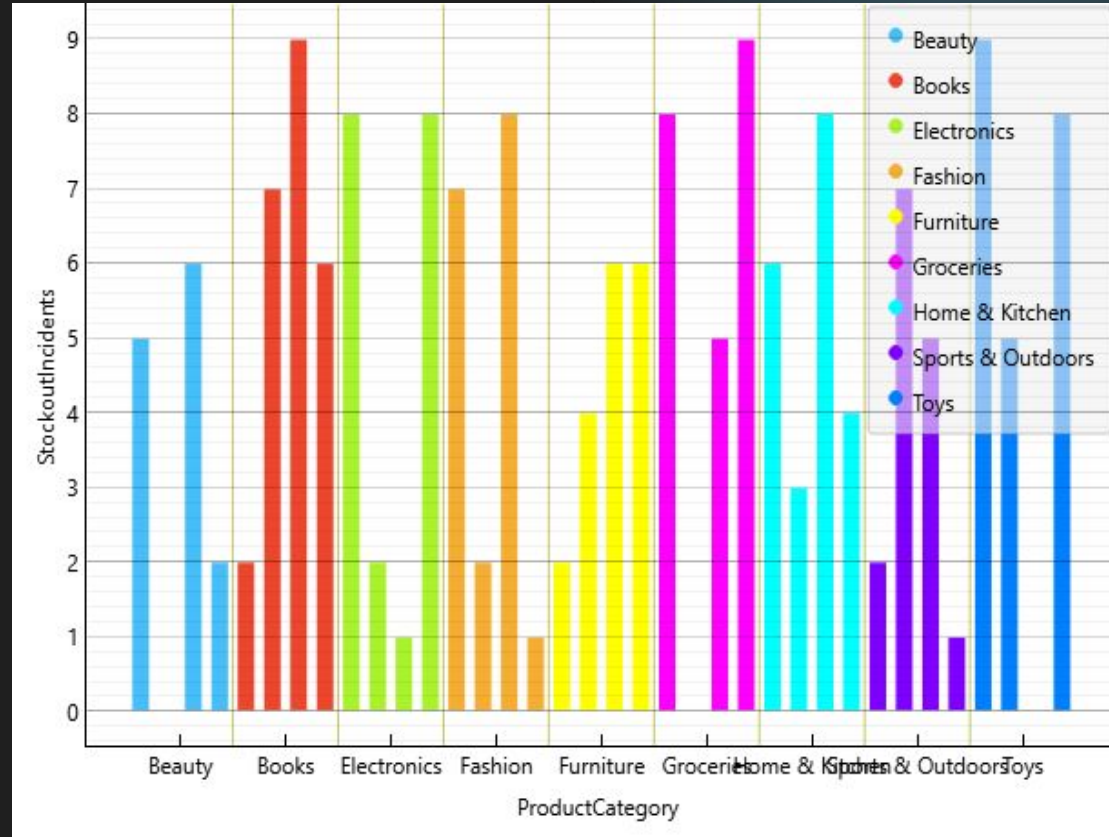


Average Delivery Time: 70.43  
mins

Standard Deviation: 28.71 mins

# Insights: Stockouts

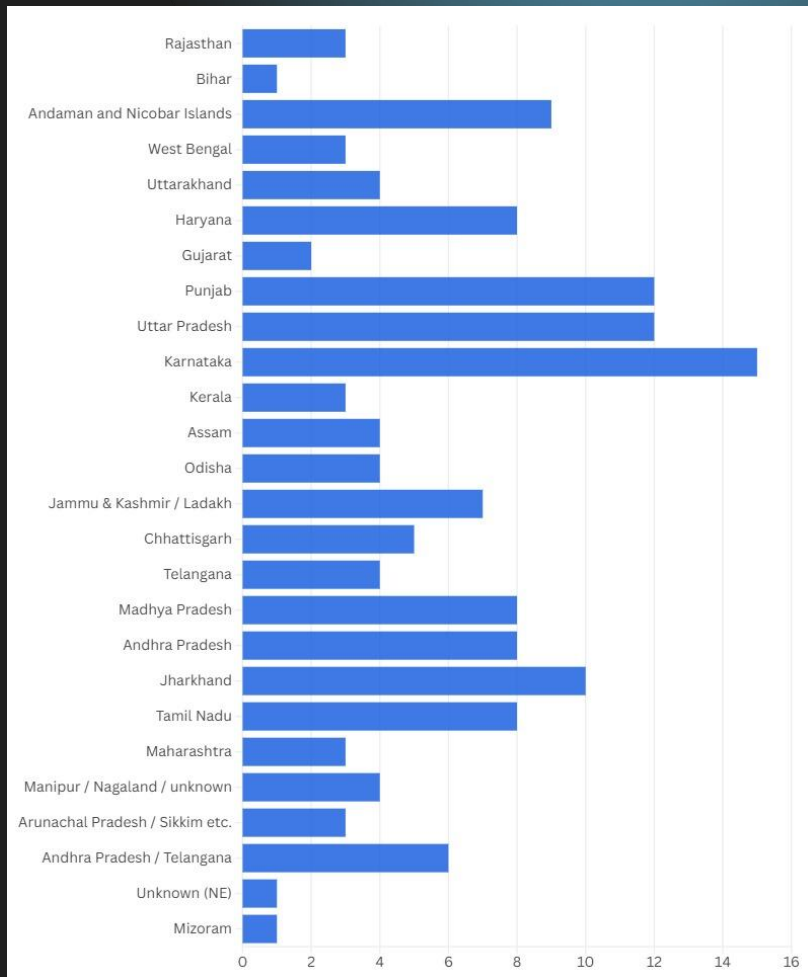
Groceries, books, and toys face highest stockout scenarios = demand-supply gap.





# Insights: Regional Insights

Karnataka, Punjab and Uttar Pradesh lead in late deliveries, requiring targeted operational improvements.



## Declining Customer Satisfaction and Revenue.

Low Customer Ratings



Delivery Performance Problems



Stock Management Gaps




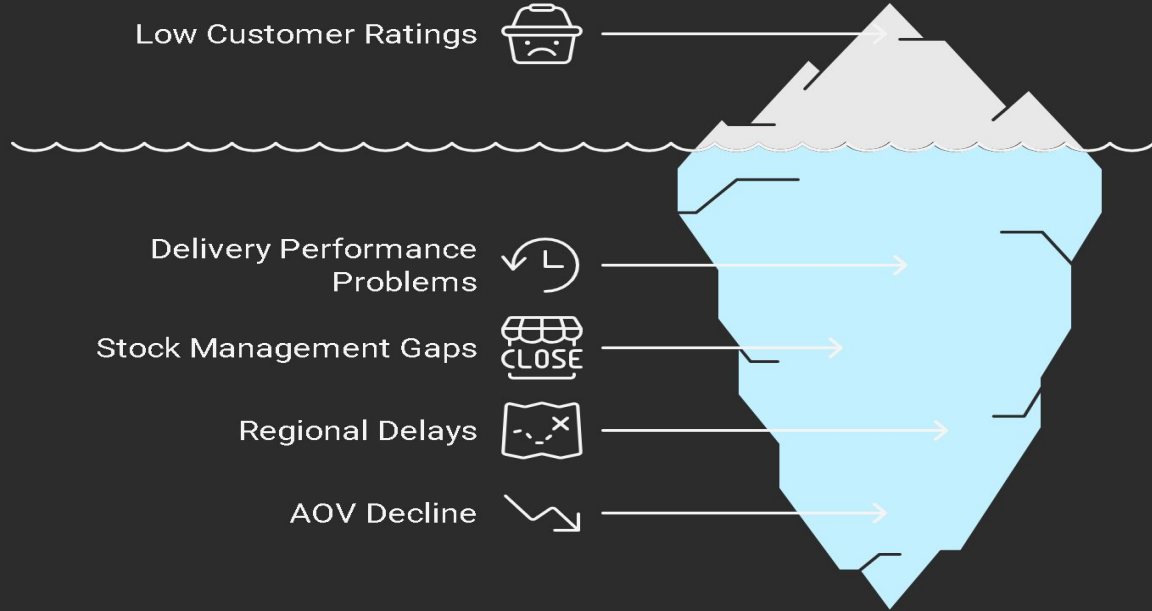
Regional Delays



AOV Decline

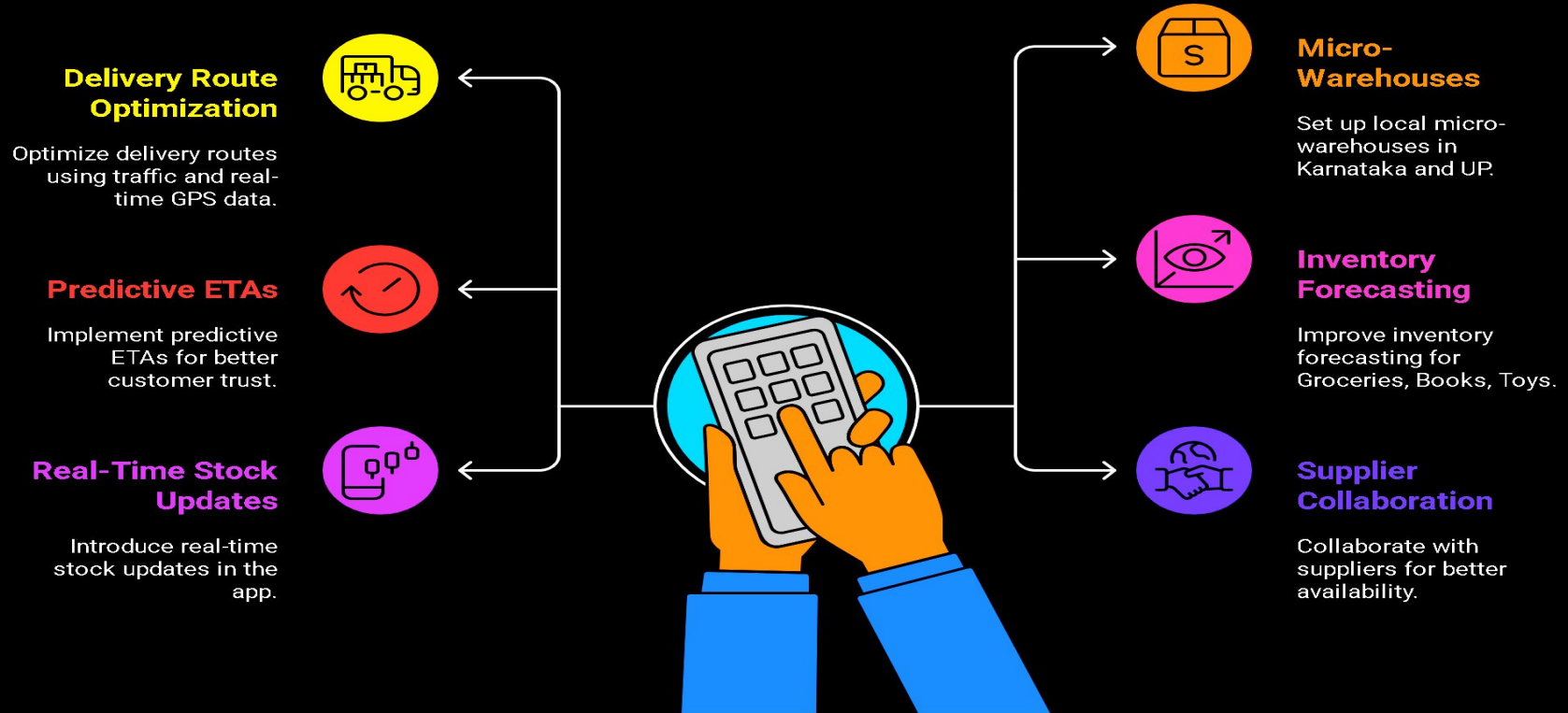


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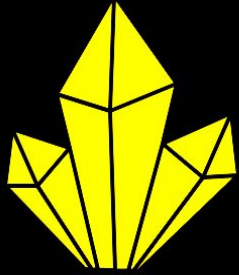


# Solutions and Recovery Strategy

## Logistics and Inventory Management

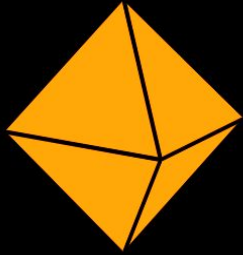


# Customer Retention Strategies



## Customer Acquisition

Initial customer interaction



## Loyalty Program

Reward repeat purchases



## Compensation Vouchers

Address delivery issues



## Personalized Recommendations






Increase average order value



## Customer Retention

Long-term customer loyalty

## Performance Improvement Plan

Metric	Current	Target	Improvement Plan
 <b>Delivery Time</b>	70.43 mins	55 mins	Optimized routes, better control
 <b>Stockouts</b>	High in Groceries, Books, Toys	↓ ~40%	Improved forecasting, real-time tracking
 <b>Customer Ratings</b>	3.2★	4.3★	Faster deliveries, better stock, enhanced experience
 <b>Regional Delays</b>	Karnataka & Uttar Pradesh lead	20–30% fewer delays	Localized improvements
 <b>Overall Impact</b>	N/A	Higher satisfaction, increased retention, stronger positioning	N/A



**Thank You!**