QuickBite Express: Crisis Recovery & Strategic Rebuild

A comprehensive analysis and recovery roadmap for restoring trust, operations, and market position following the June 2025 crisis

Period : Jan 2025 to Sep 2025

Pre-Crisis Months – Jan to May
Crisis Months - June to Sep

Crisis Context

The Perfect Storm

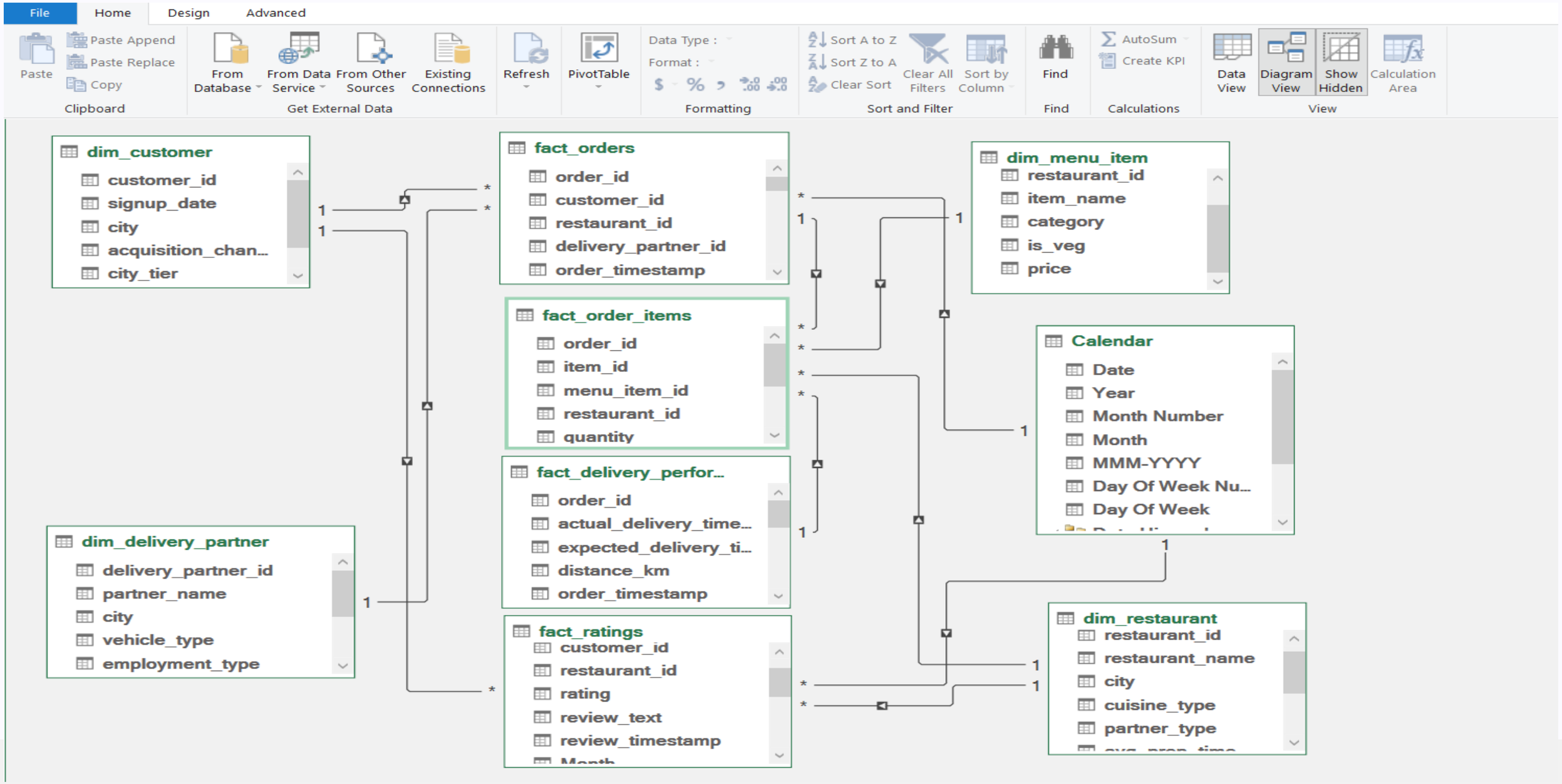
The Incident

In June 2025, QuickBite(imaginary company) Express faced a devastating confluence of events: viral social media exposure of food safety violations at partner restaurants, compounded by a week-long delivery outage during monsoon season. Competitors seized the moment with aggressive campaigns, accelerating customer exodus.

Immediate Impact

- Massive disengagement of active users
- Sharp decline in daily order volume
- Customer satisfaction scores plummeted
- Restaurant partners defected to competitors

Data Model – Created in Power Pivot



QuickBite Express 2025 Orders & Revenue Dashboard(Jan - Sep 2025)

Tracking Pre-Crisis (Jan–May) and Crisis (Jun–Sep) Periods

Navigations

Orders and Revenue Dashboard

Rating and Delivery Performance Dashboard

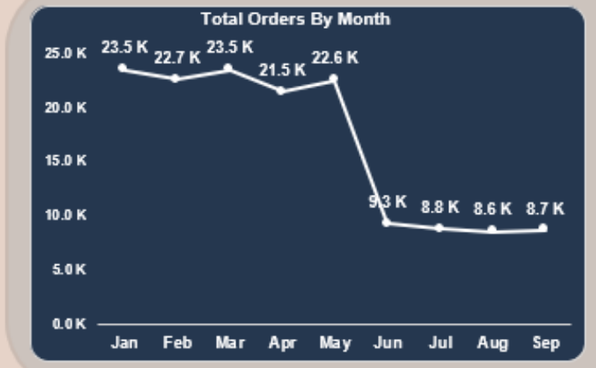
Month

- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep
- (blank)

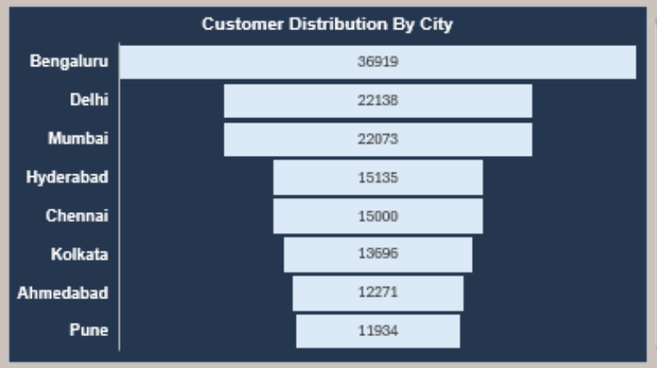
City

- Ahmedabad
- Bengaluru
- Chennai
- Delhi
- Hyderabad
- Kolkata

Total Orders By Month

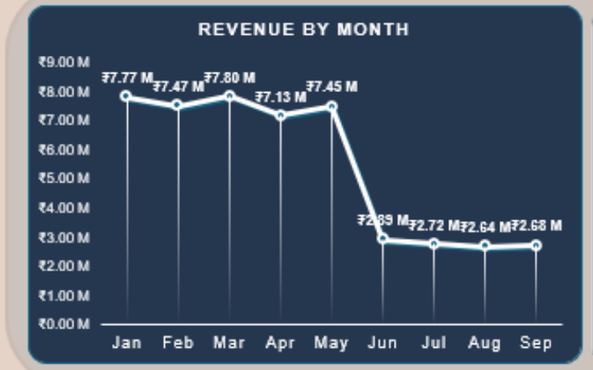


Customer Distribution By City

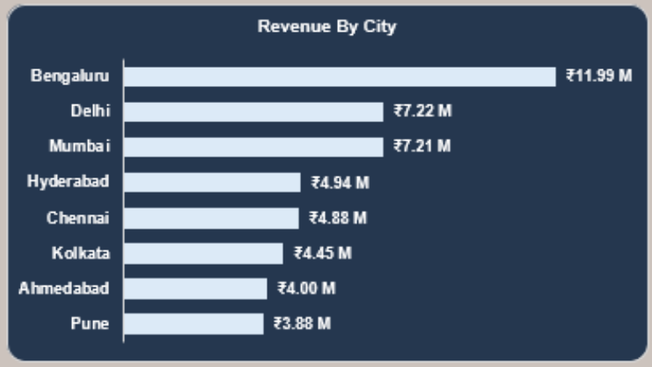


City Wise Orders Decline From Pre-Crisis To Crisis

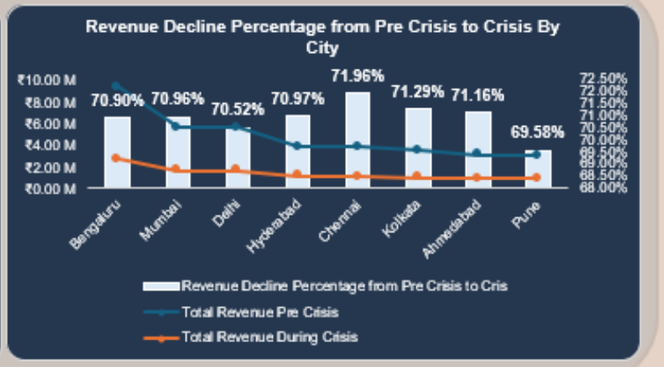
REVENUE BY MONTH



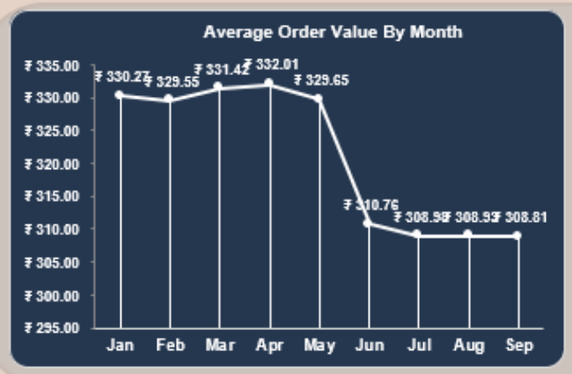
Revenue By City



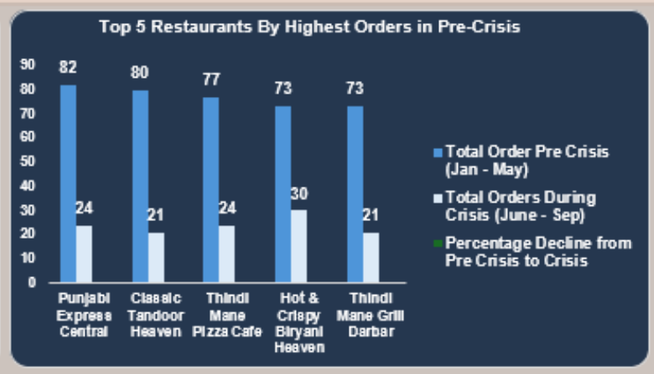
Revenue Decline Percentage from Pre Crisis to Crisis By City



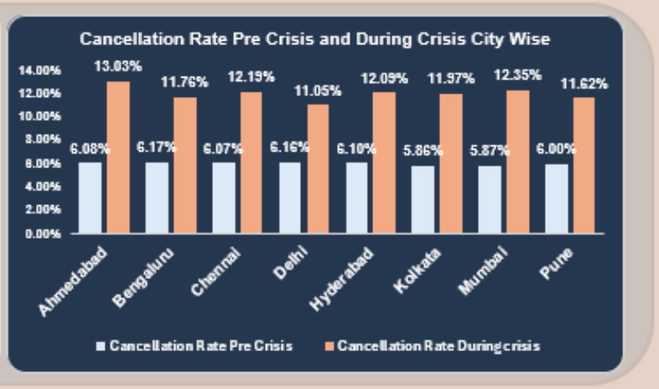
Average Order Value By Month



Top 5 Restaurants By Highest Orders in Pre-Crisis



Cancellation Rate Pre Crisis and During Crisis City Wise



Key Prerformance Indicators

Total Orders
149166

Pre Crisis Orders
113806

Crisis Orders
35360

Total Revenue
₹48.56 M

Pre-Crisis Revenue
₹37.62 M

During Crisis Revenue
₹10.94 M

Orders and Revenue Dashboard

Rating and Delivery Performance Dashboard

Month

- Jan
- Feb
- Mar
- Apr
- May
- Jun
- Jul
- Aug
- Sep

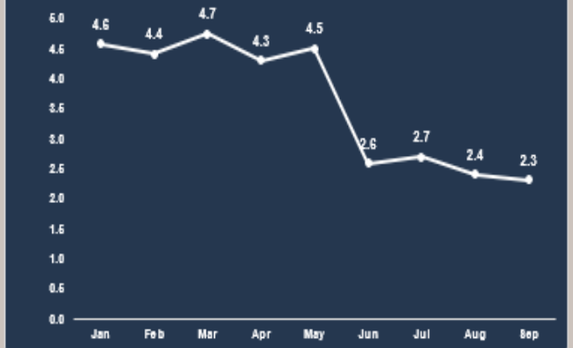
Note : Above month filter is for rating, delivery time and SLA related visuals

City

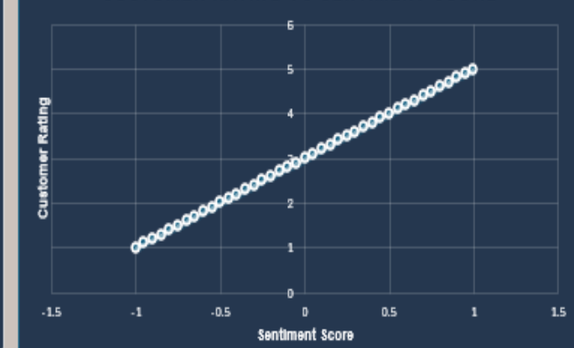
- Ahmedabad
- Bengaluru
- Chennai
- Delhi
- Hyderabad
- Kolkata
- Mumbai
- Pune

Note : Above city filter is for city related visuals

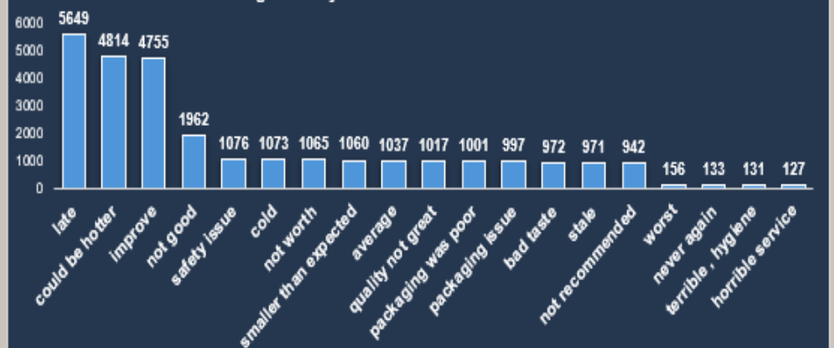
Average Customer Rating By Month



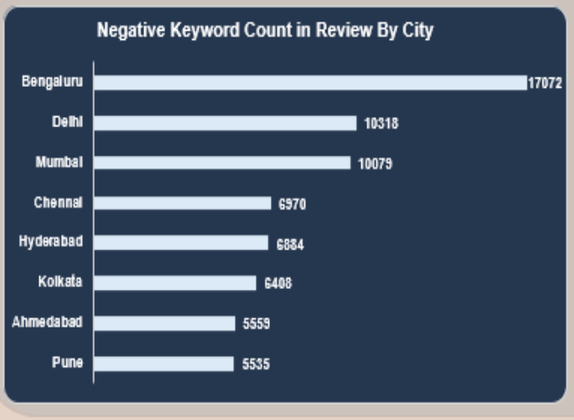
CUSTOMER RATING VS SENTIMENT SCORE



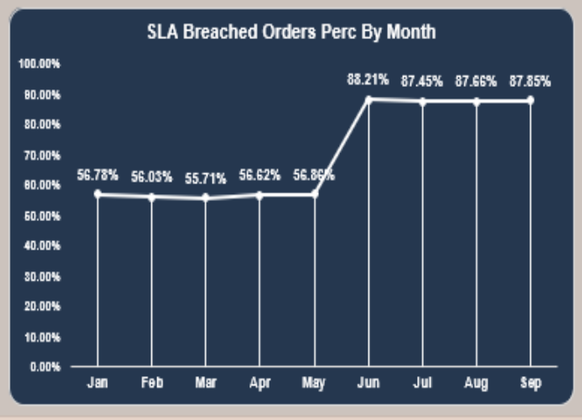
Negative Keywords Count in Customer Review



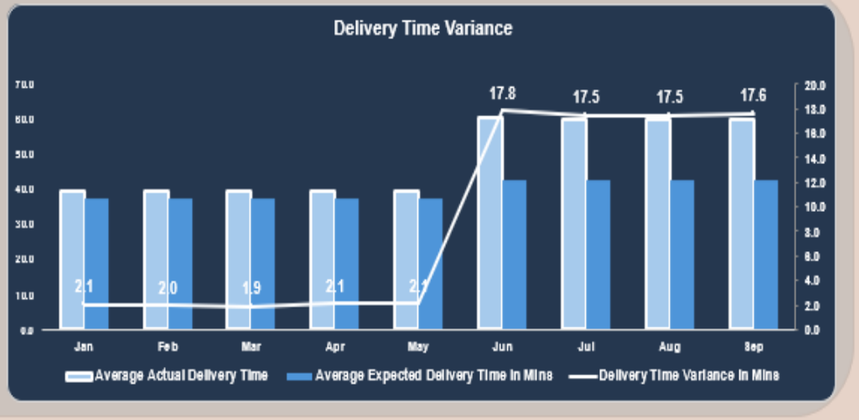
Negative Keyword Count in Review By City



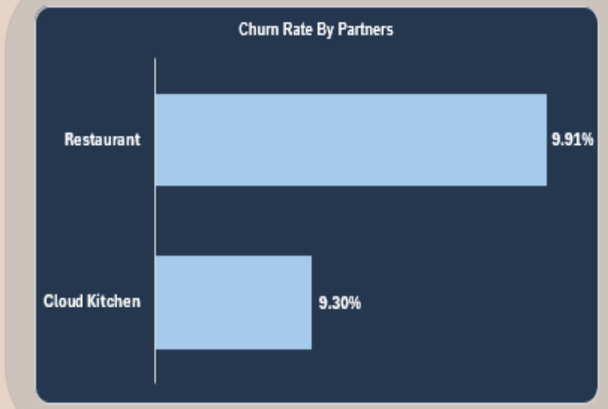
SLA Breached Orders Perc By Month



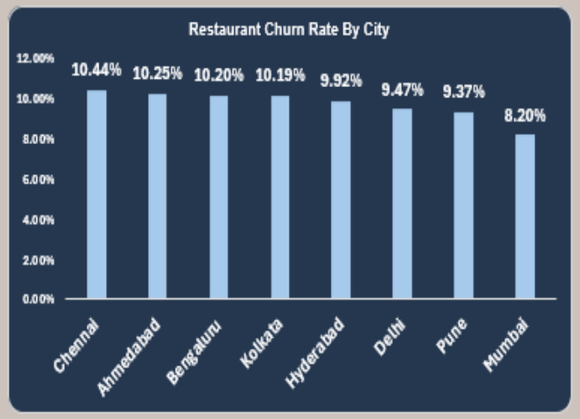
Delivery Time Variance



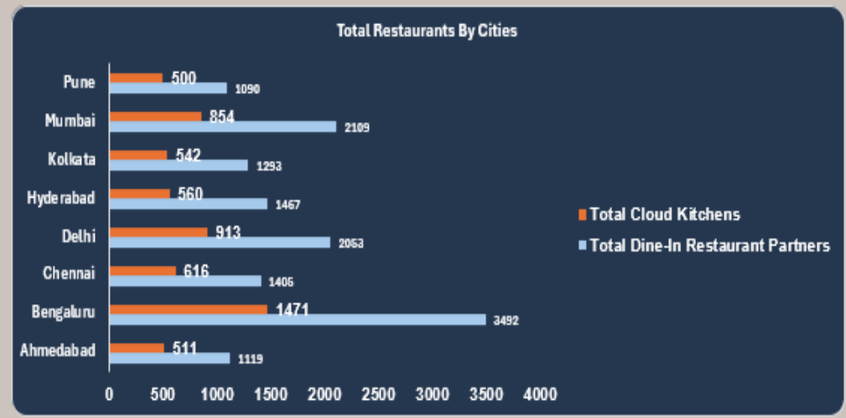
Churn Rate By Partners



Restaurant Churn Rate By City



Total Restaurants By Cities



Key Prerformance Indicators

Total Customers
107776

Total Cities
8

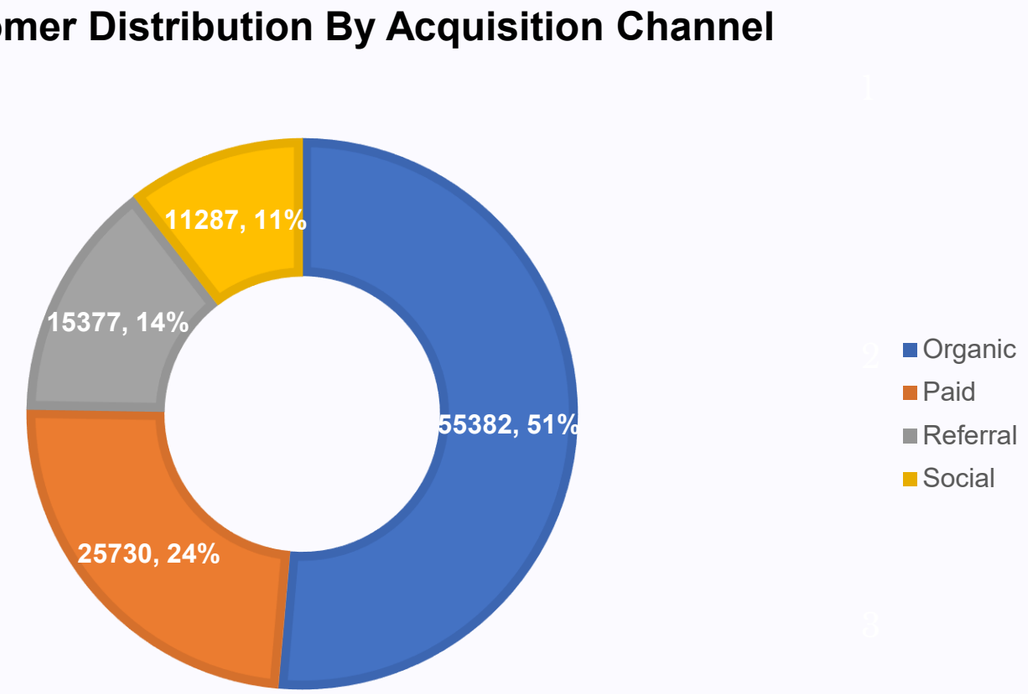
Pre-Crisis Avg Rating
4.50

Crisis Avg Rating
2.51

Total Restaurants
19995

Total Delivery Partners
15000

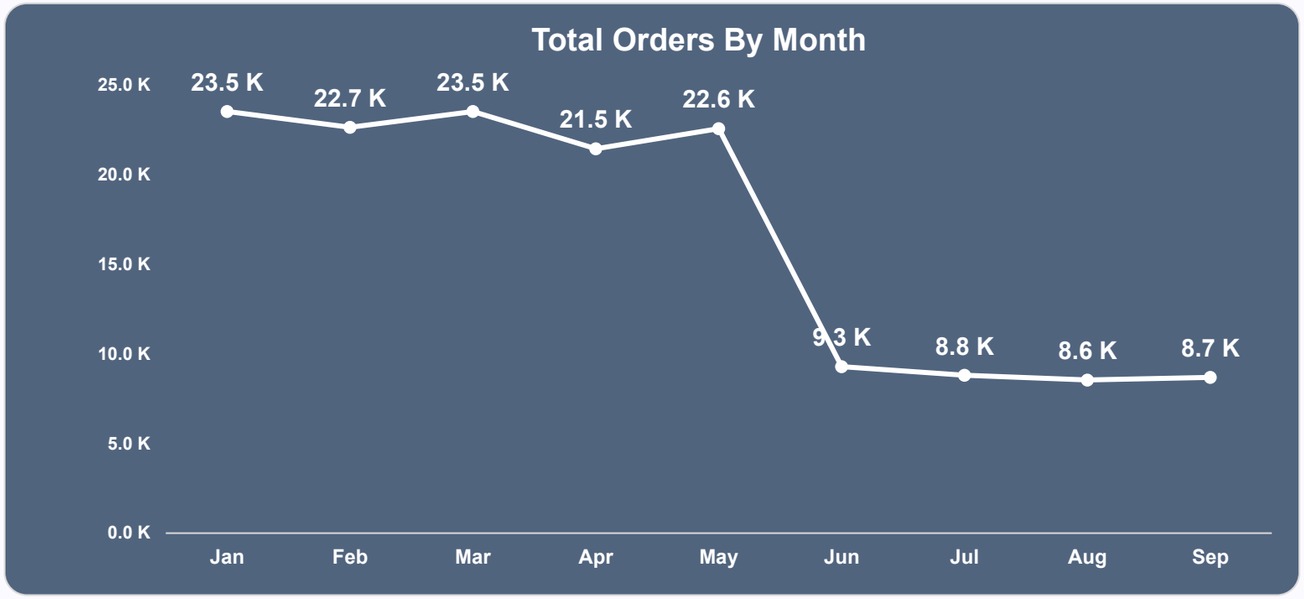
Primary Analysis: Core Metrics Deep Dive



- The chart shows that 51% of customers are organic, indicating that QuickBite has built a strong brand presence and customer trust, attracting users without heavy marketing spend. About 24% of customers come through paid channels, suggesting a significant investment in customer acquisition (CAC) to expand reach and attract new users. The remaining share comes from referral and social sources, reflecting the brand's growing community engagement and word-of-mouth awareness.

Primary Analysis: Core Metrics Deep Dive

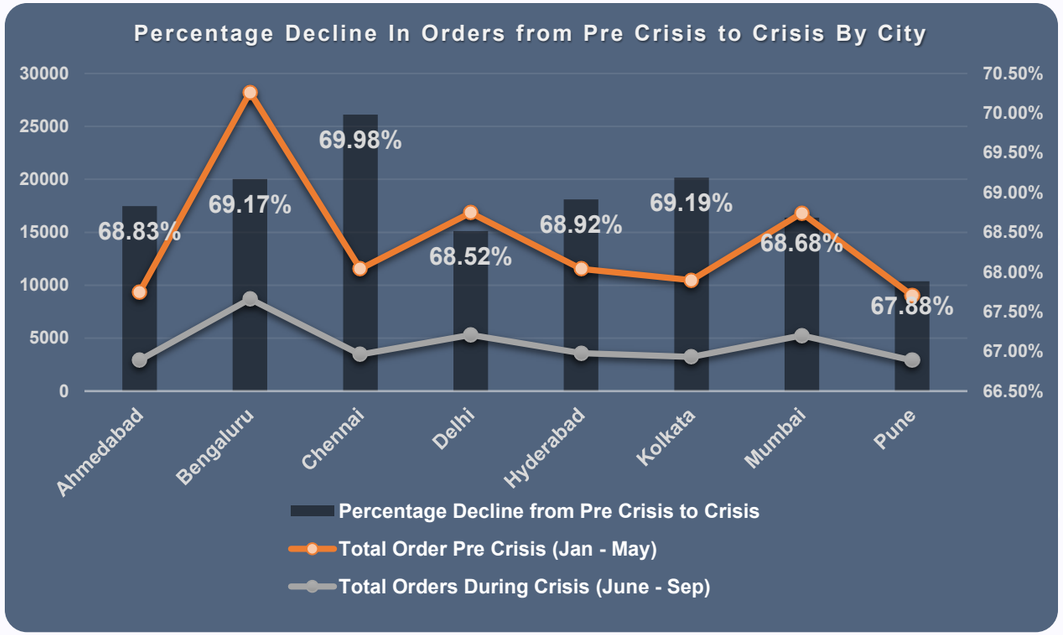
Compare total orders across pre-crisis (Jan–May 2025) vs crisis (Jun–Sep 2025). How severe is the decline?



- For the first five months (January to May), orders remained consistently high, fluctuating between 21.5K and 23.5K, indicating steady performance during this period.
- June marked a dramatic drop, with total orders falling sharply to 9.3K from 22.6K in May—a reduction of more than 50%.
- From June onwards, monthly orders stabilized at lower levels, remaining in the range of 8.6K to 8.8K through July, August, and September, with only minor month-over-month variation.

Primary Analysis: Core Metrics Deep Dive

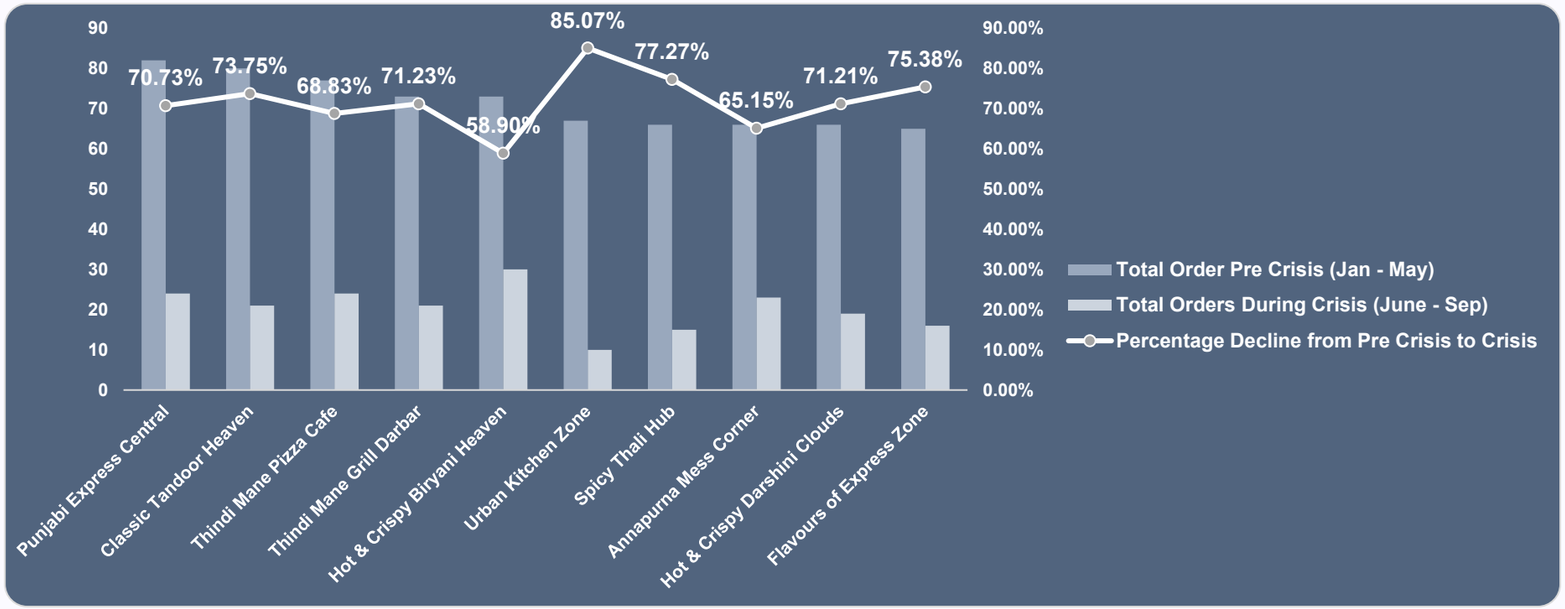
Identify top 5 cities with highest percentage decline in order volumes during crisis



- The chart shows that Chennai experienced the highest percentage decline in orders from the pre-crisis (Jan-May) to crisis (June-Sep) period, followed by Kolkata and Bengaluru. Most cities in the analysis had a percentage decline in orders between 67% and 70%, indicating the downturn was widespread and relatively uniform across urban centers.

Primary Analysis: Core Metrics Deep Dive

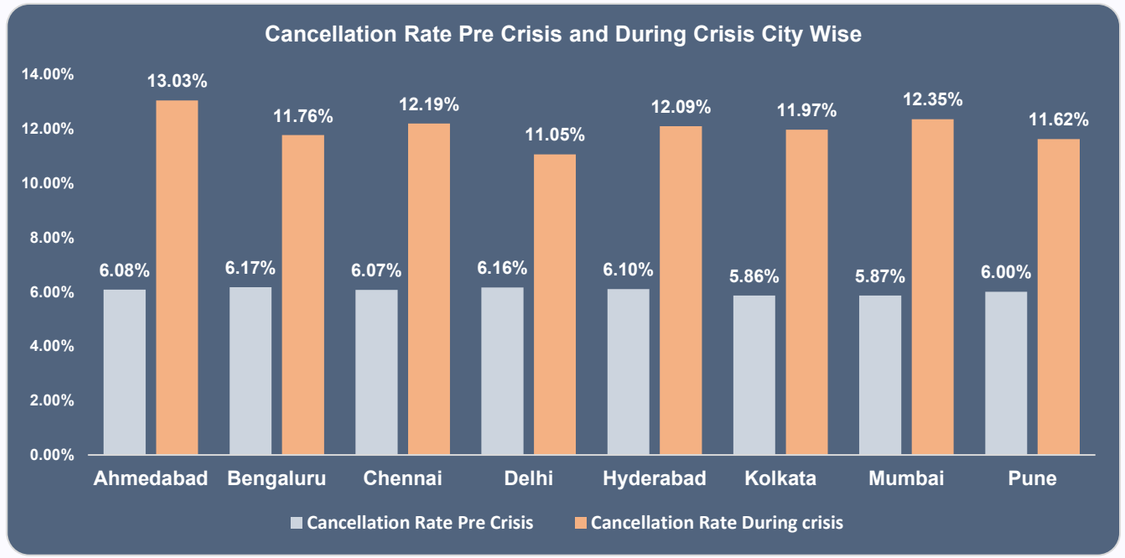
Among restaurants with the highest order volumes before the crisis, which top 10 restaurants recorded the largest percentage drop in orders during the crisis



- The chart indicates that Urban Kitchen Zone experienced the steepest decline in orders, followed by Spicy Thali Hub and Flavours of Express Zone. Most top-performing restaurants saw their order volumes fall by more than 70% during the crisis period (June–September) compared to the pre-crisis period (January–May), highlighting the severe impact on overall customer activity.

Primary Analysis: Core Metrics Deep Dive

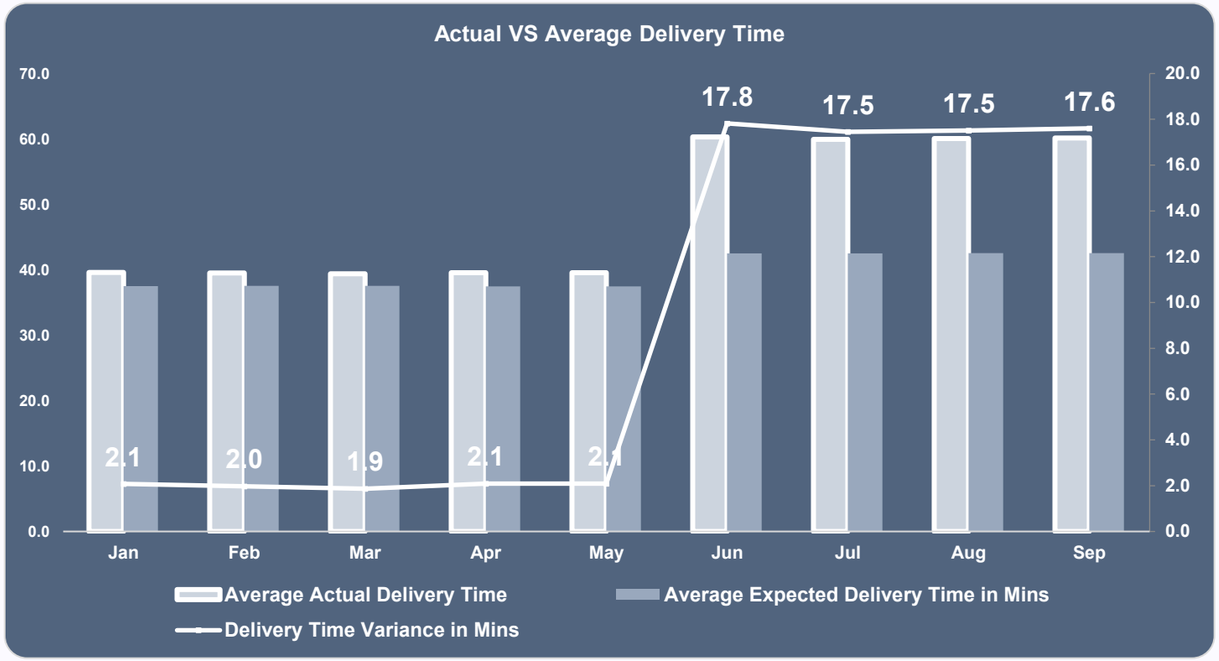
What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?



- The chart indicates the Ahmedabad experienced the highest cancellation rate followed by Mumbai and Chennai during the crisis period (June – Sep) compared to pre-crisis (Jan – May).

Primary Analysis: Core Metrics Deep Dive

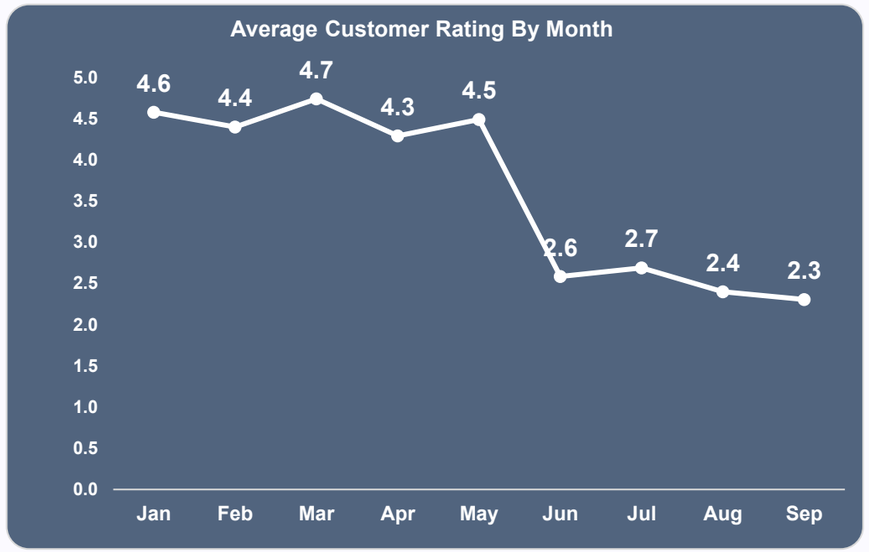
Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?



- The average delivery time variance increased sharply from just 2 minutes in the pre-crisis period (January–May) to 17 minutes during the crisis period (June–September). This significant rise in delivery delays led to noticeable disengagement among active users.

Primary Analysis: Core Metrics Deep Dive

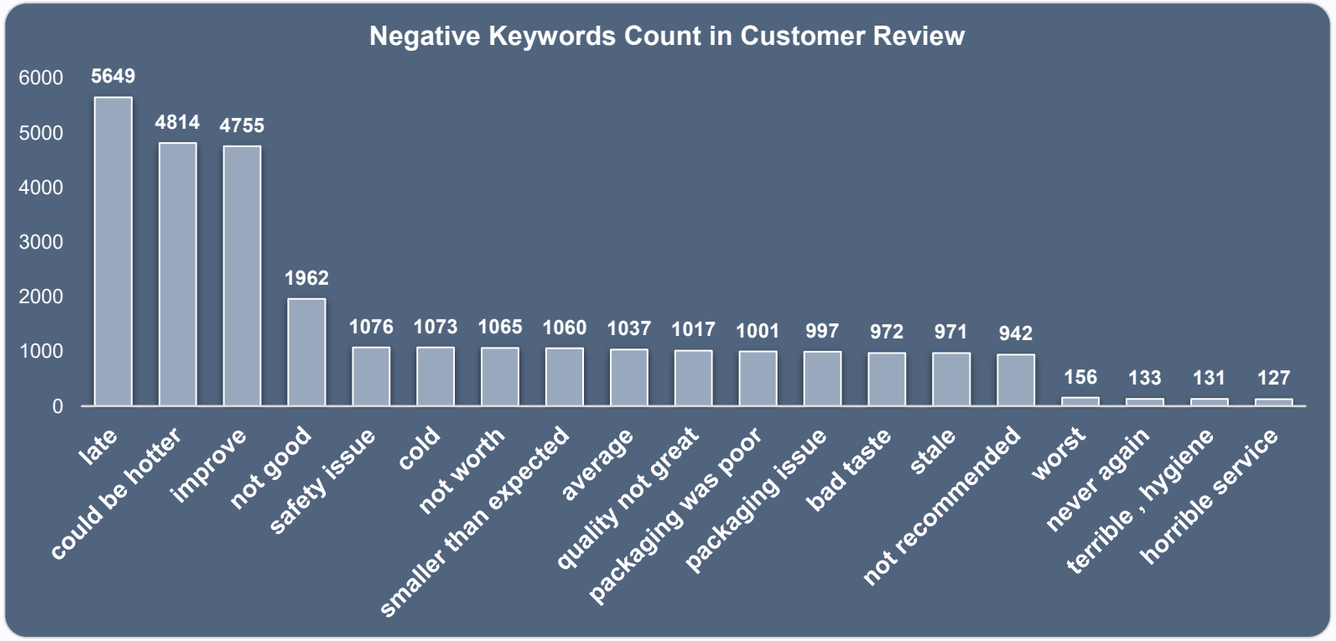
Track average customer rating month-by-month. Which months saw the sharpest drop?



- The company maintained consistently high ratings in the pre-crisis period, averaging 4.5 out of 5. However, the average rating dropped to 2.5 during the crisis due to delayed deliveries and other quality-related issues.

Primary Analysis: Core Metrics Deep Dive

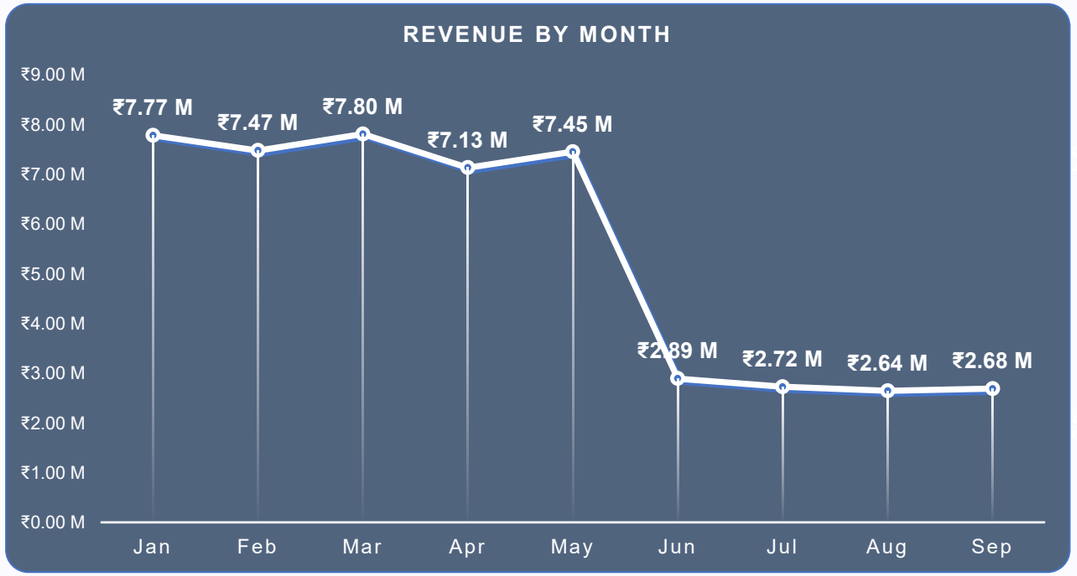
During the crisis period, identify the most frequently occurring negative keywords in customer review texts.



The word *“late”* appeared frequently in customer reviews during the crisis period, indicating widespread dissatisfaction with delivery times. Other commonly used negative terms included *“could be hotter”* and *“improve”*, reflecting concerns around food temperature and overall service quality.

Primary Analysis: Core Metrics Deep Dive

Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).



- During the pre-crisis months (January–May), the company earned over ₹7 million in monthly revenue. However, during the crisis period, average monthly revenue dropped to around ₹2.6–2.8 million, driven by a 69% decline in order volume.

Primary Analysis: Core Metrics Deep Dive

Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those, how many had an average rating above 4.5?

Customer ID	Total Order Pre Crisis (Jan - May)	Total Orders During Crisis (June - Sep)	Average Rating
CUST041953	5	0	5.00
CUST110988	5	0	5.00
CUST083875	5	0	5.00
CUST032334	5	0	5.00
CUST165515	5	0	4.95
CUST032044	5	0	4.85
CUST103227	5	0	4.77
CUST163628	5	0	4.75
CUST061759	5	0	4.75
CUST078309	5	0	4.75
CUST042658	5	0	4.73
CUST109617	5	0	4.73
CUST125990	5	0	4.70
CUST159150	5	0	4.70
CUST082992	5	0	4.70
CUST178428	5	0	4.70
CUST086938	5	0	4.67
CUST157798	5	0	4.65
CUST110300	5	0	4.65
CUST179266	6	0	4.60
CUST144684	5	0	4.60
CUST176132	5	0	4.60
CUST109591	5	0	4.60
CUST188511	5	0	4.58
CUST026722	5	0	4.57
CUST069956	5	0	4.55

Revival Strategy (Post Crisis 2025)

1. Restore Customer Confidence and Experience

Insight: Average rating dropped sharply from 4.5 to 2.5, and negative keywords surged (“late,” “cold,” “improve,” “not recommended”).

- **Service Recovery Program:**
  Launch “We’re Back, Better” campaign with personalized discounts for pre-crisis loyal customers (based on order history).

- **Quality Control Audit:**
  Re-evaluate restaurant and delivery partner SLA.

- **Real-Time Feedback Loop:**
  Integrate instant rating prompts after delivery to identify service lapses immediately.

2. Improve Delivery Efficiency

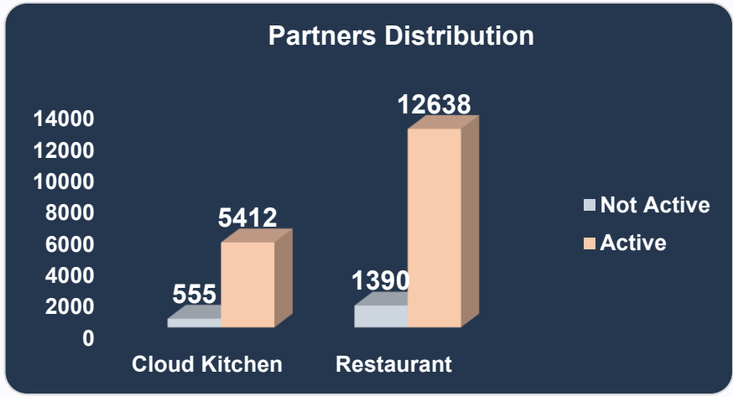
Insight: Average Delivery Time variance increased sharply to 17 minutes during crisis.

- **Route Optimization**
- **Rider Performance Incentives**
- **Increase partnership with cloud kitchens**

Revival Strategy (Post Crisis 2025)

3. Re-energize Restaurant Partners

QuickBite maintains more partnerships with restaurants compared to cloud kitchens. Despite this difference in count, the active percentage of both restaurant and cloud kitchen partners. remains almost the same, suggesting potential optimization opportunities in partnership management.



4. Focus Marketing on Retention and Re-Trust

Insight: Customer sentiment deteriorated mainly due to operational issues, not brand distrust.

Actions :

- **Reputation Rebuild Campaign:**
  Highlight “Fast, Fresh, Reliable” branding through social and in-app messages.
- **Customer Stories:**
  Feature testimonials and visual proof of improved packaging/delivery processes.
- **Referral Program:**
  Encourage existing happy customers to bring back others with reward points.

Secondary Analysis

How does QuickBite’s crisis impact compare to competitor trends (Swiggy, Zomato) during the same period?

QuickBite (imaginary company) operates on a much smaller scale compared to industry leaders like Swiggy and Zomato. Its order volume and revenue are considerably lower, which limits the value of a direct comparison. While companies like Swiggy and Zomato have established strong brand recognition and expansive delivery networks, QuickBite is still in the early stages of building its customer base and market presence.

What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?

Key external derivers responsible for increase in CAC(Customer Acquisition Cost) :

1. Competitive Ad Pressure
2. Brand Trust Decline
3. Operational Disruptions

Secondary Analysis

Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?

Effective Strategies:

1. Food Safety Audits and Visibility
2. On-Time Delivery guarantee
3. Cashback or Vouchers
4. Partnerships with trusted restaurants

Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?

1. **Small Dine-in Restaurants** – **Highest Churn Risk**. Operate with thin margins and limited cash reserves.
2. **Independent Cloud Kitchens** – **Moderate Churn Risk**. Fully reliant on online platforms for customer reach. Lower overheads but quick to switch platforms if sales decline.
3. **Large or Branded Chains** – **Lowest Churn Risk**. Strong brand recognition and loyal customer base.

Secondary Analysis

Which lapsed customers (churned post-crisis) show the highest probability of returning with the right incentives?

- **Past loyal customers**—those who ordered frequently and had high satisfaction scores before churning—show the strongest likelihood of returning. Their past engagement indicates trust in the brand, and their lapse is often linked to temporary issues rather than loss of loyalty.

- **Customers who lapsed due to service disruptions** (such as delays, poor delivery experience, or temporary unavailability) are easier to win back than those who left due to product quality or brand perception issues. These customers usually respond well to corrective communication and operational improvements.

- **Recency of activity** is a strong predictor

- **Geographical and demographic segments** also matter

Thank You