



From Shock to Strategy:

The Data Behind Customer Loss + Blueprint for Recovery

The Crisis Shock So Far...

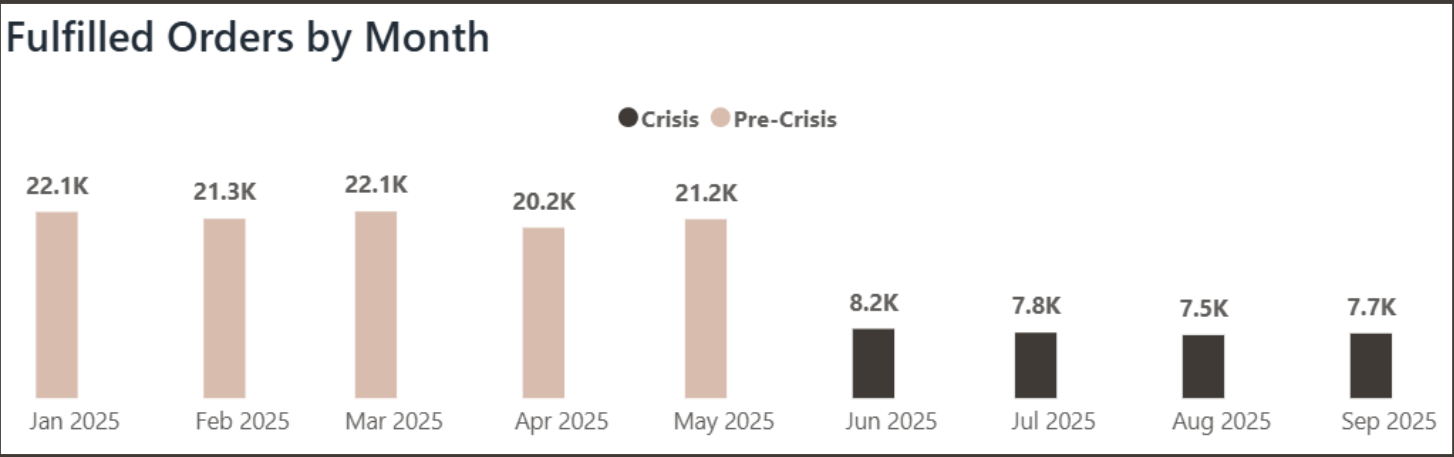
QuickBite Express—a Bengaluru food-tech startup founded in 2020—hit a major disruption in June 2025.

A viral food-safety incident involving partner restaurants, combined with a monsoon-driven week-long delivery outage, sparked widespread backlash. Competitors quickly amplified the damage with aggressive campaigns.

The impact was immediate and wide-reaching:

- Large share of active users dropped off.
- Daily orders fell sharply vs. pre-crisis levels.
- Customer satisfaction scores plunged.
- Partner restaurants shifted to rival platforms.

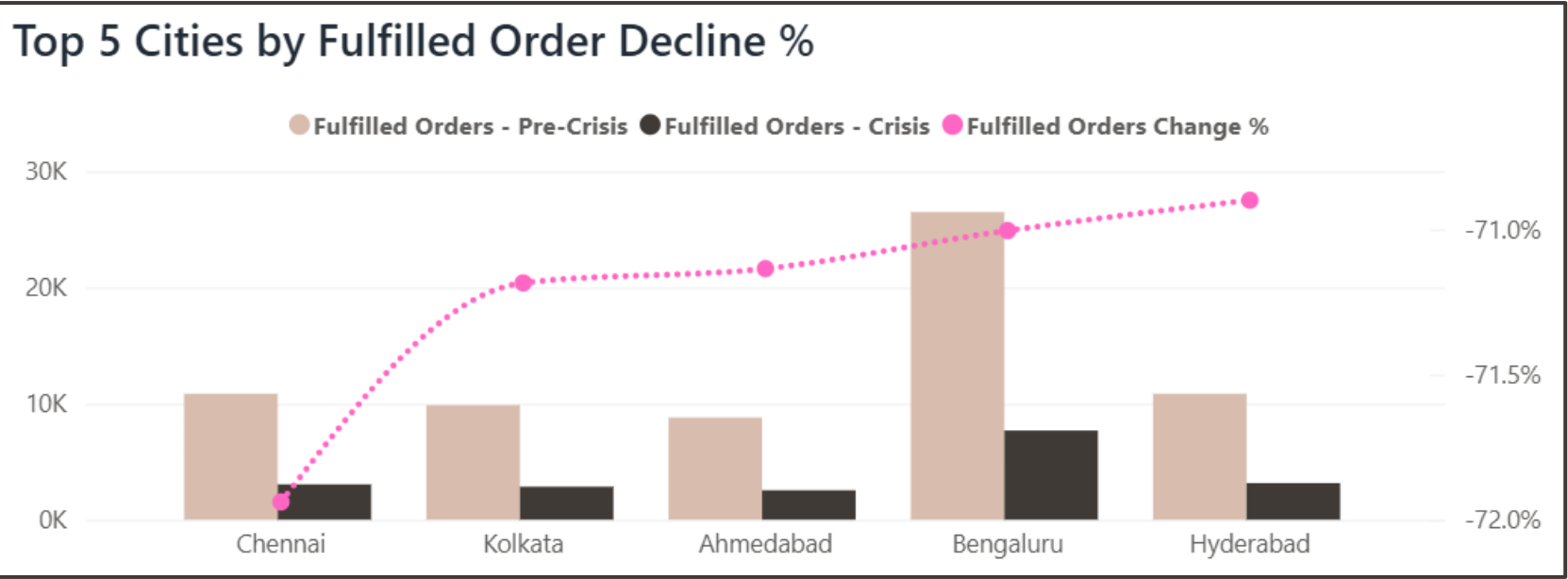
Fulfilled orders declined sharply by ~ 71% from Pre-Crisis levels – from 107K to 31K orders



- NOT a seasonal dip — it appears to be a **structural collapse in demand** triggered almost immediately after the crisis events.
- The scale of the decline indicates both **active user churn + reduced order frequency** among retained users.

Trust Erosion Hypothesis - The food-safety incident likely caused immediate user avoidance, especially among high-frequency and high-value customers.

Chennai (-71.9%) saw the steepest drop, exceeding the overall platform decline.



- Clustering of similar decline rates across metros suggests the issue was not localized but perceived as a platform-wide trust and reliability failure.

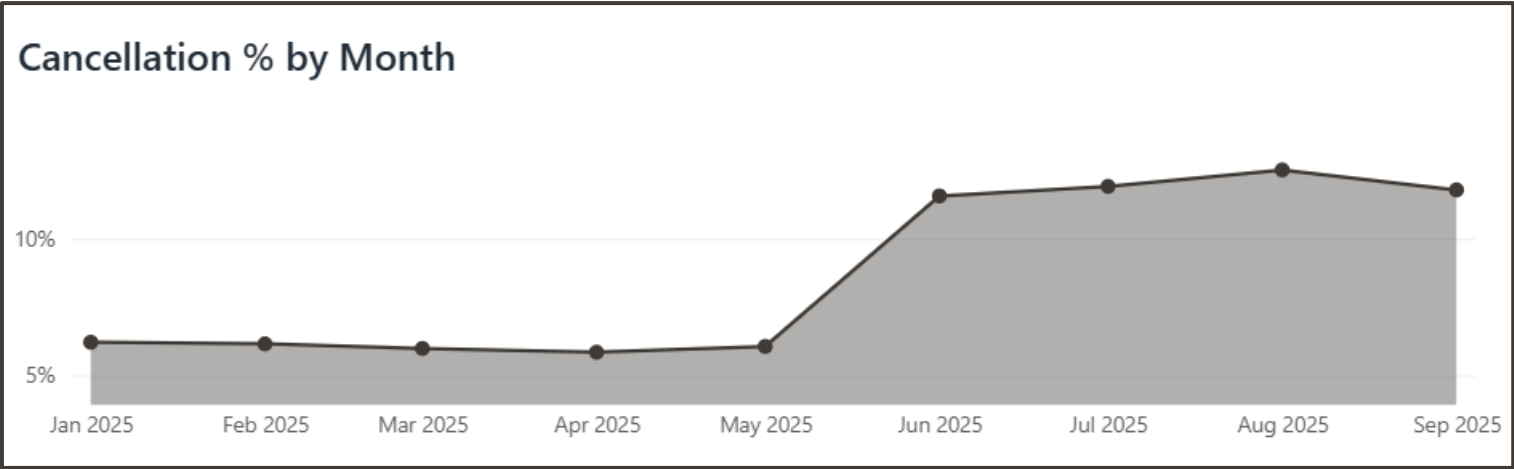
The hardest-hit partner with >50 orders pre-crisis saw a 92.6% drop in fulfilled orders.

Top 10 Partners with Most Decline in Orders

Restaurant	Pre-Crisis Orders	Crisis Orders	Decline %
Fresh Tandoor Delight	54	4	-92.59%
Urban Kitchen Zone	63	8	-87.30%
Flavours of Tandoor Central	62	9	-85.48%
Classic Sweets Heaven	55	8	-85.45%
Grand Cafe Clouds	60	9	-85.00%
Hot & Crispy Mess Mahal	56	9	-83.93%
Punjabi Sweets Cafe	56	9	-83.93%
Punjabi Curry Delight	53	9	-83.02%
Thindi Mane Darshini Heaven	53	9	-83.02%
Spicy Express Bhojanalay	51	9	-82.35%
Spicy Thali Cafe	51	9	-82.35%
Total	614	92	-84.95%

- These partners were high-demand kitchens before the crisis — meaning they were **trusted and frequently chosen by customers.**
- Such a sharp drop hints at:
 - **Food quality issues** traced back to these kitchens, or
 - **Severe operational delays** that made their orders particularly vulnerable during the crisis.

Cancellation % grew almost 2X from Pre-Crisis levels – from 6.1% to 11.9%



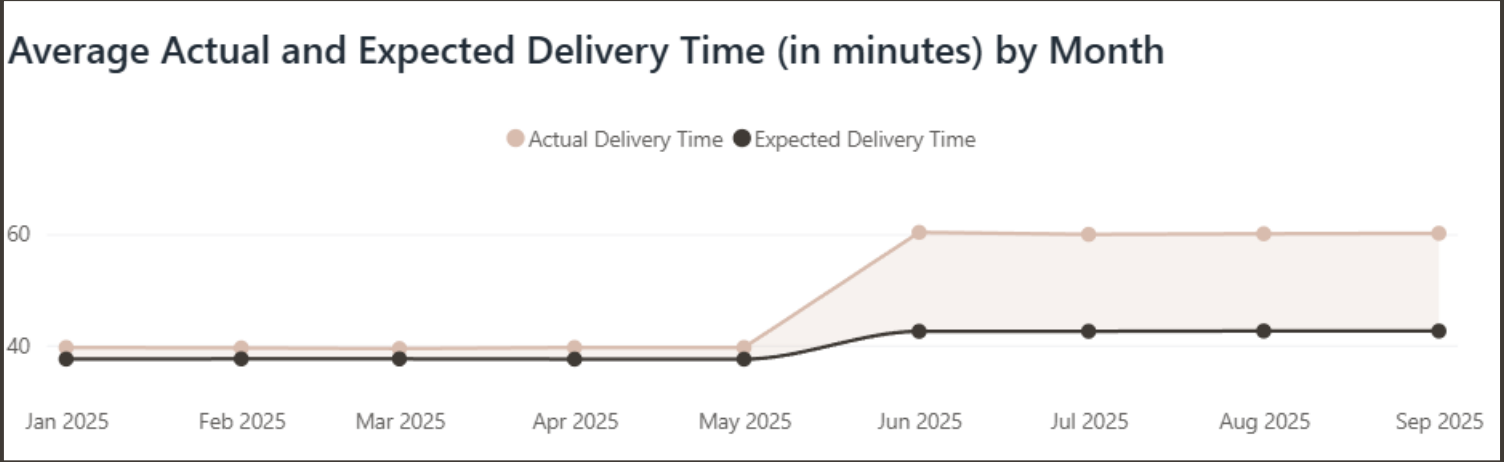
- This spike signals operational instability, likely driven by **delivery outages, restaurant-side issues, and customer hesitation.**
- A cancellation surge this large typically correlates with **frustration-driven churn**, as users often abandon the platform after 1–2 failed experiences.

Delivery Mechanism Breakdown - Monsoon outage caused late deliveries, unassigned drivers, and forced user cancellations.

Restaurant-Side Failures - Partner kitchens may have paused operations during the food-safety fallout.

Customer Trust Shock - Customers may have cancelled mid-order due to fear of food quality.

Delivery times surged from 39.5 to 60.1 minutes, indicating strain in the delivery network.

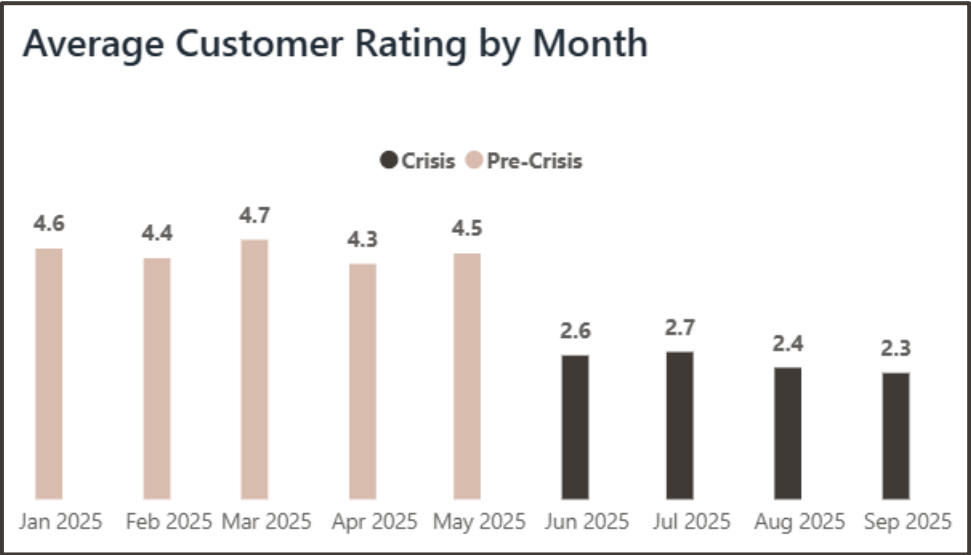


Supply Shortage: Not Enough Delivery Partners (Capacity Constraint Hypothesis)

- Monsoon outage + negative PR may have reduced fleet supply.
- Fewer riders → Longer wait times → SLA failures.

- **SLA compliance collapsed** from 46.4% → 13.9%, a **70% drop**, meaning most orders no longer met promised timelines.
- **Steep and sustained deterioration reinforces systemic breakdown hypothesis**,—directly impacting trust, repeat orders, and customer sentiment.
- Likely driver behind the 71% order decline, as **timeliness is a top predictor of retention in food-delivery**.

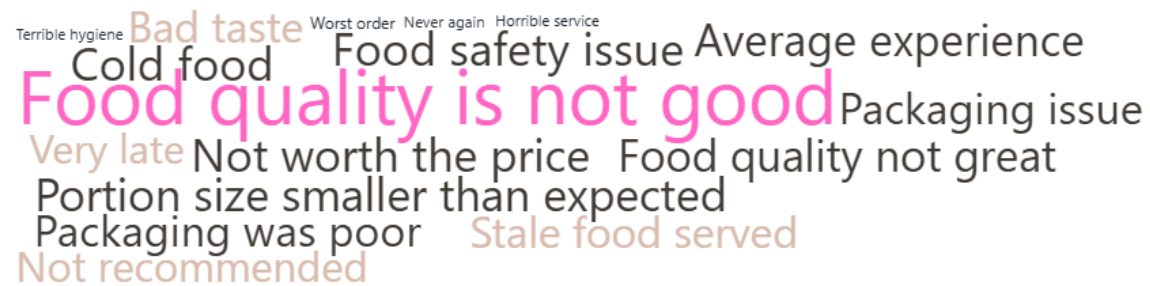
Ratings collapsed from 4.5 → 2.5 (–44%), implying a severe trust and experience breakdown



- Indicates widespread dissatisfaction, not isolated incidents.
- The fall aligns with other operational failures (delivery delays, cancellations), reinforcing that **customer perception deteriorated systemically**, not due to a single event.
- A 2.5 rating average essentially **represents a brand-level rejection by customers**.

Food quality issues dominate customer complaints

Negative Customer Reviews during Crisis by Frequency



A word cloud visualization of negative customer reviews. The most prominent phrase is "Food quality is not good" in large pink text. Other visible phrases include "Cold food", "Bad taste", "Food safety issue", "Average experience", "Packaging issue", "Very late", "Not worth the price", "Food quality not great", "Portion size smaller than expected", "Packaging was poor", "Stale food served", "Not recommended", "Terrible hygiene", "Worst order", "Never again", and "Horrible service".

- Nature of complaints—cold food, poor packaging—reveals **delivery delays were silently driving quality failures**.
- This **indicates a breakdown across the restaurant–delivery chain**, not just logistics or kitchen operations alone.

- The crisis shifted blame from **“delivery problem”** → **“food problem”** in the customer’s mind
- **Delay-induced deterioration hypothesis** - Cold food + soggy packaging = direct effects of longer delivery times.
- **Partner kitchen quality dip hypothesis** - overwhelmed kitchens → poorer preparation → bad reviews.

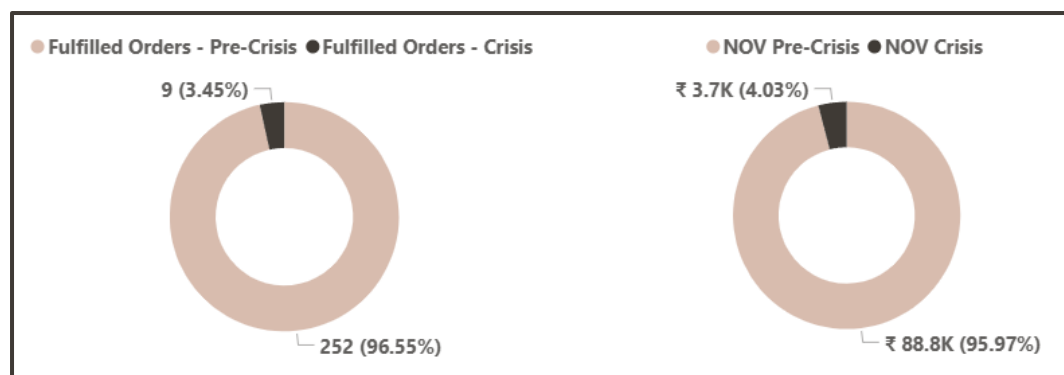
Net Order Value dropped sharply by ~71%, from ₹37.6M pre-crisis to ₹10.9M during the crisis.

Key Revenue Metrics by City									
City	NOV Pre-Crisis	NOV Crisis	NOV % Change	AOV Pre-Crisis	AOV Crisis	AOV % Change	AMTU Pre-Crisis	AMTU Crisis	AMTU % Change
Pune	₹ 29,72,892.9	₹ 9,04,247.4	-69.6%	₹ 329.1	₹ 311.7	-5.3%	1690	640	-62.1%
Delhi	₹ 55,79,254.0	₹ 16,44,878.4	-70.5%	₹ 331.4	₹ 310.3	-6.4%	3135	1177	-62.5%
Bengaluru	₹ 92,87,063.2	₹ 27,02,624.8	-70.9%	₹ 329.1	₹ 310.6	-5.6%	5231	1912	-63.4%
Mumbai	₹ 55,85,474.8	₹ 16,22,109.7	-71.0%	₹ 332.3	₹ 308.2	-7.3%	3138	1149	-63.4%
Hyderabad	₹ 38,25,621.7	₹ 11,10,409.7	-71.0%	₹ 331.3	₹ 309.4	-6.6%	2157	787	-63.5%
Ahmedabad	₹ 31,06,440.8	₹ 8,95,900.8	-71.2%	₹ 332.1	₹ 307.2	-7.5%	1751	633	-63.8%
Kolkata	₹ 34,56,482.7	₹ 9,92,264.1	-71.3%	₹ 330.1	₹ 307.6	-6.8%	1960	708	-63.9%
Chennai	₹ 38,07,734.2	₹ 10,67,716.5	-72.0%	₹ 330.0	₹ 308.3	-6.6%	2157	759	-64.8%
Total	₹ 3,76,20,964.3	₹ 1,09,40,151.3	-70.9%	₹ 330.6	₹ 309.4	-6.4%	20265	7631	-62.3%

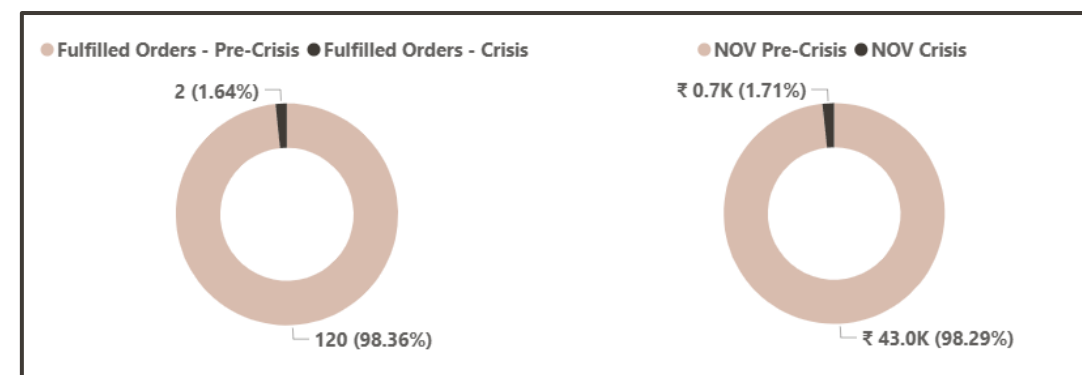
- The crisis did not meaningfully change how much customers spent per order.
- The real impact came from a massive loss of active users (-62%).
- This pattern suggests a trust shock, not a value shock - users didn't reduce order sizes; they simply stopped ordering altogether.

Loyal customers (> 5 orders pre-crisis) collapsed almost entirely during the crisis.

ALL RATINGS



RATINGS > 4.5



- A **98% drop in orders and ~98% drop in revenue contribution** from loyal customers indicates:
 - A severe trust breach strong enough to override brand loyalty.
 - Their **churn is not price-driven but reliability- and quality-driven**.
- This pattern is often **the strongest leading indicator** that the crisis didn't just cause inconvenience — **it broke the brand promise**.

High-value customers (top 5% by spend) nearly vanished.

City	Fulfilled Orders Pre-Crisis	Fulfilled Orders Crisis	Order Decline %	NOV Pre-Crisis	NOV Crisis	NOV Decline %
Ahmedabad	886	47	-94.7%	₹ 3,68,835.6	₹ 17,206.7	-95.3%
Mumbai	2283	125	-94.5%	₹ 9,55,314.7	₹ 43,547.0	-95.4%
Pune	1075	61	-94.3%	₹ 4,48,903.7	₹ 20,758.7	-95.4%
Delhi	1940	112	-94.2%	₹ 8,10,290.0	₹ 39,441.5	-95.1%
Kolkata	874	51	-94.2%	₹ 3,70,923.5	₹ 17,758.0	-95.2%
Bengaluru	3974	232	-94.2%	₹ 16,58,540.0	₹ 83,813.4	-94.9%
Hyderabad	1278	84	-93.4%	₹ 5,38,541.3	₹ 30,222.8	-94.4%
Chennai	1377	98	-92.9%	₹ 5,73,423.5	₹ 33,608.9	-94.1%
Total	13687	810	-94.1%	₹ 57,24,772.3	₹ 2,86,357.0	-95.0%

- The crisis disrupted even the most committed user behavior.
- **High spenders**, who usually return despite inconvenience, **actively stopped ordering**.

- **Trust breakdown** (food safety + quality concerns).
- **Experience breakdown** (delays → cold food → low ratings).
- **Possibly prestige sensitivity** — high spenders avoid services perceived as “declining.”

The delivery fleet size collapsed due to decline in demand across all employment types.

By Delivery Fleet Size

Employment Type	January	February	March	April	May	June	July	August	September
Contract	4521	4285	4393	3957	4236	1699	1589	1572	1658
Full-time	11453	11157	11616	10658	11138	4470	4262	4099	4067
Part-time	6806	6504	6814	6218	6531	2586	2439	2331	2472

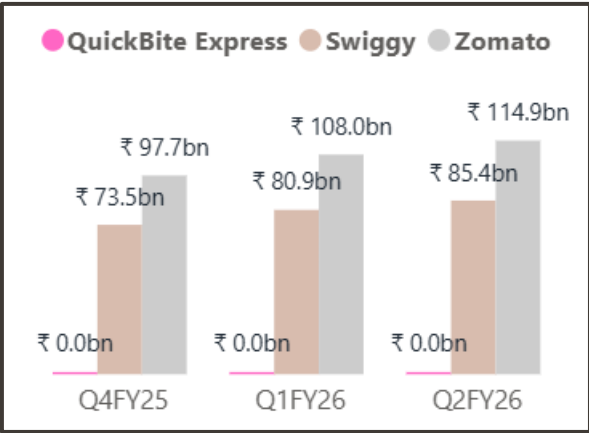
By Average SLA Deviation (mins)

Employment Type	January	February	March	April	May	June	July	August	September
Contract	4.75	4.64	4.63	4.77	4.75	18.15	17.96	18.81	18.36
Full-time	4.65	4.76	4.69	4.78	4.82	18.28	18.21	17.84	18.00
Part-time	4.79	4.62	4.54	4.71	4.64	18.50	17.62	17.84	18.10

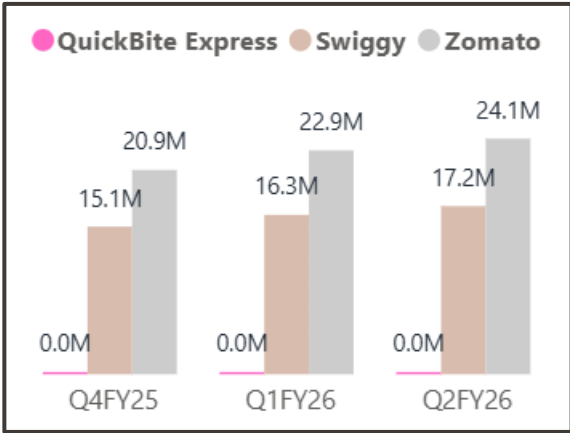
- SLA delays rose equally across rider types.
- Order demand dropped equally across rider types.
- No anomalies indicating labour shortage, poor performance, or bad scheduling.
- The data rules out delivery-agent performance as the root cause.

Swiggy and Zomato dominate the battlefield — QuickBite is miles behind*

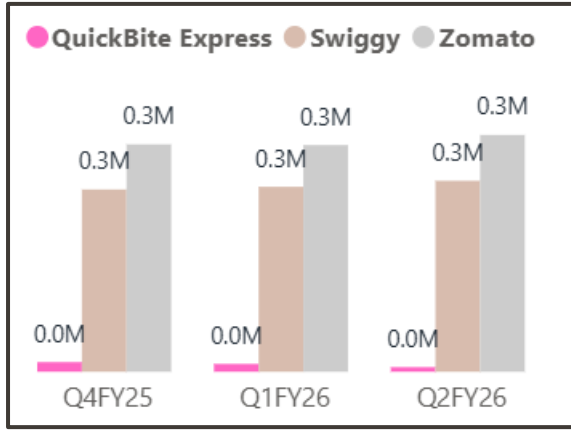
BY GROSS ORDER VALUE (GOV)



BY AVG MONTHLY TRANSACTING USERS (AMTU)

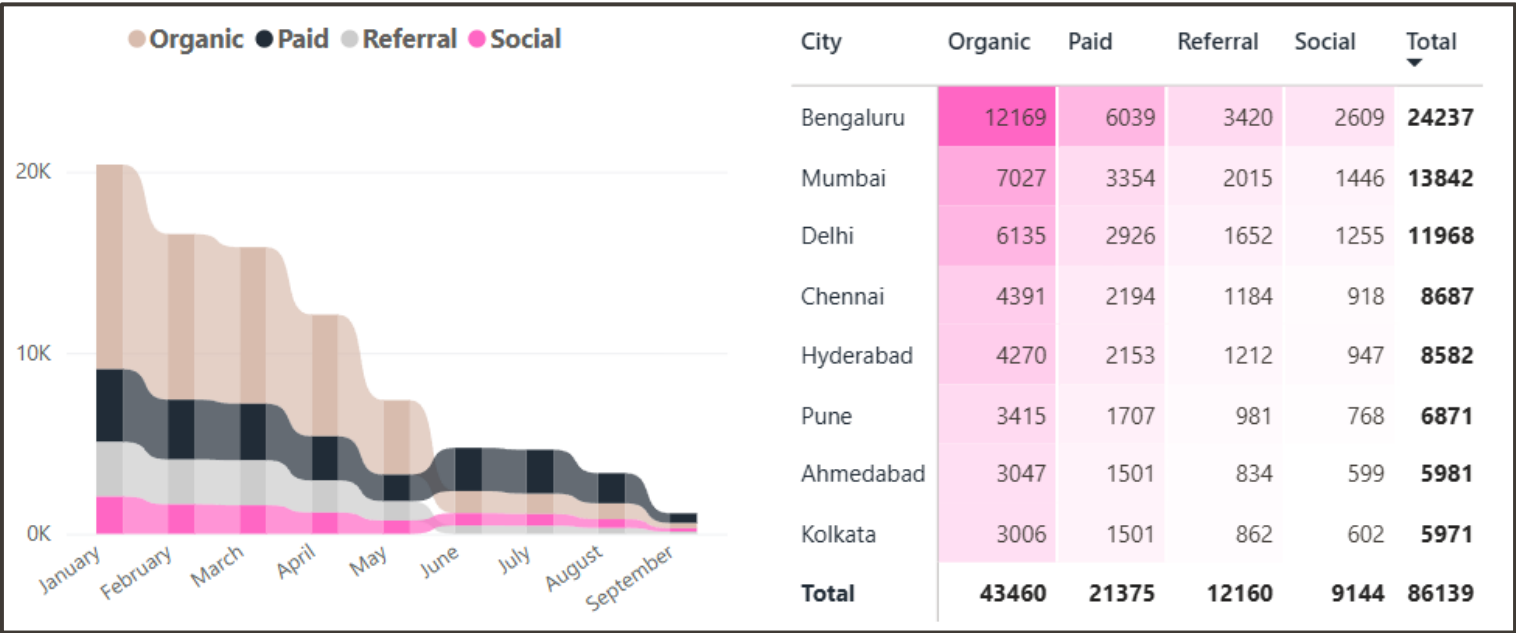


BY AVG MONTHLY TRANSACTING RESTAURANT PARTNERS (AMTRP)



- **Market leadership is firmly consolidated between Swiggy and Zomato**, with both demonstrating massive scale across GOV, monthly transacting users, and active restaurant partners.
- **QuickBite should avoid direct competition** with Swiggy and Zomato and instead **pursue a differentiated strategy**.

Paid ads overtook organic as dominant acquisition channel, could contribute to CAC surge.



- Organic acquisition, once the primary channel, sharply declined in Sep 2025. Paid ads have overtaken organic as the dominant channel.
- The shift toward paid channels is increasing dependency on costlier acquisition methods, contributing to the overall CAC surge.

OTHER EXTERNAL CONTRIBUTORS

Festive Competition

Industry-Wide Advertising Inflation

Decline in Organic Reach

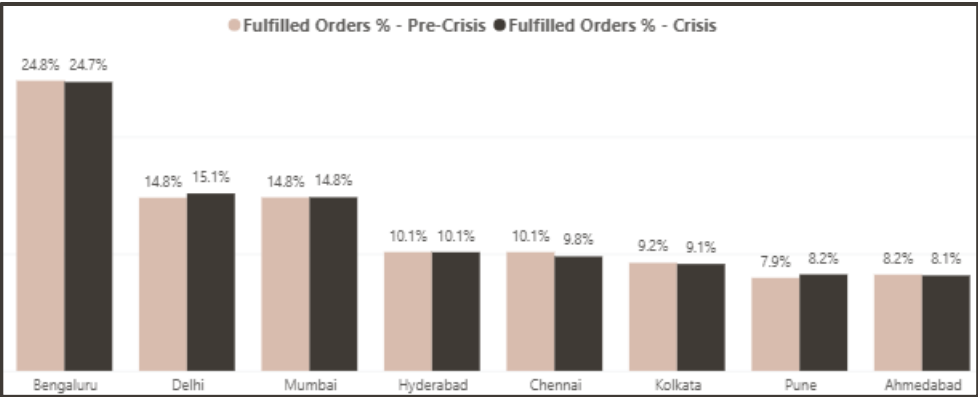
Competitor Campaign Bursts

Economic & Market Conditions

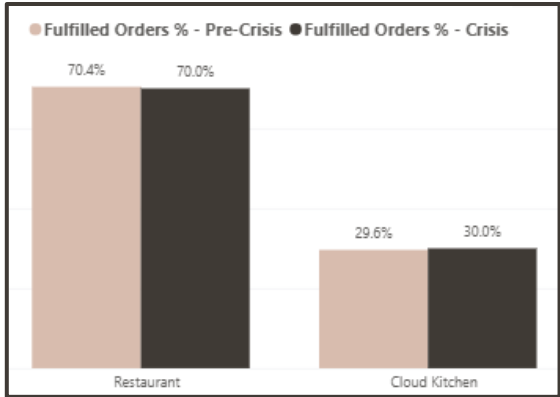
Reduced Word-of-Mouth Momentum

Despite Restaurant Churn, Customer Preferences Didn't Shift

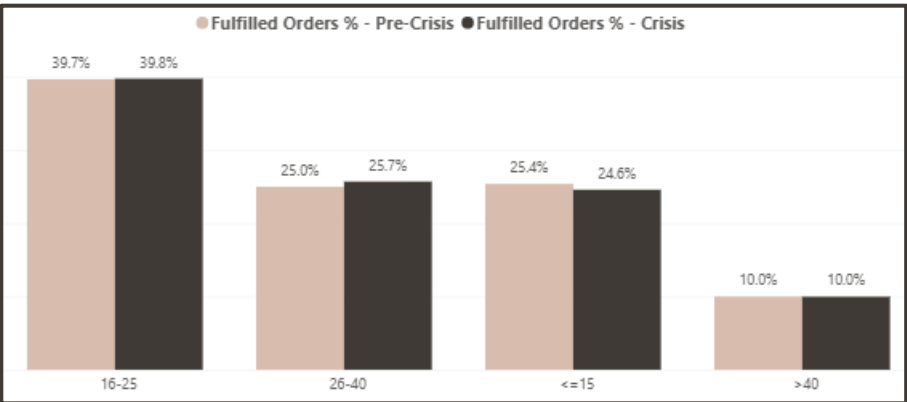
% Fulfilled Orders by City



% Fulfilled Orders by Type



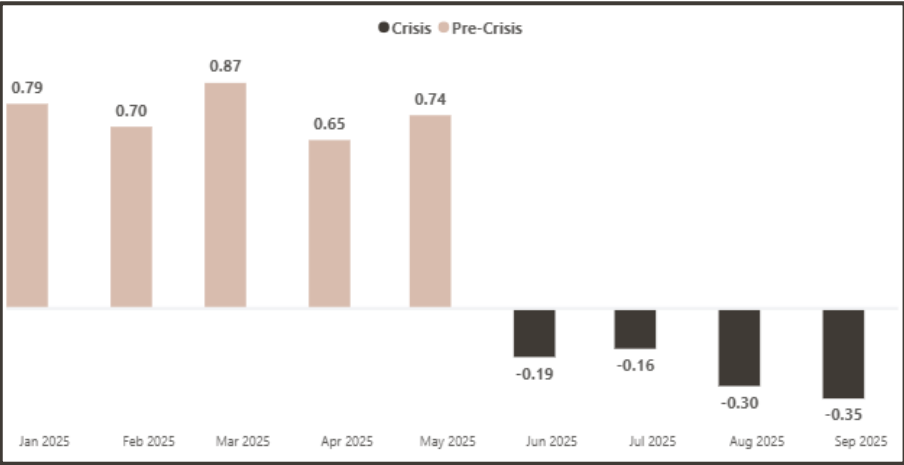
% Fulfilled Orders by Prep Time (mins)



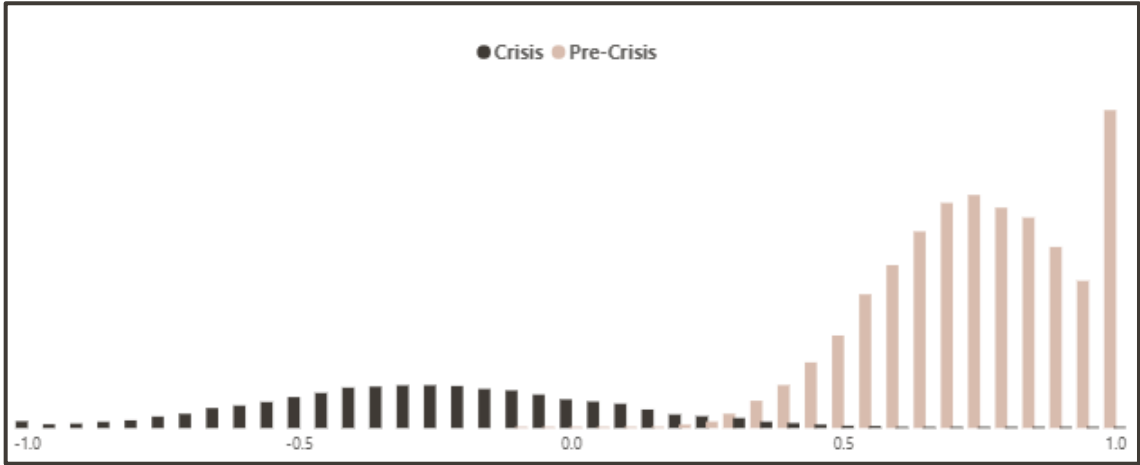
- Despite ~10% restaurant churn, order distribution across cities, partner types, and prep-time categories remained stable.
- The demand collapse was caused by trust loss, not reduction in supply or partner diversity.
- Strategic focus should be on restoring trust and operational reliability, not expanding supply.

Emotional pulse of customers matches the crisis timeline exactly.

Sentiment Score Distribution by Month



Sentiment Score Distribution by Score

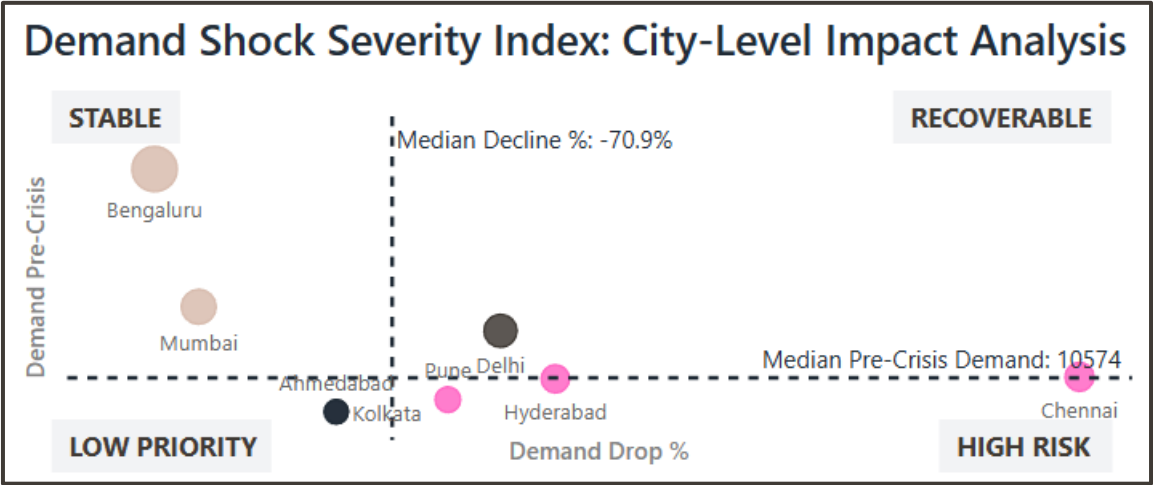


Customer exit was all-or-nothing, not a value tier migration.

Order Value Bucket	% Fulfilled Orders - Pre-Crisis	% Fulfilled Orders - Crisis
High Value	52.13%	51.31%
Mid Value	37.00%	38.21%
Premium	10.37%	9.95%
Low Value	0.50%	0.54%
Total	100.00%	100.00%

- Despite the crisis, **customers didn't switch to cheaper meals or reduce spend per order significantly** (AOV dropped 6.4%).
- Customers stopped ordering altogether, instead of ordering smaller/cheaper meals.
- A crisis-driven behavioral shift generally shows:
 - More Low-value orders
 - Fewer Premium orders
 - Higher % of survival or budget meals
- But here the mix is flat , **customers either trusted the platform or stopped using it.**

QuickBite’s crisis impact is not uniform — it’s a tale of three Indias to focus.



STABLE MARKETS

- Quickest path to recovery.
- Should be prioritized for rapid-launch trust & service restoration campaigns.

RECOVERABLE MARKETS

- Worth investing in targeted comeback strategies.

HIGH RISK MARKETS

- Require deep operational fixes + heavy trust rebuilding.

LOW PRIORITY MARKETS

- Limited ROI; focus resources elsewhere first.

Mix of strategic and tactical initiatives needed to drive recovery of pre-crisis customer segments.

Customer Segmentation for Recovery Planning			
Recovery Segmentation	Customers Pre-Crisis	Revenue At Risk	Pre Crisis Orders
Fence Sitters	2296	₹ 8,88,062.9	5091
High-Value Recoverable	385	₹ 2,24,591.0	783
Light / Low-Intent Users	77197		91681
Unrecoverable	2983		9351
Total	82861	₹ 11,12,654.0	106906

- Fence Sitters Strategy:** Targeted win-back offers, personalised nudges, proactive service outreach.
- High-Value Recoverable Strategy:** Priority callbacks, loyalty upgrades, premium CX touchpoints.
- Light / Low-Intent Users Strategy:** Low-cost re-engagement, automated campaigns, product education.
- Unrecoverable Strategy:** De-prioritize reactivation, monitor passively for organic return.

Recovery Motto: Fix customer trust first — supply-side fixes are secondary

FOOD SAFETY
AUDIT
INFRASTRUCTURE

- Food safety audit badges
- Restaurant hygiene ratings
- “Safe kitchen partners” category

SLA FIXES ACROSS
RESTAURANT AND
DELIVERY
PARTNERS

- Efficient tracking and review
- Upgrade route navigation and operational efficiency indicators

TARGETED
REACTIVATION
CAMPAIGNS

- Low friction reactivation
- Auto-bundled category discounts

ANNEXURES



Business Resilience Monitor

Executive Overview

Customer Behavior

Operations & Compliance

Customer Satisfaction

Restaurant Performance

City

All

Month

All

Clear All Slicers

Total Orders

35K

CRISIS

114K

PRE-CRISIS

-68.9%

CHANGE %

Total Fulfilled Orders

31K

CRISIS

107K

PRE-CRISIS

-70.9%

CHANGE %

Order Fulfilment %

88.1%

CRISIS

93.9%

PRE-CRISIS

-6.2%

CHANGE %

Net Order Value (NOV)

₹ 10.9M

CRISIS

₹ 37.6M

PRE-CRISIS

-70.9%

CHANGE %

Average Order Value (AOV)

₹ 309.4

CRISIS

₹ 330.6

PRE-CRISIS

-6.4%

CHANGE %

Average Monthly Transacting Users (AMTU)

7.63K

CRISIS

20.26K

PRE-CRISIS

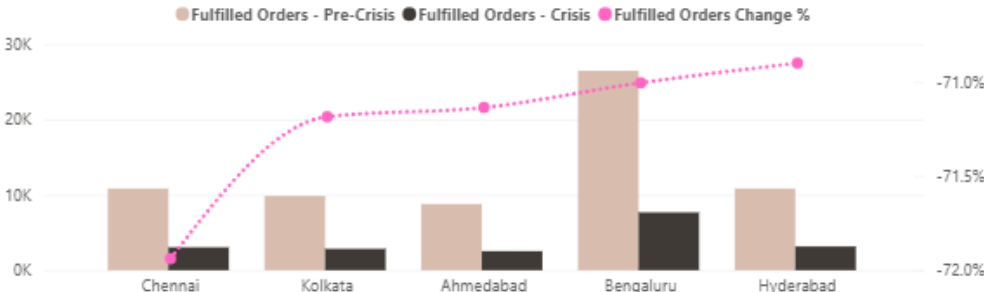
-62.3%

CHANGE %

Fulfilled Orders by Month



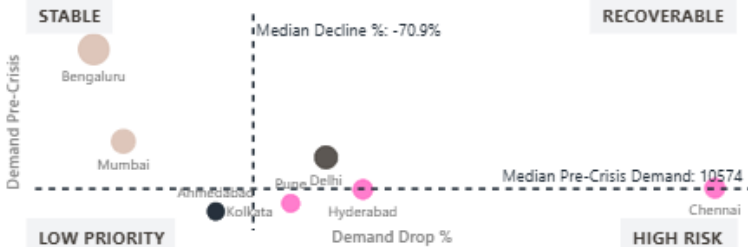
Top 5 Cities by Fulfilled Order Decline %



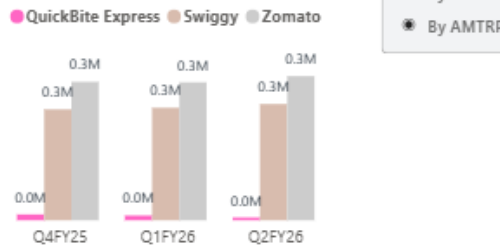
Key Revenue Metrics by City

City	NOV Pre-Crisis	NOV Crisis	NOV % Change	AOV Pre-Crisis	AOV Crisis	AOV % Change	AMTU Pre-Crisis	AMTU Crisis	AMTU % Change
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Total	₹ 37,620,964.3	₹ 10,940,151.3	-70.9%	₹ 330.6	₹ 309.4	-6.4%	20265	7631	-62.3%

Demand Shock Severity Index: City-Level Impact Analysis



Competitor Performance





Business Resilience Monitor

Executive Overview

Customer Behavior

Operations & Compliance

Customer Satisfaction

Restaurant Performance

City

All

Month

All

Clear All
Slicers

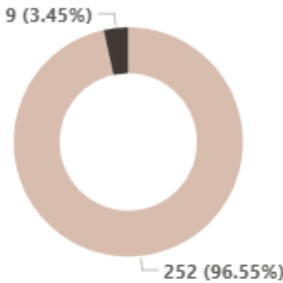
Shrinkage of Highly Loyal Customers (>5 Orders Pre-Crisis) by Orders and Revenue

View all
Ratings

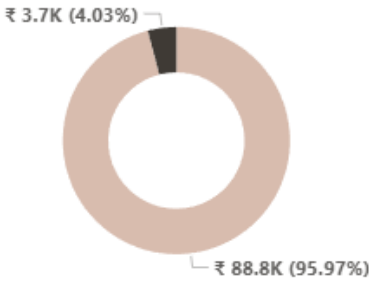


View Ratings
> 4.5

● Fulfilled Orders - Pre-Crisis ● Fulfilled Orders - Crisis



● NOV Pre-Crisis ● NOV Crisis



No Actual Shift to 'Survival' Orders during Crisis

Order Value Bucket	% Fulfilled Orders - Pre-Crisis	% Fulfilled Orders - Crisis
High Value	51.55%	51.37%
Mid Value	37.14%	37.33%
Premium	10.80%	10.73%
Low Value	0.51%	0.56%
Total	100.00%	100.00%

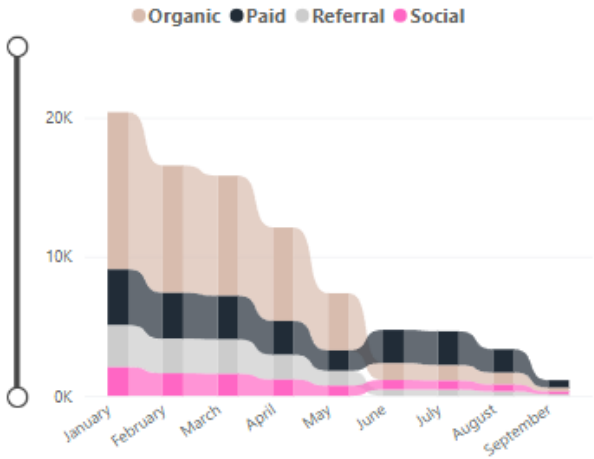
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Key Metrics of High Value Customers (Top 5% by Spend) | Spends > ₹ 882.1

City	Fulfilled Orders Pre-Crisis	Fulfilled Orders Crisis	Order Decline %	NOV Pre-Crisis	NOV Crisis	NOV Decline %
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Bengaluru	3974	232	-94.2%	₹ 1,658,540.0	₹ 83,813.4	-94.9%
Hyderabad	1278	84	-93.4%	₹ 538,541.3	₹ 30,222.8	-94.4%
Chennai	1377	98	-92.9%	₹ 573,423.5	₹ 33,608.9	-94.1%
Total	13687	810	-94.1%	₹ 5,724,772.3	₹ 286,357.0	-95.0%

New Customer Signups by City and Source



City	Organic	Paid	Referral	Social	Total
Bengaluru	12169	6039	3420	2609	24237
Mumbai	7027	3354	2015	1446	13842
Delhi	6135	2926	1652	1255	11968
Chennai	4391	2194	1184	918	8687
Hyderabad	4270	2153	1212	947	8582
Pune	3415	1707	981	768	6871
Ahmedabad	3047	1501	834	599	5981
Kolkata	3006	1501	862	602	5971
Total	43460	21375	12160	9144	86139



Business Resilience Monitor

Executive Overview

Customer Behavior

Operations & Compliance

Customer Satisfaction

Restaurant Performance

City

All

Month

All

Clear All Slicers

Average Delivery Time (mins)

60.1

CRISIS

39.5

PRE-CRISIS

52.1%

CHANGE %

Order Cancellation %

11.9%

CRISIS

6.1%

PRE-CRISIS

96.9%

CHANGE %

SLA Compliance %

13.9%

CRISIS

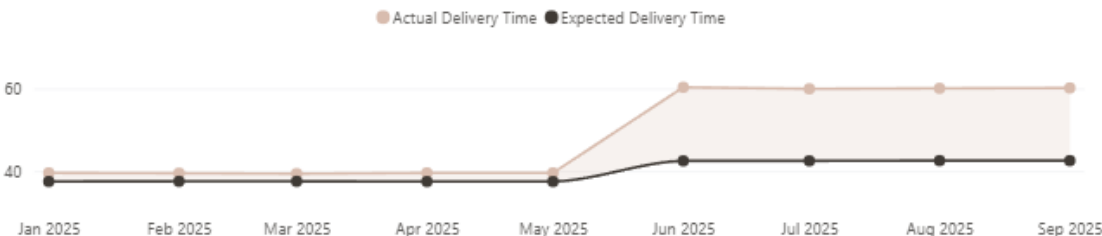
46.4%

PRE-CRISIS

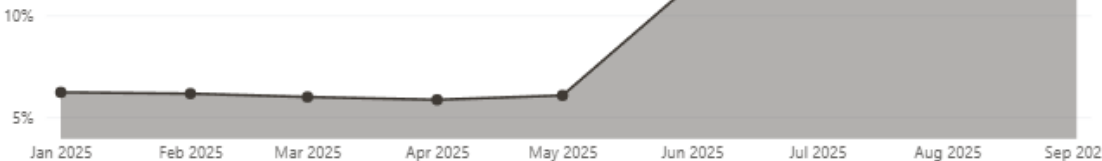
-70.1%

CHANGE %

Average Actual and Expected Delivery Time (in minutes) by Month



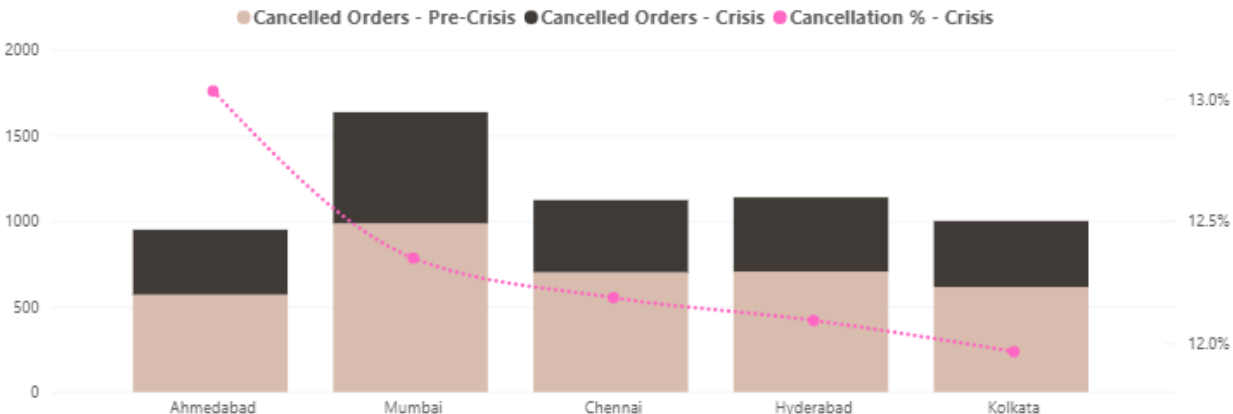
Cancellation % by Month



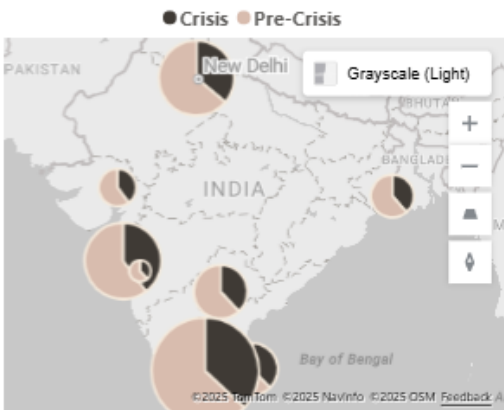
Top 5 Cities by Order Cancellation % during Crisis

Cancelled Orders

SLA Non-Compliant Orders



Order Cancellation Metrics by City



City	Pre Crisis Cancellation %	Crisis Cancellation %	Cancellation % Change	Cancellation Multiple
Ahmedabad	6.1%	13.0%	114.3%	2.1
Mumbai	5.9%	12.3%	110.5%	2.1
Chennai	6.1%	12.2%	100.8%	2.0
Hyderabad	6.1%	12.1%	98.3%	2.0
Kolkata	5.9%	12.0%	104.0%	2.0
Bengaluru	6.2%	11.8%	90.5%	1.9
Pune	6.0%	11.6%	93.6%	1.9
Delhi	6.2%	11.1%	79.5%	1.8
Total	6.1%	11.9%	96.9%	2.0



Business Resilience Monitor

Executive Overview

Customer Behavior

Operations & Compliance

Customer Satisfaction

Restaurant Performance

City

All

Month

All

Clear All Slicers

Average Customer Rating

2.5

CRISIS

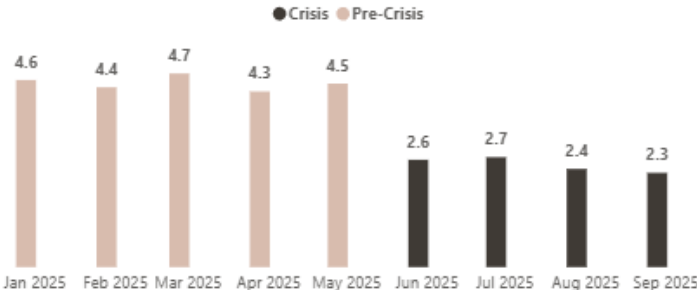
4.5

PRE-CRISIS

-44.3%

CHANGE %

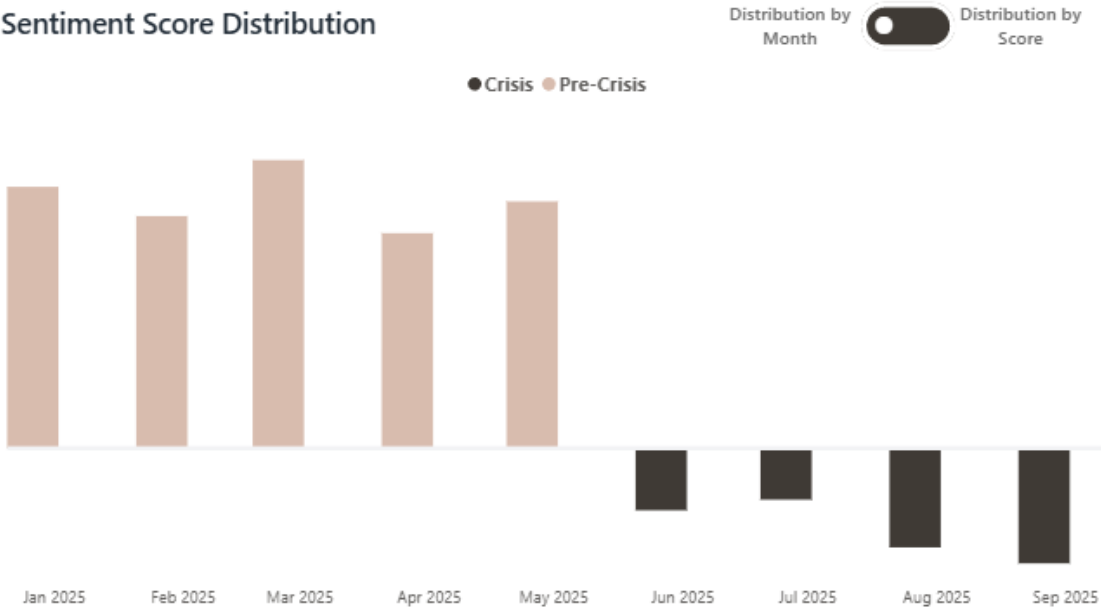
Average Customer Rating by Month



Negative Customer Reviews during Crisis by Frequency



Sentiment Score Distribution



Heatmap of Negative Customer Reviews during Crisis by City

Negative Reviews	Ahmedabad	Bengaluru	Chennai	Delhi	Hyderabad	Kolkata	Mumbai	Pune	Total
Worst order	7	51	8	27	11	19	19	14	156
Very late	61	236	93	147	95	75	122	75	904
Terrible hygiene	6	33	16	18	18	12	17	11	131
Stale food served	73	248	102	150	98	80	135	85	971
Portion size smaller than expected	94	270	99	154	99	97	156	91	1060
Packaging was poor	87	265	104	148	94	81	144	78	1001
Packaging issue	87	239	82	168	102	106	135	78	997
Not worth the price	73	259	106	159	106	95	178	89	1065
Not recommended	59	216	93	144	106	93	147	84	942
Never again	9	38	8	24	14	8	14	18	133
Horrible service	6	39	7	21	12	8	25	9	127
Food safety issue	93	252	112	177	125	92	137	88	1076
Food quality not great	87	255	101	160	103	96	138	77	1017
Food quality is not good	160	492	209	286	201	169	290	155	1962
Cold food	88	270	113	152	116	98	142	94	1073
Bad taste	76	229	95	132	90	99	162	89	972
Average experience	73	271	112	144	112	88	141	96	1037
Total	1139	3663	1460	2211	1502	1316	2102	1231	14624



Business Resilience Monitor

Executive Overview

Customer Behavior

Operations & Compliance

Customer Satisfaction

Restaurant Performance

City

All

Month

All

Clear All
Slicers

Total Transacting Restaurants

16K

CRISIS

20K

PRE-CRISIS

-20.6%

CHANGE %

Average Monthly
Transacting Restaurants

6465

CRISIS

13K

PRE-CRISIS

-50.7%

CHANGE %

Fulfilled Orders

31K

CRISIS

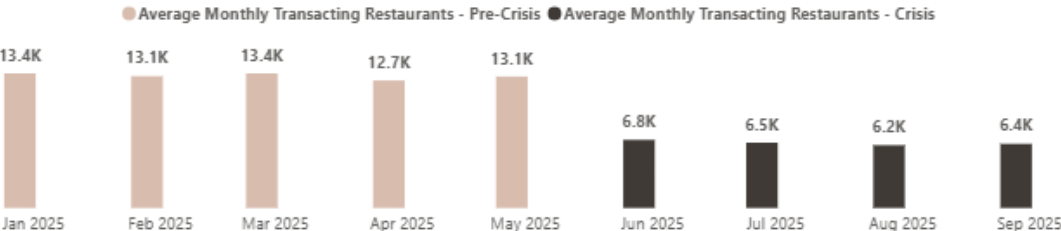
107K

PRE-CRISIS

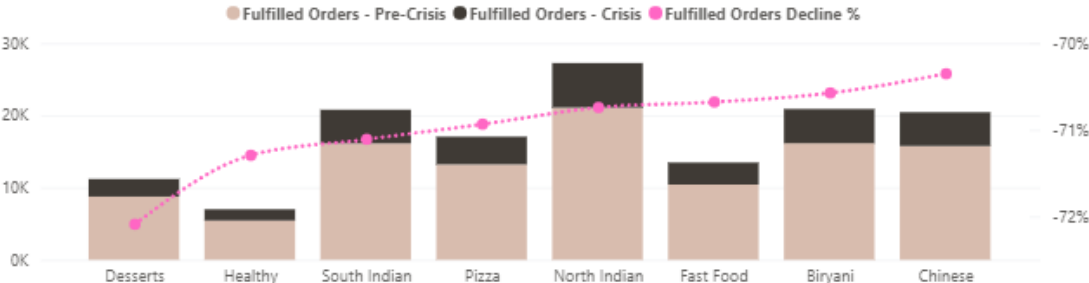
-70.9%

CHANGE %

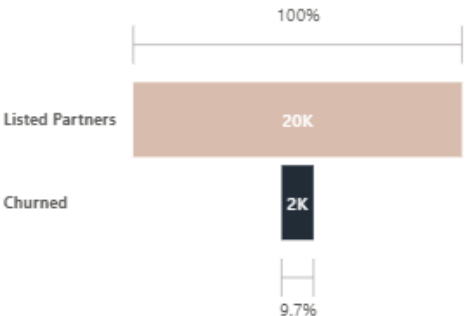
Average Monthly Transacting Restaurants by Month



Spread of Restaurant Type by Decline in Orders



Restaurant Partners Churned



Top 10 Partners with Most Decline in Orders

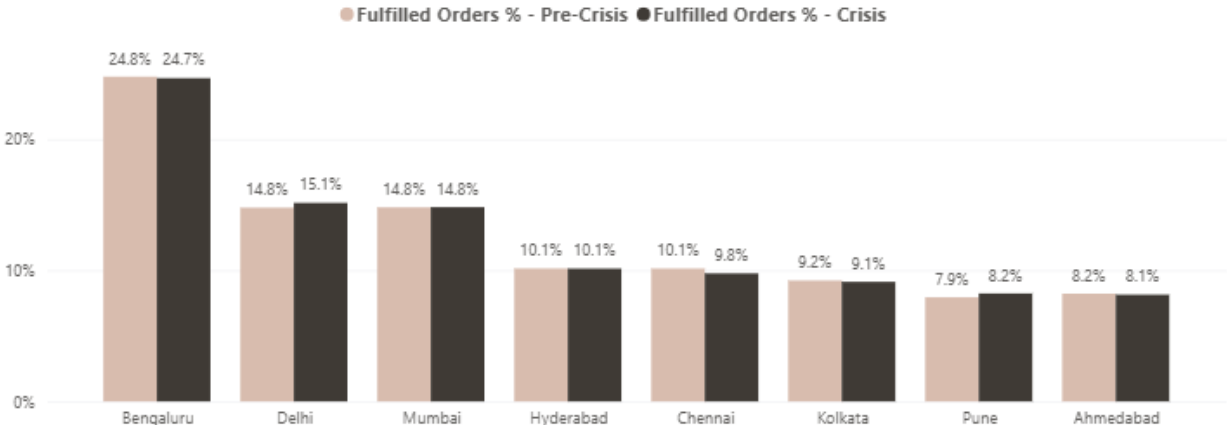
Restaurant	Pre-Crisis Orders	Crisis Orders	Decline %
Fresh Tandoor Delight	54	4	-92.59%
Urban Kitchen Zone	63	8	-87.30%
Flavours of Tandoor Central	62	9	-85.48%
Classic Sweets Heaven	55	8	-85.45%
Grand Cafe Clouds	60	9	-85.00%
Hot & Crispy Mess Mahal	56	9	-83.93%
Punjabi Sweets Cafe	56	9	-83.93%
Punjabi Curry Delight	53	9	-83.02%
Thindi Mane Darshini Heaven	53	9	-83.02%
Spicy Express Bhojanalay	51	9	-82.35%
Spicy Thali Cafe	51	9	-82.35%
Total	614	92	-84.95%

% Distribution of Fulfilled Orders by City>Partner Type>Prep Time

City

Partner
Type

Prep
Time
(Mins)



Primary Analysis

1. Monthly Orders: Compare total orders across pre-crisis (Jan–May 2025) vs crisis (Jun–Sep 2025). How severe is the decline?
2. Which top 5 city groups experienced the highest percentage decline in orders during the crisis period compared to the pre-crisis period?
3. Among restaurants with at least 50 pre-crisis orders, which top 10 high-volume restaurants experienced the largest percentage decline in order counts during the crisis period?
4. Cancellation Analysis: What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?
5. Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?
6. Ratings Fluctuation: Track average customer rating month-by-month. Which months saw the sharpest drop?
7. Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts.
(Hint: Use a Word Cloud visual in Power BI to visualize the findings.)
8. Revenue Impact: Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).
9. Loyalty Impact: 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?
10. Customer Lifetime Decline: Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do they share?

Secondary Analysis (based on additional research)

1. How does QuickBite's crisis impact compare to competitor trends (Swiggy, Zomato) during the same period?
2. What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?
3. Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?
4. Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?
5. Which lapsed customers (churned post-crisis) show the highest probability of returning with the right incentives?

Extra Details

1. Priority Cities: Which Tier-1/Tier-2 cities show the highest risk of long-term demand loss?
2. Behavior Shifts: Did customers shift from high-value orders to low-value “survival orders” during crisis?
3. Feedback Trends: Do spikes in negative reviews align with the delivery outage period?