QUICKBITES EXPRESS

How QuickBite Lost Its Core Users While the Market Kept Growing

BACKGROUND

- This project focuses on analyzing the **crisis impact** faced by **QuickBite Express,** an online food delivery startup, during a critical period in 2025. The objective is to provide **data-driven insights** into how the crisis affected customer behavior, operational performance, partner stability, and revenue, and to support leadership in making informed recovery decisions.

- The analysis is structured around clearly defined **primary business questions**, translated into **executive-ready dashboards** using Power BI. Emphasis is placed on **measuring impact**, not assumptions or post-crisis recovery validation.

OVERVIEW

QuickBite Express is a Bengaluru-based food-tech startup that connects customers with nearby restaurants and cloud kitchens. In June 2025, the company faced a severe operational and reputational crisis caused by:

- A viral food safety incident involving partner restaurants
- A week-long delivery outage during the monsoon season

The available dataset spans **January 2025 to September 2025**, covering:

- **Pre-crisis period: January–May 2025**
- **Crisis period: June–September 2025**

This project analyzes the **extent of damage caused by the crisis** across demand, delivery reliability, customer trust, loyalty, and revenue.

BUSINESS PROBLEM

Following the crisis, QuickBite experienced:

- Sharp decline in order volumes
- Loss of active and loyal customers
- Deterioration in delivery performance and SLA compliance
- Drop in customer ratings and sentiment
- Increased dependency on discounts
- Significant revenue loss

The leadership team required **clear, quantitative answers** to the following high-level questions:

- How severe was the crisis impact?
- Which cities, restaurants, and customers were most affected?
- Did delivery performance failures align with customer dissatisfaction?
- Were loyal and high-value customers lost?
- What was the total financial impact of the crisis?

The goal of this project is to **translate raw transactional data into actionable insights** through structured analysis and dashboards.

TOOLS & TECHNOLOGIES

POWER BI

- Data modeling and relationships
- DAX measures for pre-crisis vs crisis comparisons
- KPI-driven dashboards and interactive visuals

PYTHON

- Exploratory data analysis (EDA)
- Data cleaning and validation (missing values, date parsing, duplicates)
- Customer-level aggregations and segmentation logic
- Revenue and behavioral trend analysis for cross-validation of insights

DAX (DATA ANALYSIS EXPRESSIONS)

- Customer loyalty and high-value segmentation
- SLA breach and delivery performance calculations
- Revenue impact and loss estimation

DATASETS

The analysis is based on a structured relational dataset representing the operational data of QuickBite Express.

Fact Tables

- **fact_orders**
  - Order-level transactional data including amounts, discounts, delivery fees, payment mode, and cancellation status.
- **fact_order_items**
  - Item-level order details including quantity, price, and line totals.
- **fact_delivery_performance**
  - Delivery metrics such as actual delivery time, expected delivery time, and distance.
- **fact_ratings**
  - Customer ratings, review text, and sentiment scores linked to orders.

DATASETS

The analysis is based on a structured relational dataset representing the operational data of QuickBite Express.

Dimension Tables

- **dim_customer**
  - Customer demographics, signup date, city, and acquisition channel.
- **dim_restaurant**
  - Restaurant attributes including city, cuisine type, partnership model, and activity status.
- **dim_delivery_partner**
  - Delivery partner details such as vehicle type, employment type, and ratings.
- **dim_menu_item**
  - Menu item details including category, price, and vegetarian indicator.

PRIMARY ANALYSIS

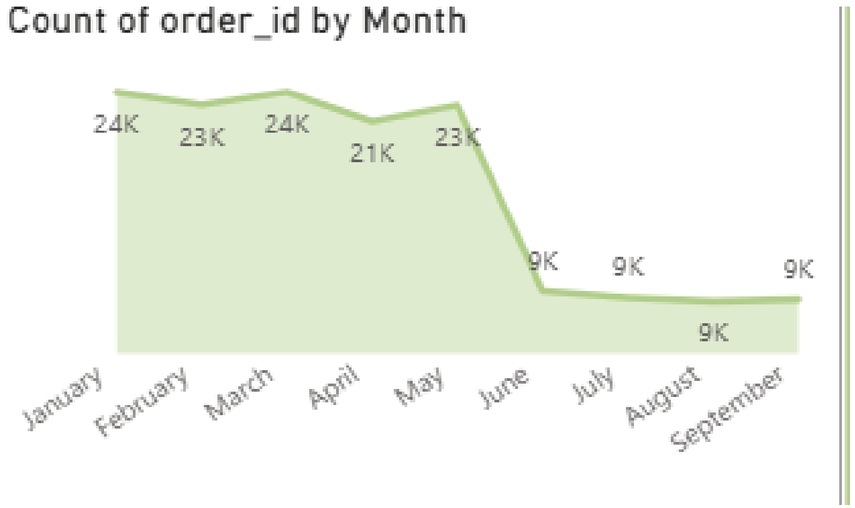
Anatomy of a Crisis: Orders, Cancellations, and Revenue Impact

BUSINESS REQUEST - 1

The 2025 Order Volume Collapse

- The crisis resulted in a **sustained 70% reduction** in order capacity compared to the platform's peak performance.

- QuickBite did not just lose marginal users; it **lost its core high-frequency user base**, as evidenced by the volume **remaining stagnant** at its lowest levels throughout the July–September period without showing signs of a "V-shaped" recovery

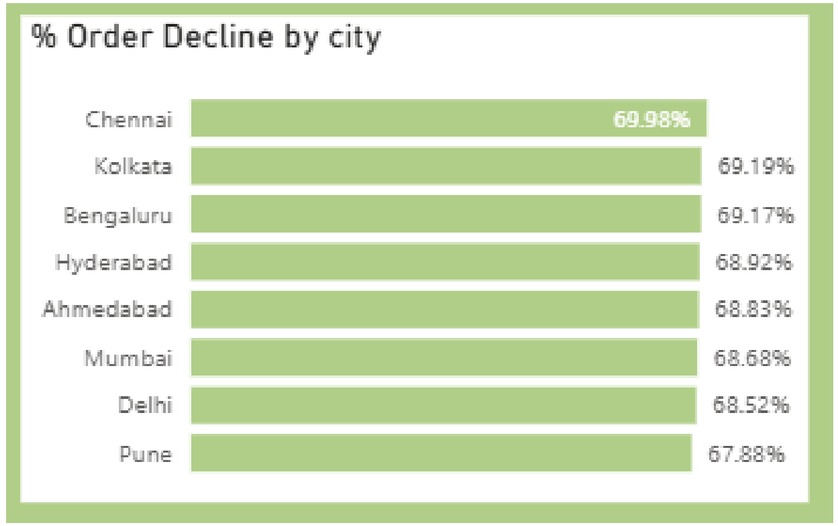


BUSINESS REQUEST - 2

Top 5 Cities with the Highest Order Decline During the Crisis

- The crisis had a **severe and widespread impact across major metro cities**, with all top 5 cities witnessing nearly **69–70% drop** in orders. Chennai stands out as the most affected city, while the narrow gap among the top five indicates a **systemic demand shock rather than a city-specific issue**.

- This pattern suggests that recovery strategies should prioritize **metro-focused customer reactivation, trust rebuilding, and localized offers**, as these cities contributed significantly to pre-crisis order volumes.



- **Chennai – 69.98% (highest decline)**
- **Kolkata – 69.19%**
- **Bengaluru – 69.17%**
- **Hyderabad – 68.92%**
- **Ahmedabad – 68.83%**

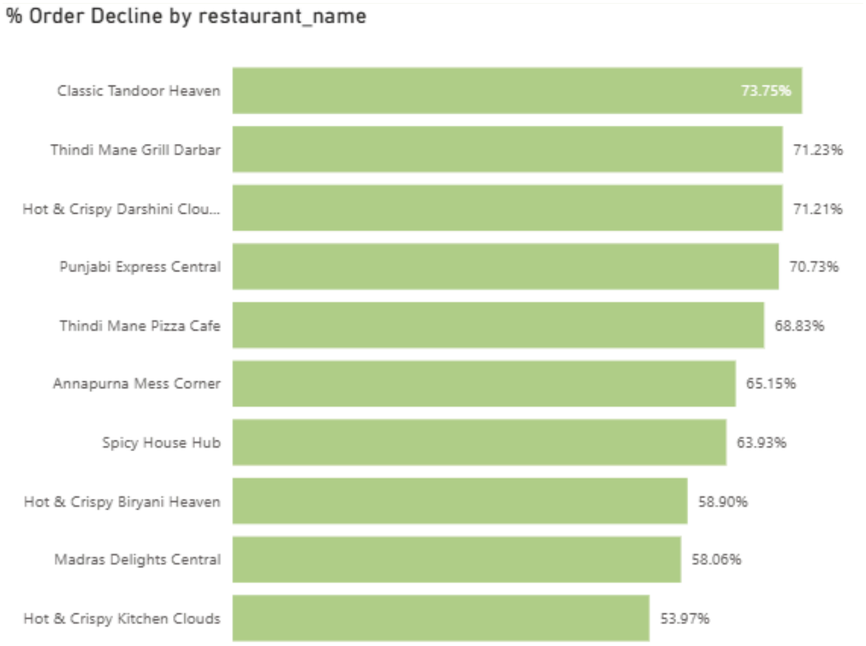
BUSINESS REQUEST - 3

Top 10 High-Volume Restaurants with the Largest Order Decline During the Crisis

- Even among **high-volume, established restaurants**, the crisis triggered a **sharp contraction in demand**, with the top performers seeing **50–74% declines in orders.**

- Restaurants at the top of the list—particularly **Classic Tandoor Heaven and Thindi Mane Grill Darbar**—were **most vulnerable despite strong pre-crisis demand**, indicating that **brand strength alone did not insulate against the crisis**.

- This highlights a critical recovery opportunity: **prioritizing partnerships, visibility boosts, and targeted retention offers for high-volume restaurants**, as restoring their order flow would deliver disproportionately **high impact on overall platform recovery**.



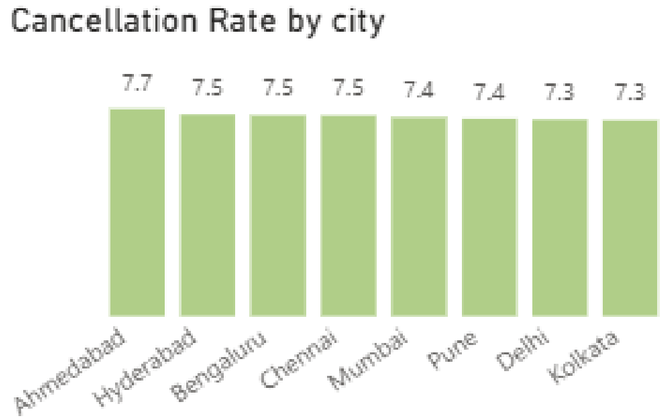
BUSINESS REQUEST - 4

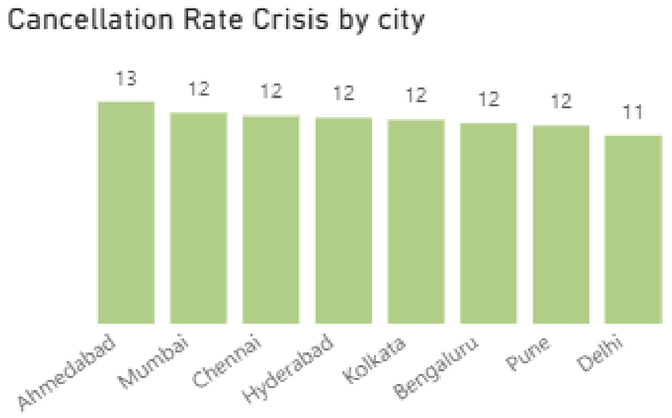
Cancellation Rate Surge During Crisis: City-wise Impact Analysis

- The crisis led to a **uniform and substantial escalation in order cancellations across all cities**, highlighting **platform-wide challenges such as delivery disruptions, restaurant availability, or customer trust issues.**

- Cities like **Ahmedabad and Mumbai** require **immediate operational and reliability interventions,** while even relatively resilient cities like Delhi show that no market was immune.

- From a recovery standpoint, **reducing cancellations should be a top priority**, as even marginal improvements can directly protect revenue and customer retention during post-crisis stabilization.



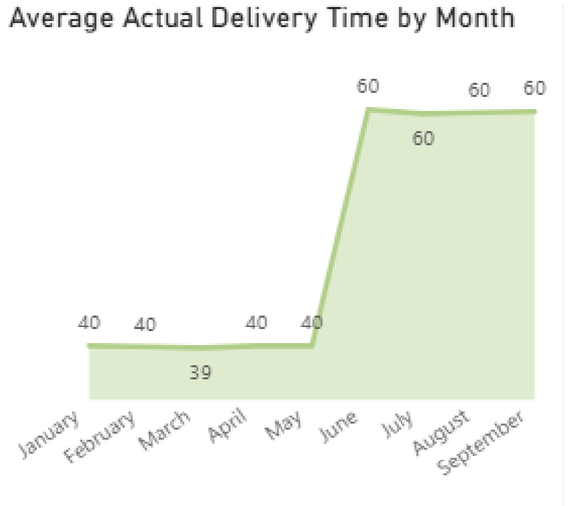


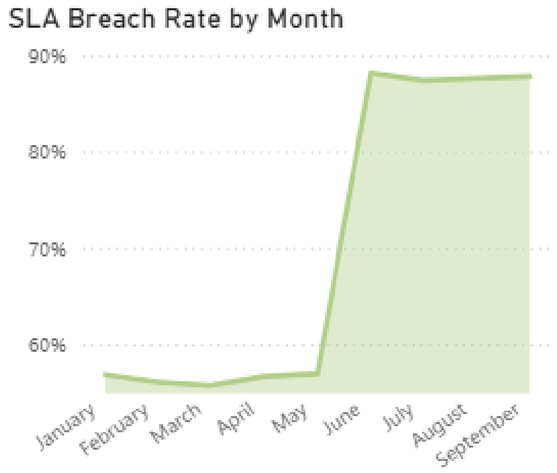
BUSINESS REQUEST - 5

Cancellation Rate Surge During Crisis: City-wise Impact Analysis

- The crisis was not merely a demand issue—it was an **operational collapse**.

- A **50% increase in delivery time** and an **SLA breach rate nearing 90%** created the conditions for widespread cancellations.



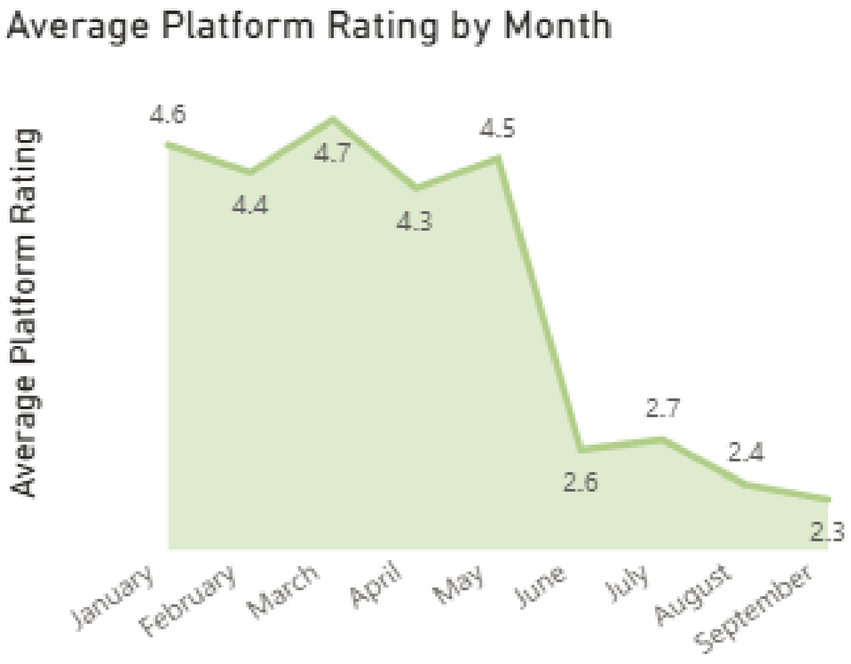


BUSINESS REQUEST - 6

Sharp Decline in Customer Ratings During Crisis Months

- The data reveals a **structural break** in **customer sentiment starting in July**, not a gradual erosion.

- This aligns with earlier findings of **delivery delays, SLA breaches, and rising cancellations,** confirming that **operational failures rapidly translated into poor customer perception.**

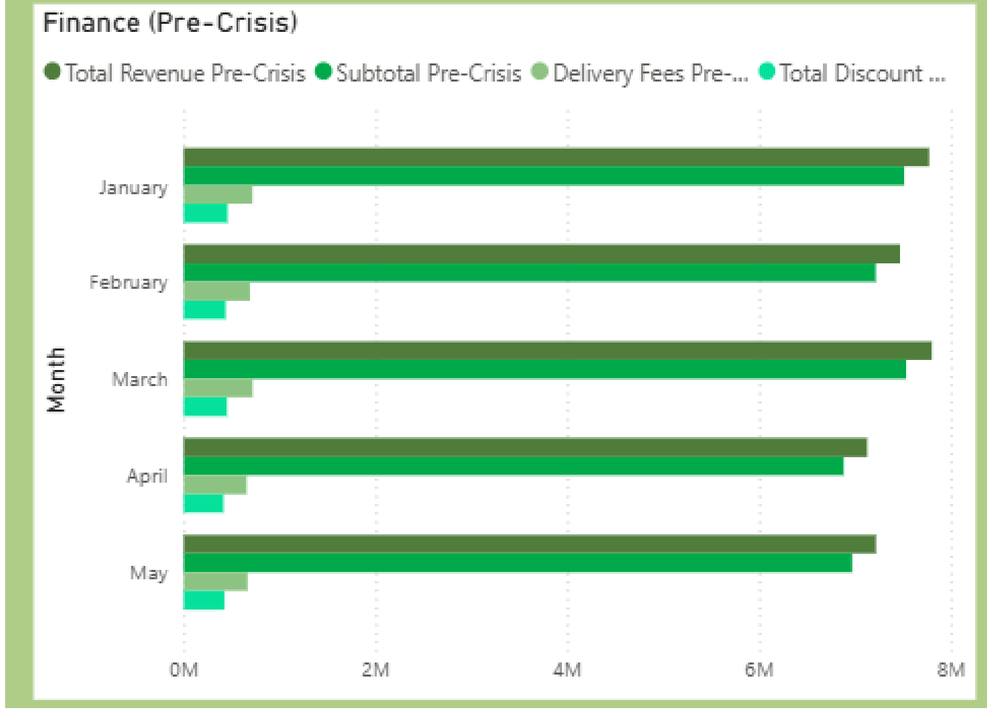


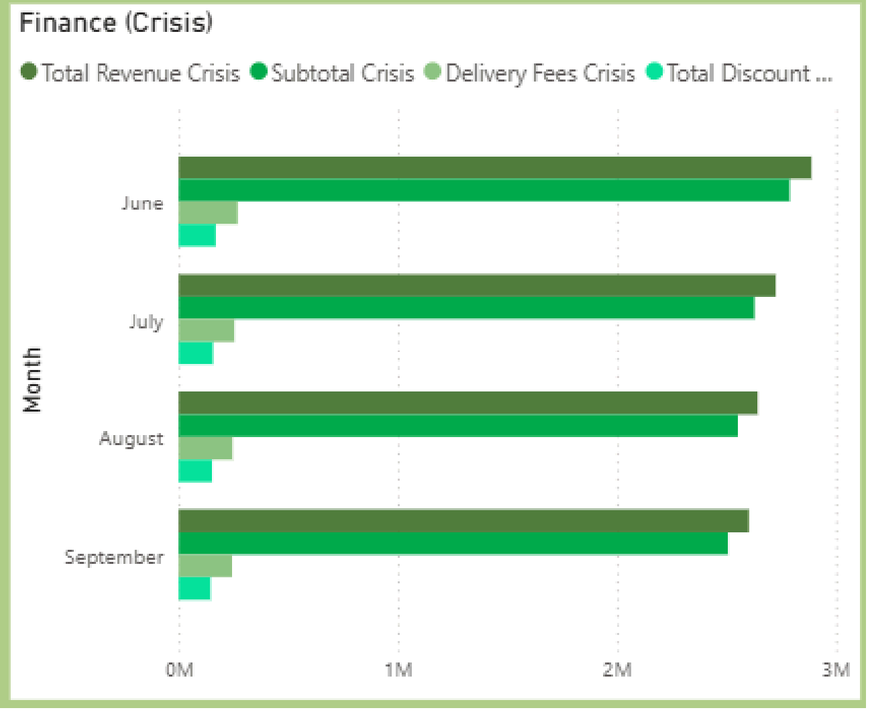
BUSINESS REQUEST - 7

Severe Revenue Impact During Crisis: Pre-Crisis vs Crisis Comparison

48.56M	37.39M	10.86M	26.53M	70.96%
Total Revenue	Total Revenue Pre-Crisis	Total Revenue Crisis	Revenue Loss	Revenue Loss %

36.12M	10.48M	2.18M	622.31K
Subtotal Pre-Crisis	Subtotal Crisis	Total Discount Pre-Crisis	Total Discount Crisis





BUSINESS REQUEST - 7

Severe Revenue Impact During Crisis: Pre-Crisis vs Crisis Comparison

- The crisis resulted in a **70.96% revenue collapse**, driven overwhelmingly by a **drop in order subtotals**, not just discounts or fees

- This confirms that the revenue problem is **demand-led and trust-led**, aligning with earlier findings on **delivery delays, SLA breaches, cancellations, and rating collapse**.

Overall Revenue Impact

- Total Revenue (Overall): **48.56M**
- Pre-Crisis Revenue: **37.39M**
- Crisis Revenue: **10.86M**
- Absolute Revenue Loss: **26.53M**
- Revenue Loss (%): **70.96%**

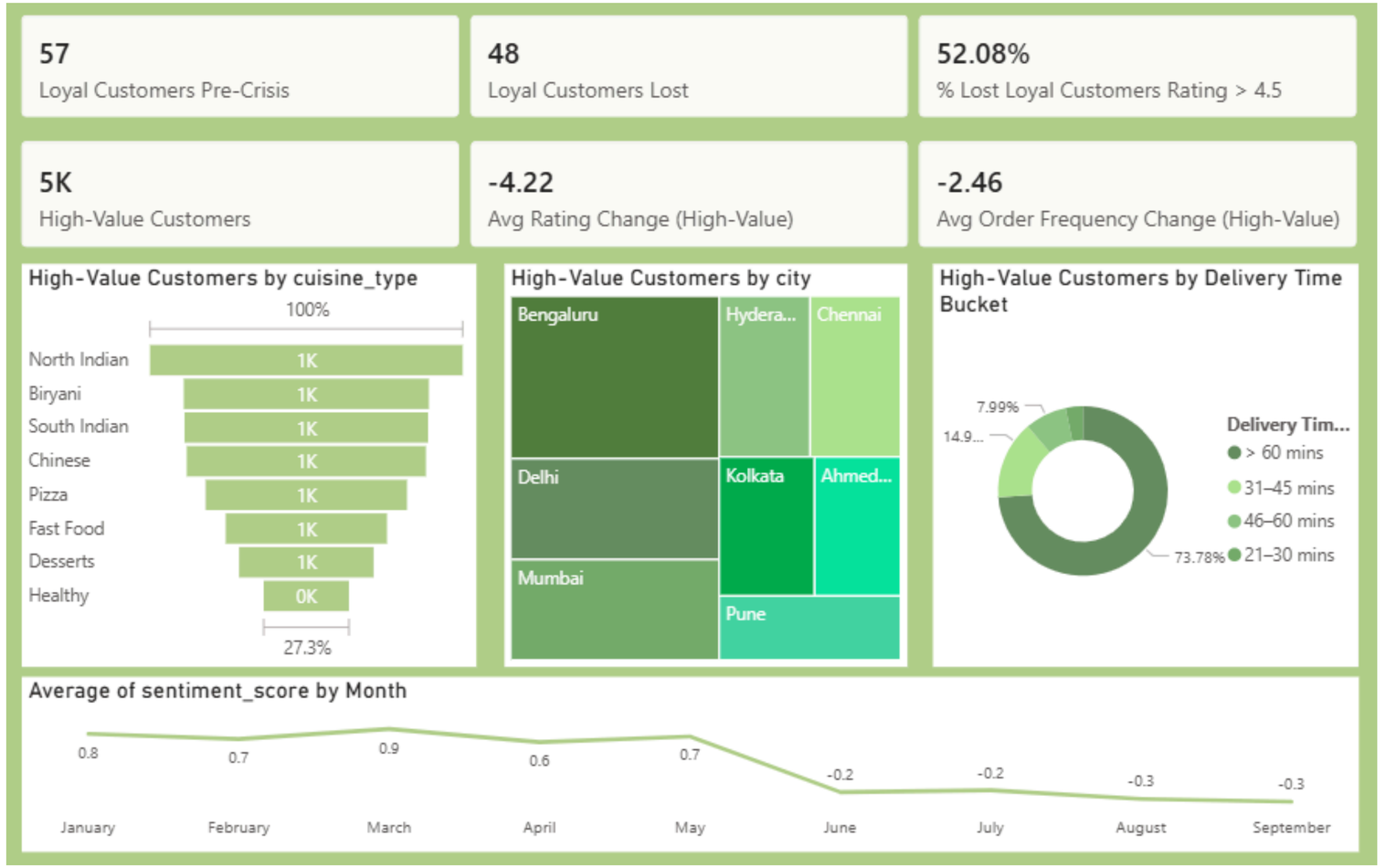
👉 Nearly **three-quarters** of revenue was wiped out during the crisis, indicating a **major business shock**

BUSINESS REQUEST - 8

Loyalty Erosion & High-Value Customer Decline During the Crisis

&

Customer Lifetime Decline (High-Value Customers)



BUSINESS REQUEST - 8

Loyalty Erosion & High-Value Customer Decline During the Crisis
&
Customer Lifetime Decline (High-Value Customers)

- More than **4 out of 5 loyal customers (84%) churned** during the crisis, and **over half of them were highly satisfied customers before the crisis**. This confirms that **churn was not driven by low satisfaction historically**, but by **crisis-period service breakdowns.**

High-Value Customer Base

- High-value customers (top 5% by spend): **~5K**

Behavioral Decline During Crisis

- Average Rating Change: **-4.22**
- Average Order Frequency Change: -**2.46 orders**

This represents a **severe lifetime value erosion** among the most valuable customers.

SECONDARY ANALYSIS

A Platform-Specific Crisis in a Growing Food-Delivery Market.

COMPETITIVE BENCHMARKING: QUICKBITE VS SWIGGY & ZOMATO

- QuickBite's crisis impact was **fundamentally different and far more severe** than competitor trends during the same period. While Swiggy and Zomato continued to **grow or recover quickly** in a healthy food-delivery market, QuickBite suffered a ~**70% collapse in order volume that persisted without recovery** from July to September.

- This divergence confirms that QuickBite's downturn was **not market-driven or seasonal**, but **internally caused** by operational breakdowns—food safety issues, delivery outages, and near-90% SLA breaches—which led to a **collapse in customer trust and ratings**. Critically, QuickBite lost its **core high-frequency users**, not marginal customers, resulting in a structural demand loss rather than a temporary dip.

- Meanwhile, competitors absorbed displaced demand, expanded their user bases, and strengthened customer habits, further **amplifying QuickBite's decline** due to low switching costs.

Bottom line:
QuickBite did not lose because the market weakened; it lost because **trust and execution failed in a strong market**. Recovery therefore requires **restoring operational reliability and customer confidence before pursuing growth or acquisition.**

WHY DID CAC TRIPLE?
(ROOT-CAUSE DECOMPOSITION)

CAC tripling is **not a marketing failure**—it's a **conversion collapse**.

Primary Drivers (Aligned with Visuals)

- **Rating Collapse (4.5 → 2.3)**
  → Paid traffic converts poorly when trust is broken
- **SLA Breach ~90% + 60-min deliveries**
  → Even incentivized users churn after first order
- **High-value user churn**
  → Loss of organic repeat orders → higher paid dependency

Secondary External Factors (Likely Contributors)

- Rising **digital ad CPMs** (industry-wide)
- Seasonal effects **amplified**, not causal
- Word-of-mouth turned negative → CAC inflation

Conclusion:

CAC tripled because **trust conversion efficiency collapsed**, not because ads became expensive.

TRUST REBUILD STRATEGIES: WHAT WILL ACTUALLY WORK?

Generic discounts will fail.

Ranked by Effectiveness (Evidence-Based)

Delivery Reliability Guarantee (Highest ROI)

- SLA-backed refunds
- Real-time ETA transparency
- Directly addresses top churn driver

Food Safety & Ops Audits (High Trust Signal)

- Particularly for cloud kitchens
- Public audit badges improve ratings faster than discounts

Targeted Cashbacks (Conditional)

- ONLY for:
  - Loyal churned users
  - High-value users with prior 4.5+ ratings

Low Effectiveness:

- Blanket coupons
- Mass acquisition campaigns (high CAC, low retention)

RESTAURANT CHURN RISK:
WHO IS MOST VULNERABLE?

High Churn Probability

- **Cloud kitchens**
- **Small, low-brand restaurants**
- Cuisine types with **delivery-time sensitivity**:
  - Biryani
  - Fast food
  - North Indian combos

Lower Churn Probability

- Large dine-in brands
- Restaurants with:
  - Established brand trust
  - Multi-platform presence

Why this matters:

Platform supply degradation **feeds back into demand loss**, reinforcing the crisis loop.

LAPSED CUSTOMERS MOST LIKELY TO RETURN

Highest Return Probability Segment

- **Lost loyal customers (≥5 orders pre-crisis)**
- **Avg rating > 4.5 before crisis**
- Urban Tier-1 users
- High-value spenders with **frequency drop, not intent loss**

Lowest Return Probability

- New users acquired during crisis
- Low-frequency, price-only users

Conclusion:

Recovery should start with **reactivation, not acquisition**.

EXTRA INSIGHTS

1. Priority Cities at Long-Term Risk

- **Ahmedabad, Bengaluru, Chennai, Mumbai**
- High cancellation + delivery delay + loyal churn overlap
- Risk of **permanent habit switch to competitors**

2. Behavior Shift: High-Value → Survival Orders

Yes, strongly indicated:

- Subtotal collapse > discount collapse
- Smaller baskets
- Fewer repeat orders

➡ Customers shifted from **habitual consumption** to **risk-avoidance ordering**

3. Feedback & Review Alignment

Clear alignment:

- Rating crash (June → July)
- SLA breach spike
- Cancellation surge

➡ Confirms **delivery outage as the trigger event**

RECOMMENDATIONS

Stabilize trust → Reactivate loyal users → Strengthen operations → Grow with discipline.

This phased approach ensures QuickBite retains relevance in a competitive market, avoids repeating the crisis loop, and rebuilds toward sustainable, trust-led growth rather than short-term volume spikes.

PHASE 1: STABILIZE TRUST & STOP THE BLEEDING (0–30 DAYS)

Objective: Prevent further erosion of demand and credibility.

Key Actions

- **Enforce Delivery Reliability**
  - Introduce SLA-backed delivery guarantees (refunds/credits for breaches)
  - Freeze hyperlocal expansion until SLA <60% breach rate
- **Food Safety & Ops Reset**
  - Immediate audits for high-volume & cloud kitchens
  - Suspend non-compliant partners temporarily
- **Crisis Communication**
  - Transparent in-app messaging acknowledging issues + corrective steps
  - Set realistic ETAs over optimistic promises

KPIs to Track

- SLA breach rate ↓
- Cancellation rate ↓
- Avg delivery time ↓

Why this works:

Your analysis shows trust collapse—not pricing—caused churn. This phase restores the minimum credibility required to operate.

WIN BACK THE CORE
(30–90 DAYS)

Objective: Reactivate high-value, high-intent users before competitors lock them in.

Key Actions

- T**argeted Loyalty Reactivation**
  - Personalized offers for:
    - Pre-crisis ≥5-order customers
    - Avg rating >4.5
    - Top 5% spenders
- **Experience-Linked Incentives**
  - Cashback unlocked only if:
    - Delivery < promised ETA
    - No cancellation
- **Restaurant Reliability Badging**
  - Promote “Verified Fast & Safe” restaurants in Tier-1 cities

KPIs to Track

- Reactivation rate (loyal users)
- Repeat order frequency
- Rating recovery trajectory

Why this works:

Your data shows lost loyal users drive most revenue loss. Reactivation is cheaper and faster than acquisition.

REBUILD SUPPLY STRENGTH & DIFFERENTIATION (90–180 DAYS)

Objective: Prevent repeat crises and reduce competitive substitution.

Key Actions

- **Restaurant Portfolio Optimization**
  - Prioritize:
    - Reliable dine-in brands
    - Proven cloud kitchens with strong SLA history
  - Exit long-tail, high-cancellation partners
- **Operational Segmentation**
  - Separate flows for:
    - High-value orders
    - Time-sensitive cuisines (Biryani, Fast Food)
- **Delivery Partner Incentives**
  - Reliability-based payouts (on-time > volume)

KPIs to Track

- Restaurant churn ↓
- Avg basket size ↑
- High-value order share ↑

Why this works:

Competitors retained users through operational resilience. This phase builds a defensible execution moat.

CONTROLLED GROWTH & MARKET RE-ENTRY (6–12 MONTHS)

Objective: Grow sustainably without repeating CAC inflation.

Key Actions

- **Trust-First Growth Marketing**
  - Lead with reliability metrics, not discounts
  - City-specific campaigns where SLA stability is proven
- **Tiered Expansion Strategy**
  - Fix Tier-1 cities first (highest long-term risk)
  - Expand cautiously into Tier-2 with proven playbooks
- **Early-Warning System**
  - **Real-time alerts on:**
    - SLA breaches
    - Cancellation spikes
    - Rating drops

KPIs to Track

- CAC normalization
- Organic vs paid order mix
- City-level demand recovery

Why this works:

Your benchmarking shows growth is viable only after trust is restored—not before.

THANK YOU