

# Crisis Impact and Business Recovery Tracking (June 2025)

Total Orders (Sep 2025)

**7,67K**

Gap to Baseline

**-13,71K**

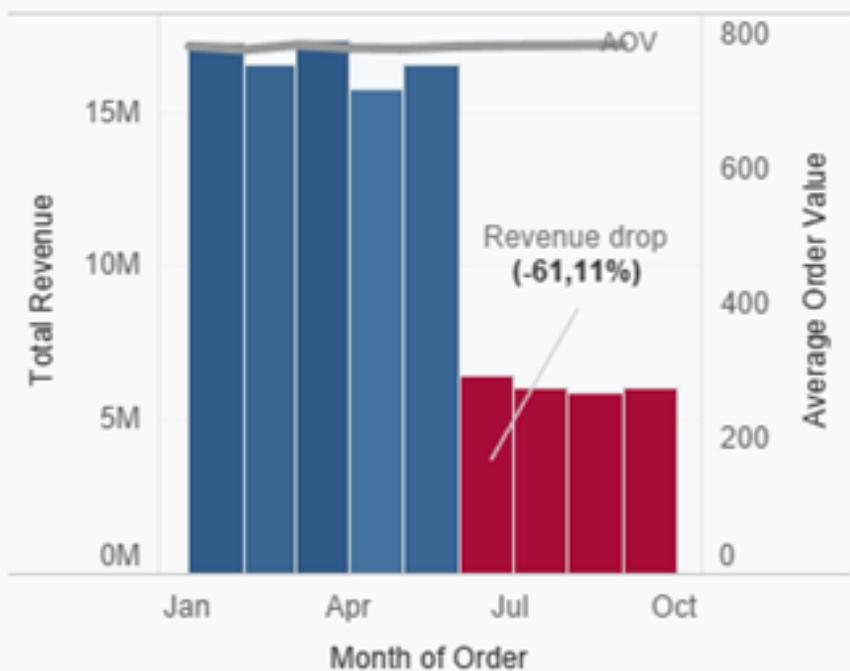
Recovery Rate (vs Baseline)

**36,14%**

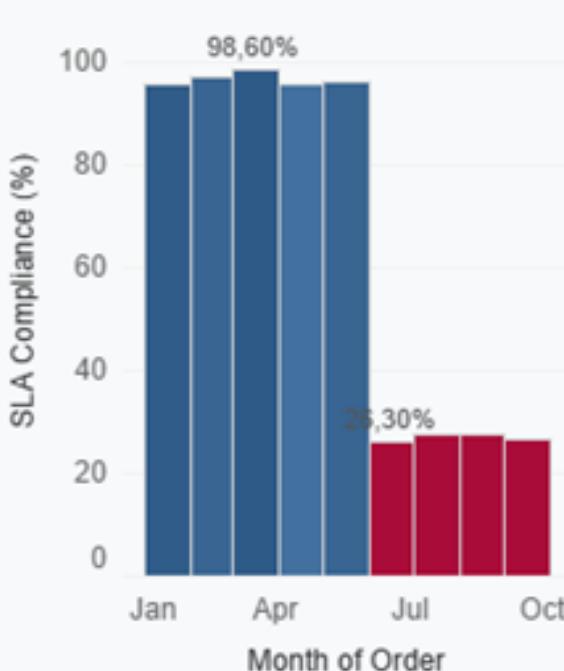
Sharp Decline in Order Volume



Monthly Revenue Impact of the Crisis



Monthly SLA Compliance (%)



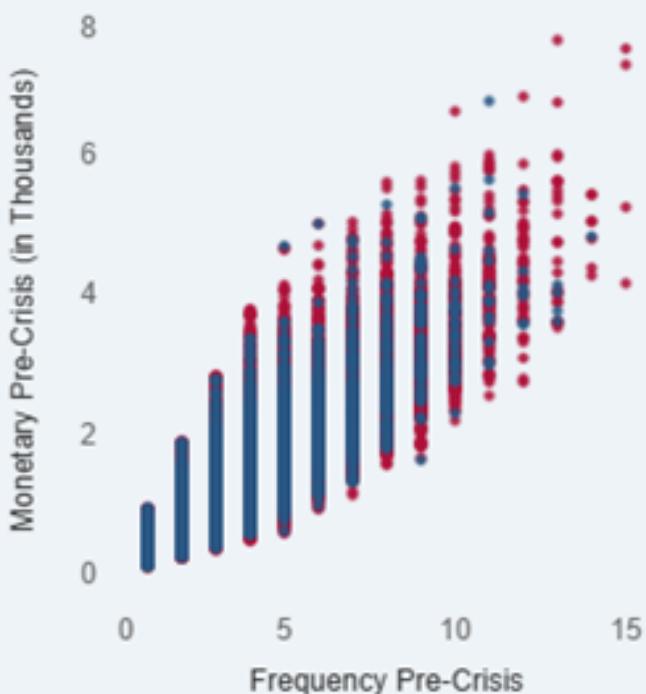
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# Customer Segmentation & Loyalty Recovery

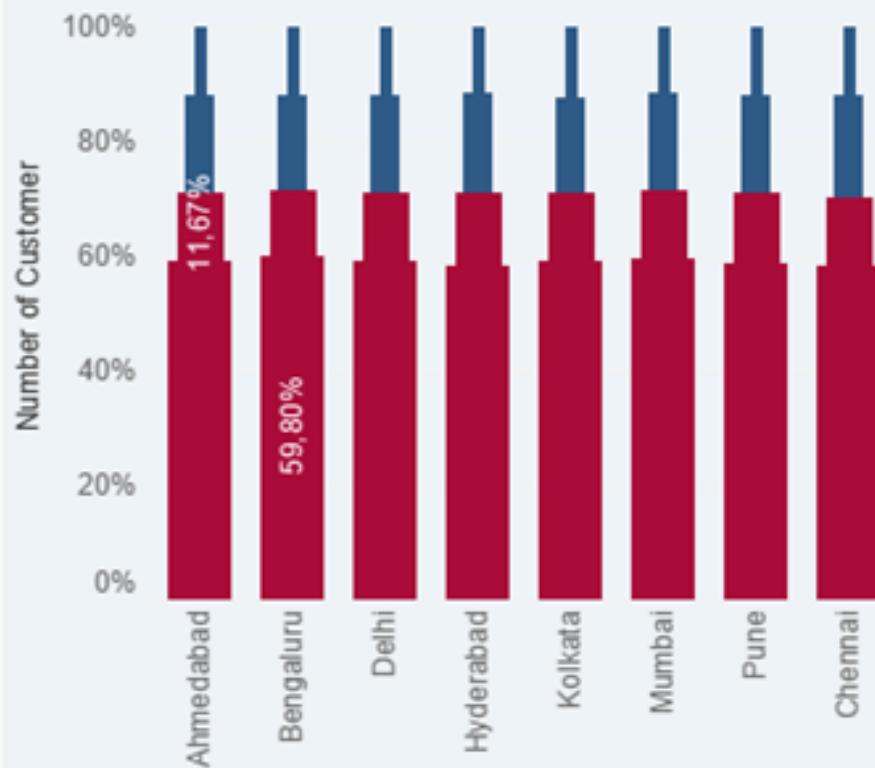
Crisis Impact: Customer Segment Composition



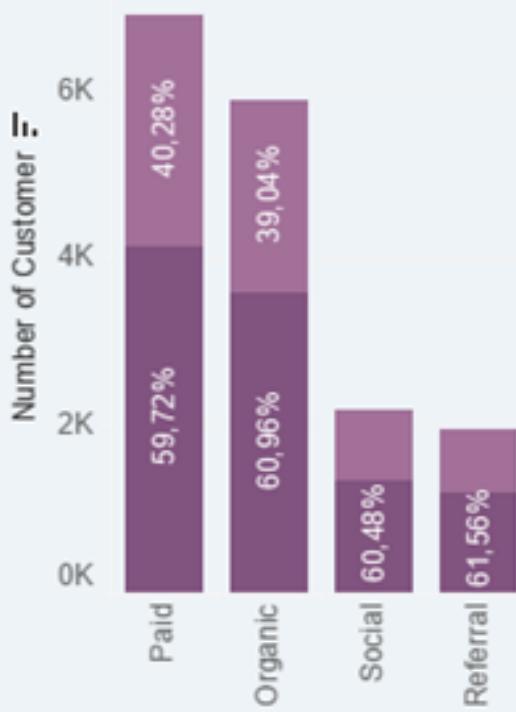
High-Value Loss: Pre-Crisis RFM Profile



Churn Rate (%) Across Cities



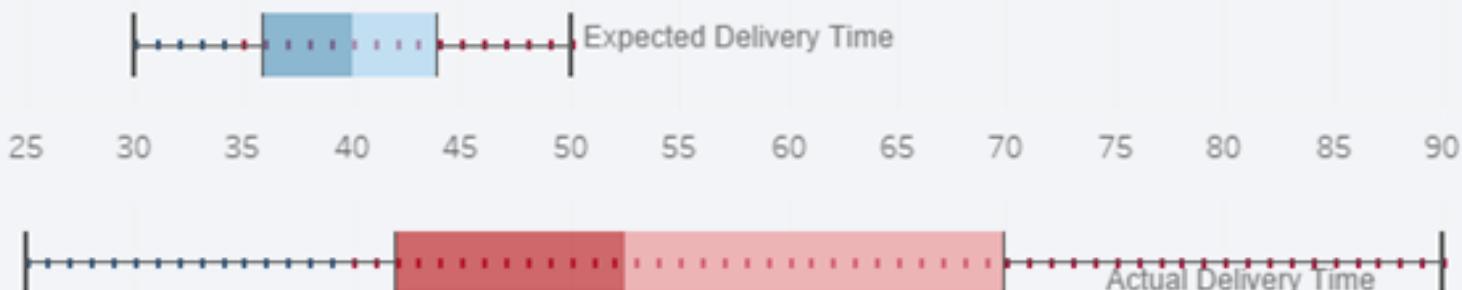
New Post-Crisis Customer Acquisition by Channel



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# Operational Performance & Strategic Partner Insights

## Delivery Time Variability (Mins)



## Rating and Sentiment Trends



## Restaurant Performance Shift



## Most Frequent Complaints After Crisis

Average experience Not worth the price

Portion size smaller than expected

**Food quality is not good**

Delivery was late Packaging was poor

Worst order