

# Business Performance Overview

48.56M

Total Revenue

149.17K

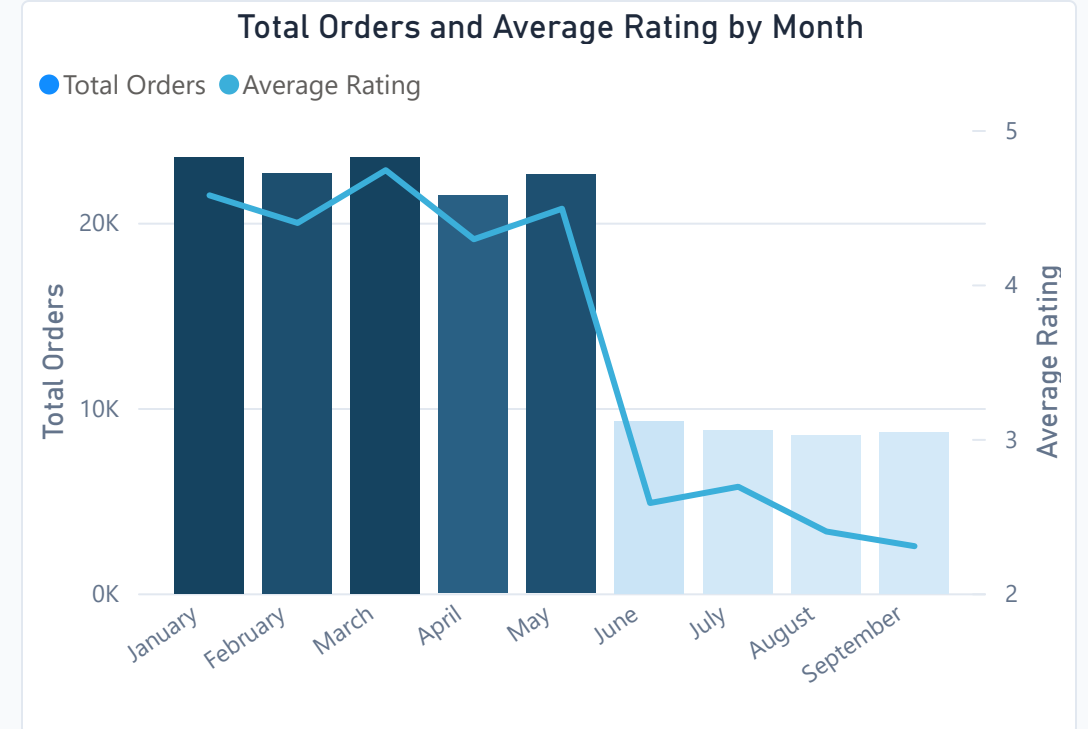
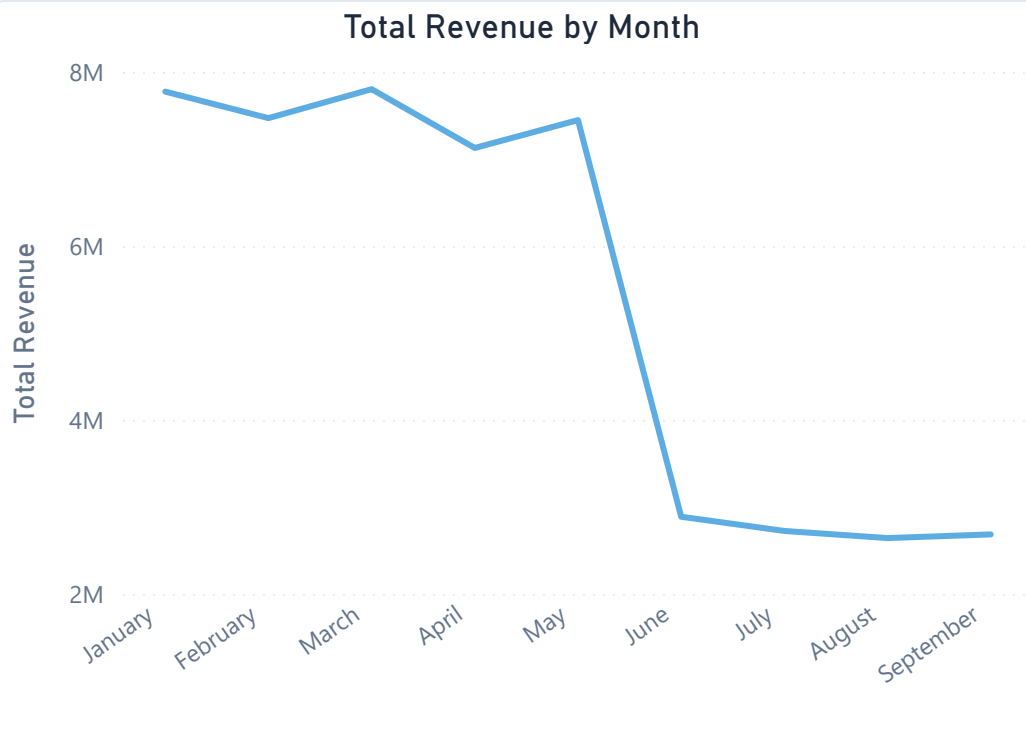
Total Orders

4.05

Average Rating

36%

Delivery Efficiency



Revenue peaked in **March (₹7.8M)** but fell sharply after **May**, mirroring a drop in orders and ratings.

Overall, **₹48.56M revenue** from **149K orders** with an **avg rating of 4.05**.

**Delivery Efficiency: 36%** - improving this could help stabilize customer satisfaction.



Overview

Customers

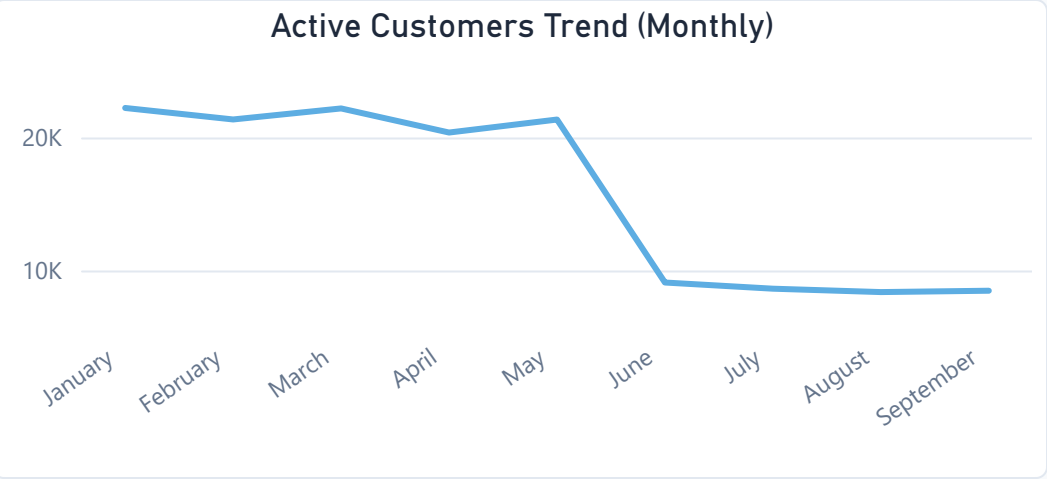
Restaurants

Delivery

Ratings



# Order Trends & Customer Behavior



QuickBite Express serves **105K customers** with an average of **1.42 orders each**.

Customer activity stayed strong till **May**, then dropped sharply during the **crisis months**.

**Bengaluru** leads in customer base, driven mainly by **Organic** and **Paid** channels.

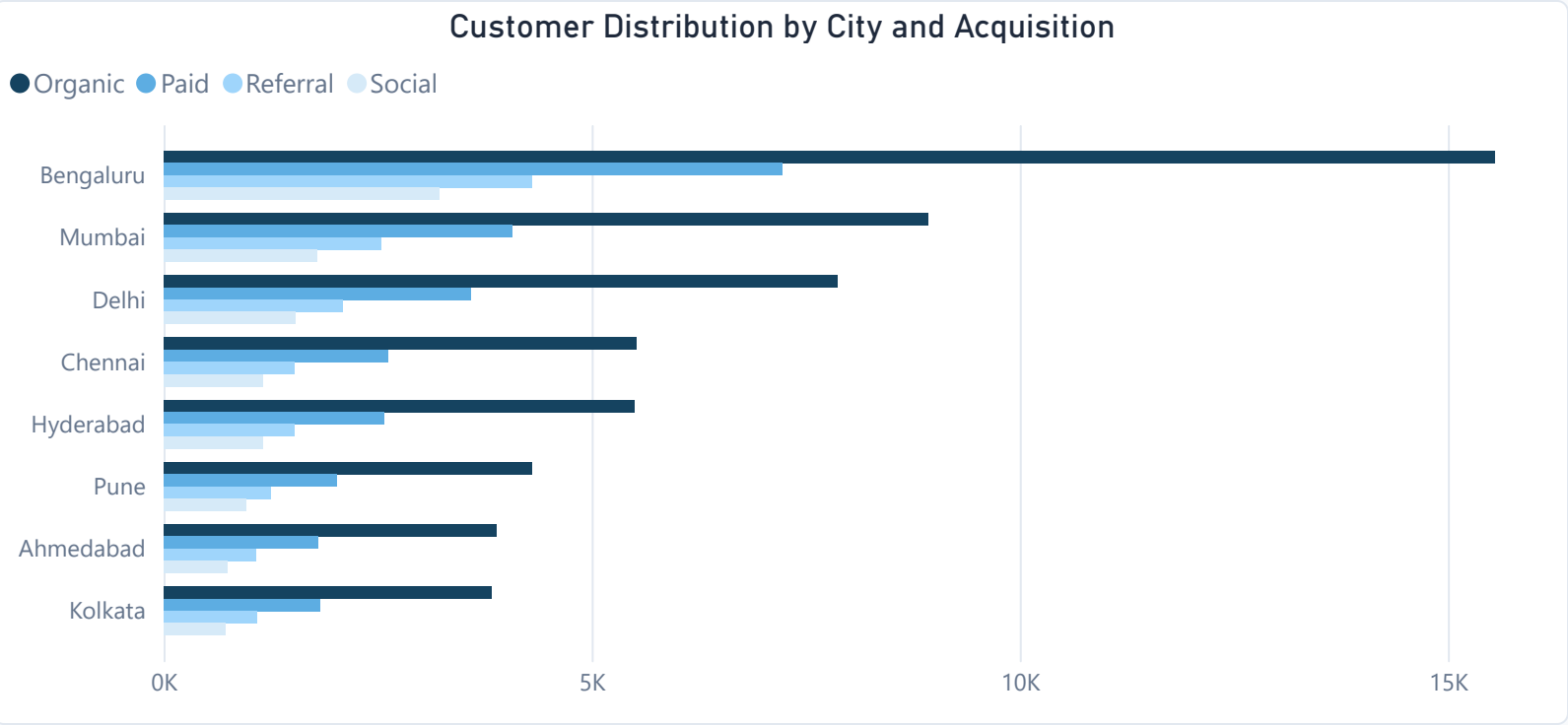
**Social campaigns** perform notably well in **Pune, Ahmedabad, and Kolkata**, showing potential for future growth.

105K

Customer Count

1.42

Ava Orders per Customer

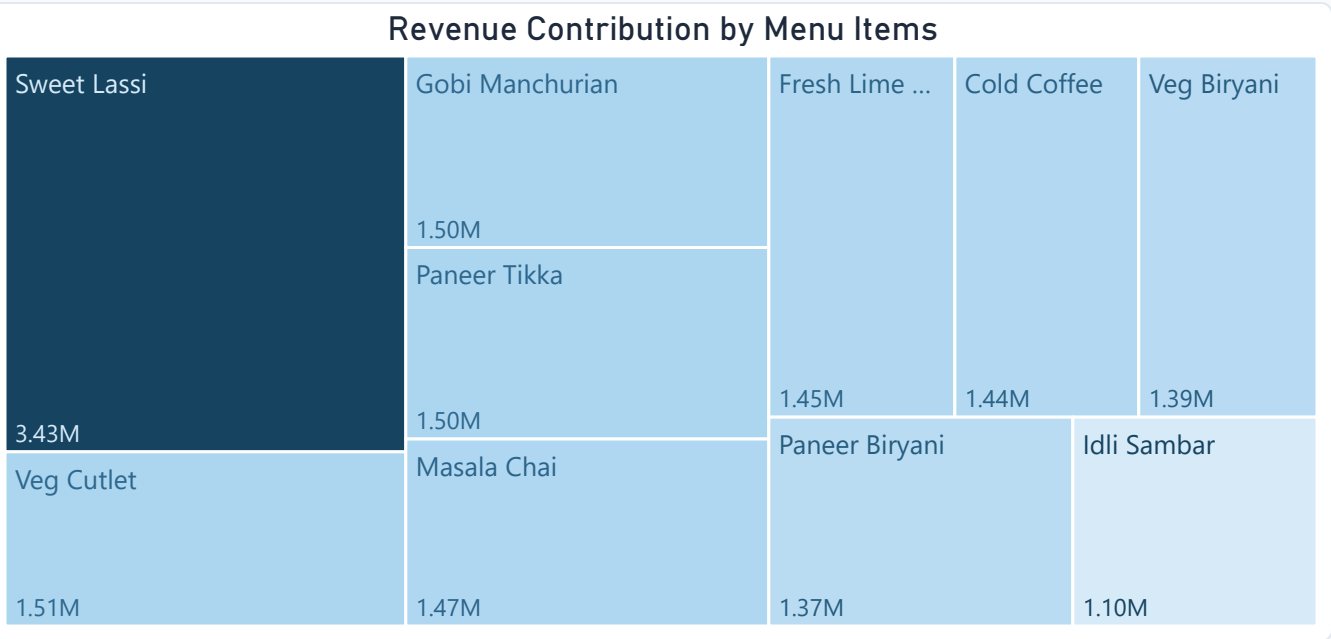
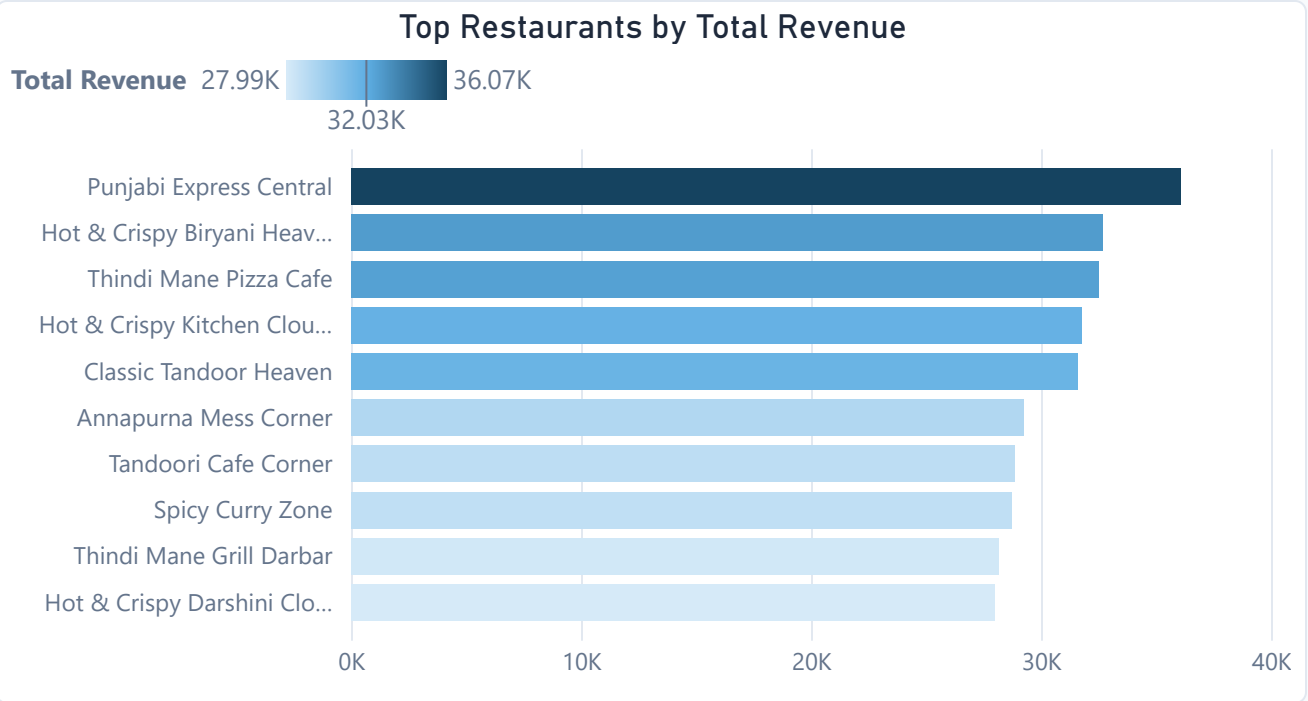
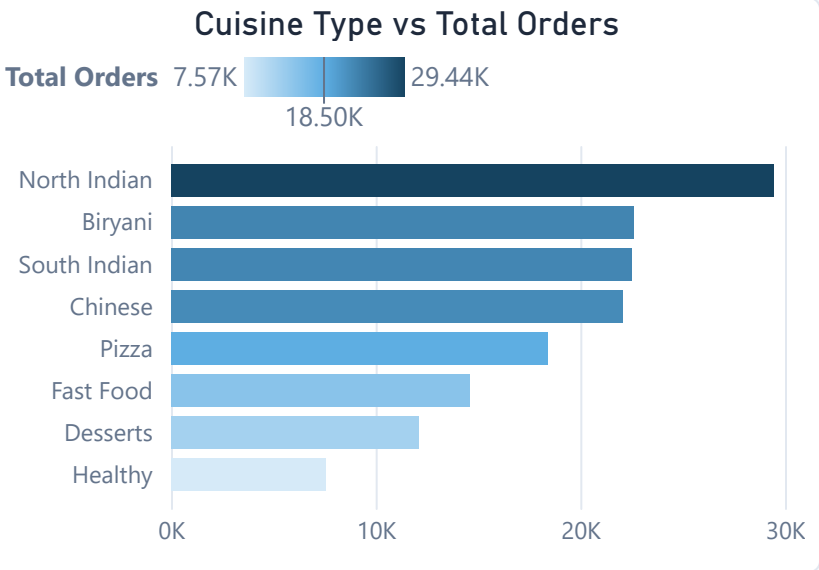


## Top Customers by Lifetime Spend

customer_id	Customer_Lifetime_Spend
CUST077722	2715
CUST146179	2526
CUST133600	2497
CUST077309	2491
CUST179266	2404
CUST125990	2403
CUST163628	2398
CUST087364	2387
CUST199282	2376
CUST165515	2350



# Top Performing Restaurants

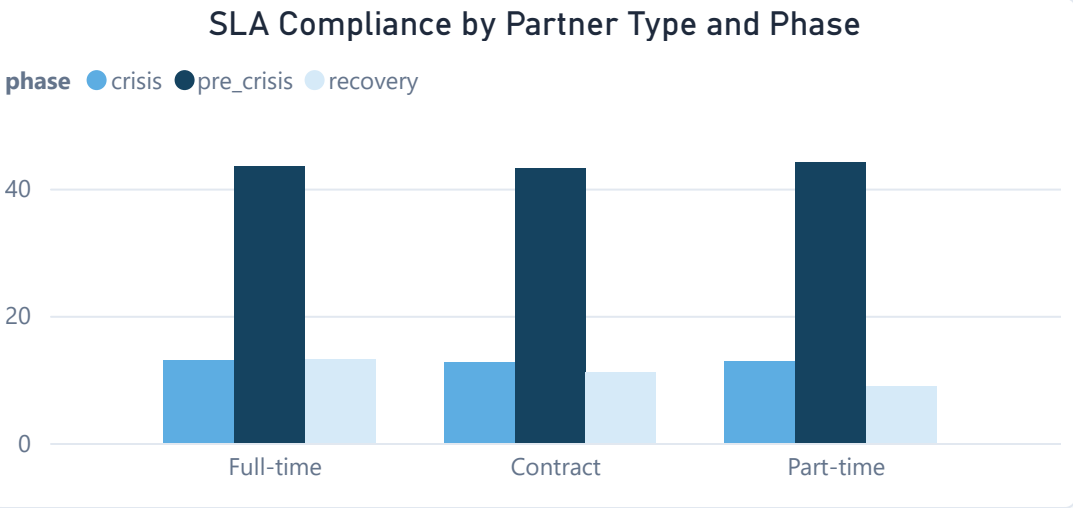


Top-performing restaurants (Top-5) show consistent revenue strength, each crossing ₹30K+, with **Punjabi Express Central** leading at ₹36K.

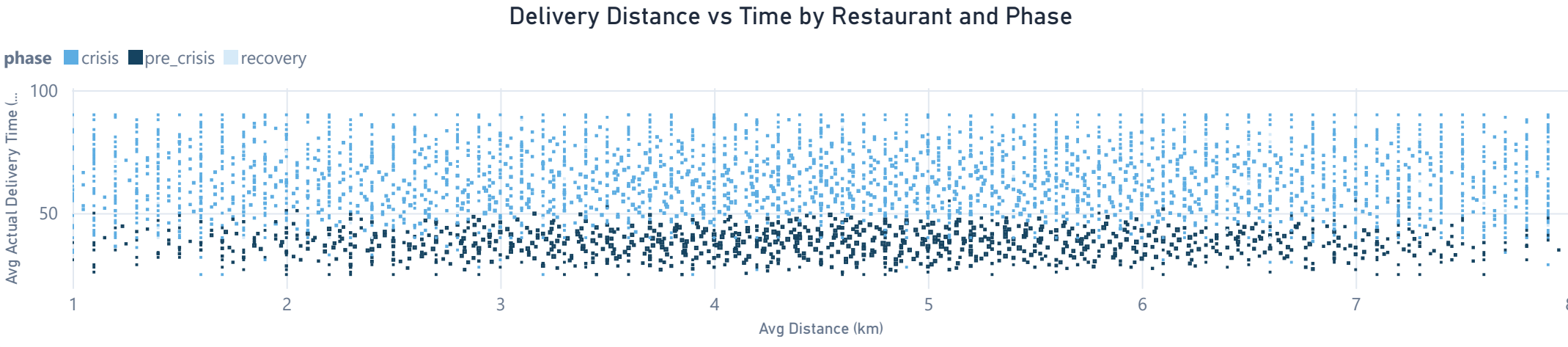
**North Indian and Biryani** cuisines dominate orders, together contributing over **one-third of total demand**.

At the item level, **Sweet Lassi** and **Veg Cutlet** emerge as bestsellers, driving the highest menu-level revenue.

# Delivery Performance Across Phases



City-wise SLA Performance Across Phases			
city	pre_crisis	crisis	recovery
Pune	43.45	13.93	8.33
Mumbai	43.24	12.39	11.36
Kolkata	43.55	13.24	0.00
Hyderabad	44.04	12.12	5.26
Delhi	43.16	12.59	14.89
Chennai	43.75	13.16	14.29
Bengaluru	43.83	13.28	11.84
Ahmedabad	43.60	12.70	6.25



SLA compliance fell from ~43% pre-crisis to ~13% during the crisis, with only partial recovery. **Delhi** and **Chennai** recovered best (~14%), while **Kolkata** and **Hyderabad** lagged. **Full-time partners** performed slightly better than part-time. Most deliveries stayed under **50 mins** during the crisis, with fewer recovery-phase records.



Ratings stayed high (4.6–4.7) till May but dropped to around 2.3 by September, showing declining satisfaction. Sentiment was 54% Neutral, 38% Positive, and 8% Negative, indicating fewer happy customers. Keywords like great, food, service, late, and cold reflect mixed feedback on quality and delivery.