

Food Delivery & Consumer Analytics

Monthly Orders -Analysis

Cancellation Analysis

Restaurants Percentage Decline

Delivery SLA

Ratings Fluctuation

Sentiment Insights

Revenue Impact

Loyalty Impact

highest percentage decline in orders

Restaurant Churn

Lapsed Customers

Priority Cities

Behavior Shifts

Feedback Trends



Monthly Orders Analysis

#Order
149.17K

Canceled Order
11K

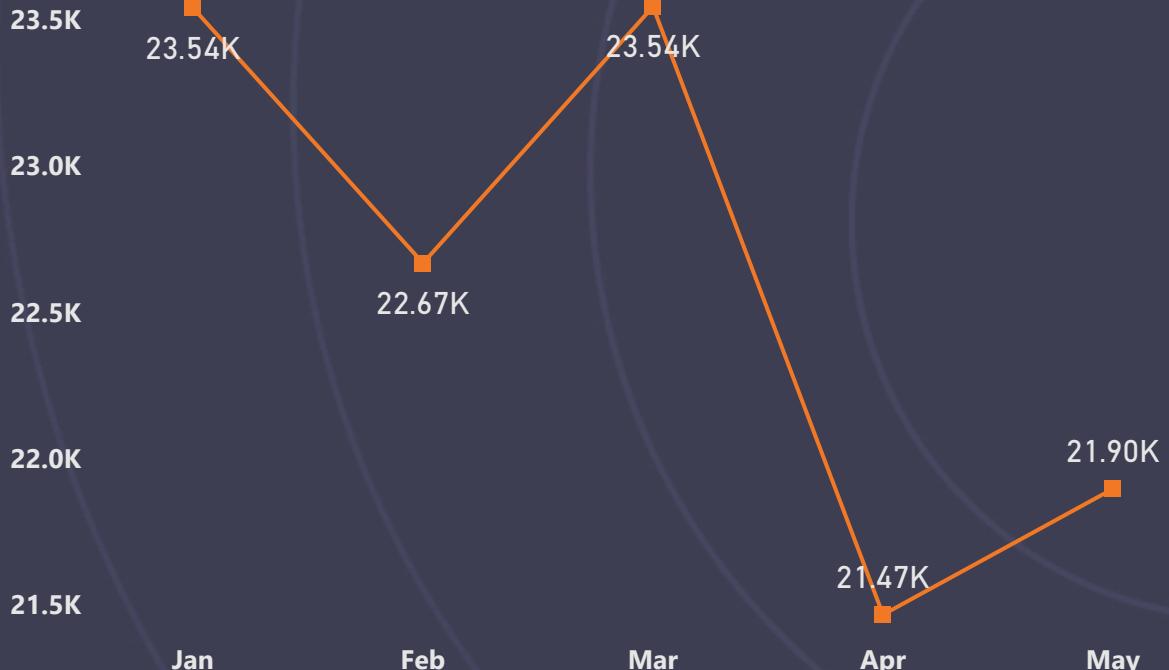
#Customer
107.78K

Avg Rating
4.05

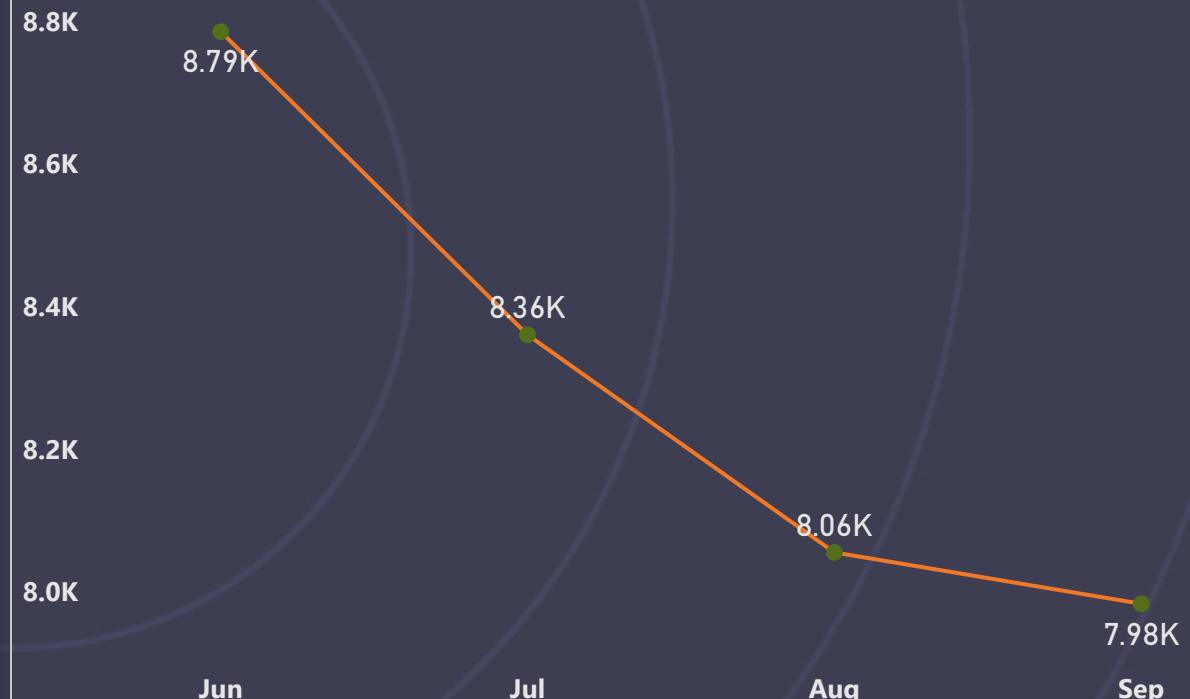
Revenue Loss by Month Name

-2.68M!
Goal: 2.68M (-200%)

Pre-Crisis Orders Overview (Jan–May 2025)



Crisis Orders Overview (Jun–Sep 2025)



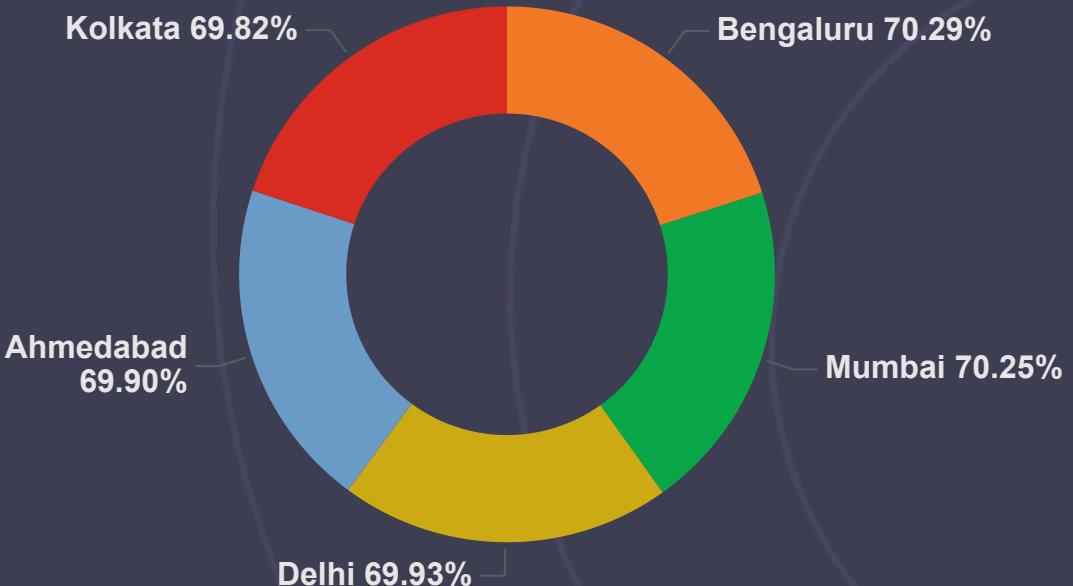
Orders were stable and consistent during the pre-crisis period but declined sharply once the crisis began. The drop indicates a broad disruption rather than seasonal variation. This page establishes the overall scale and timing of the impact.



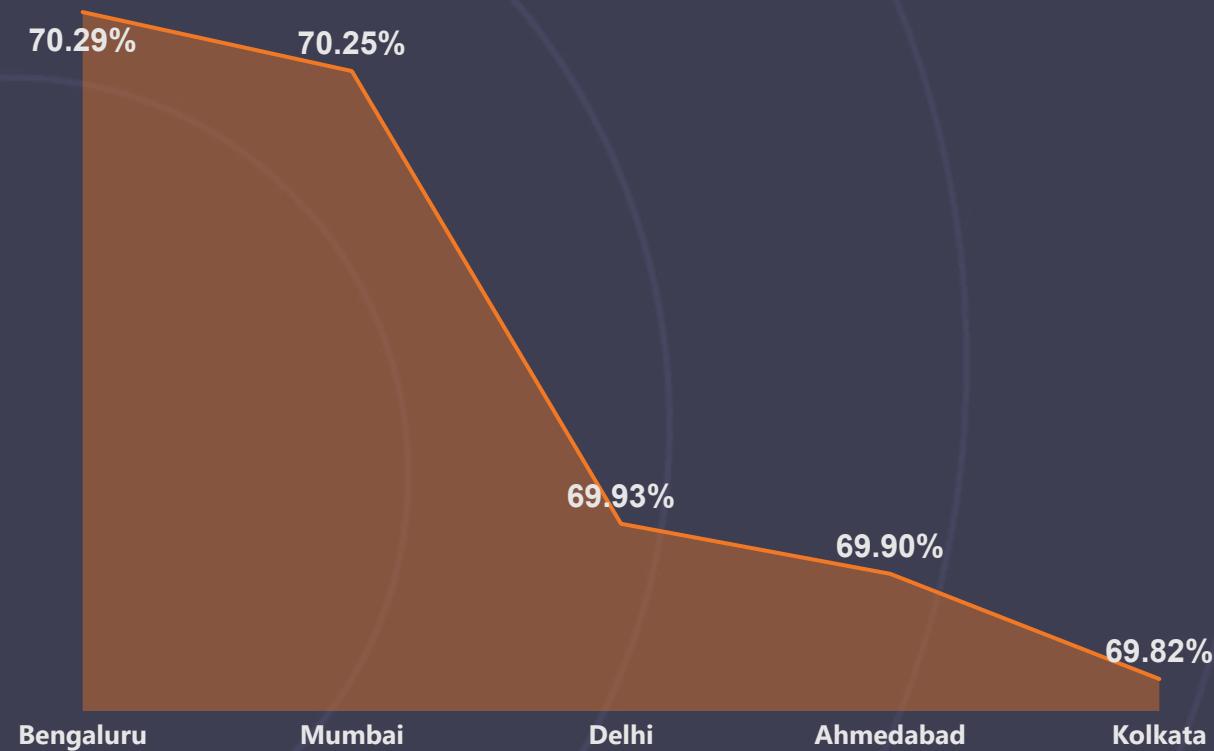
Highest Percentage Decline in Orders

Top 5 City Order Drop-Off Analysis for Frequent Customers

city ● Bengaluru ● Mumbai ● Delhi ● Ahmedabad ● Kolkata



Top 5 City Order Drop-Off Analysis for Frequent Customers



Major cities such as Bengaluru, Mumbai, and Delhi experienced nearly 70% order decline among frequent customers. High-density urban markets were disproportionately impacted. These cities require focused recovery and service improvement strategies.



Restaurants Largest Percentage Decline

restaurant_name	PreCrisis Orders	PostCrisis Orders	Percent Decline
Royal Curry Mahal	50	2	96.0%
Taste of Cafe Corner	50	4	92.0%
Fresh Tandoor Delight	54	5	90.7%
Flavours of Curry Cafe	53	5	90.6%
Flavours of Tandoor Central	64	9	85.9%
Urban Kitchen Zone	66	10	84.8%
Punjabi Curry Delight	57	9	84.2%
Grand Biryani Hub	50	8	84.0%
Hot & Crispy House Heaven	50	8	84.0%
Hot & Crispy Mess Mahal	58	10	82.8%

Several restaurants experienced extreme order declines of over 80% after the crisis began. These partners were highly sensitive to platform performance and delivery reliability. The data highlights the need for targeted restaurant support and retention efforts.



Cancellation Analysis

Order
149.17K

Canceled Order
11K

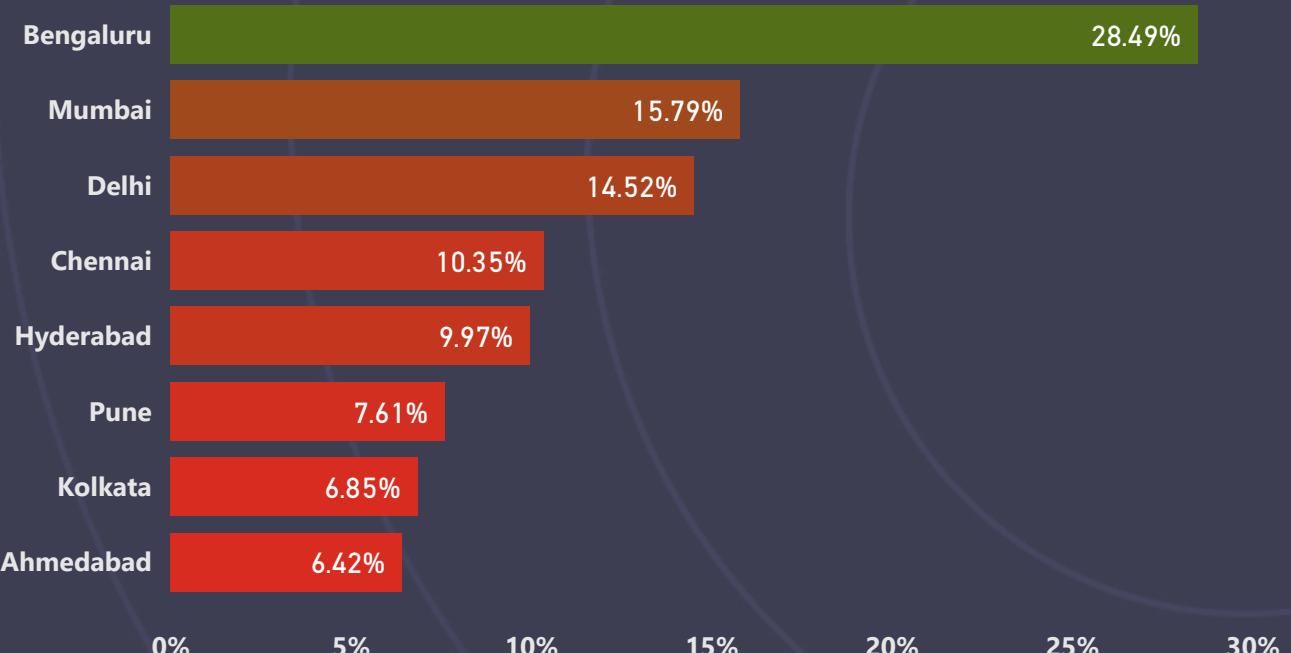
Customer
107.78K

Avg Rating
4.05

Revenue Loss by Month Name

-2.68M!
Goal: 2.68M (-200%)

Cancellation rate trend pre-crisis vs crisis



Cancellation rate by Monthly Basic



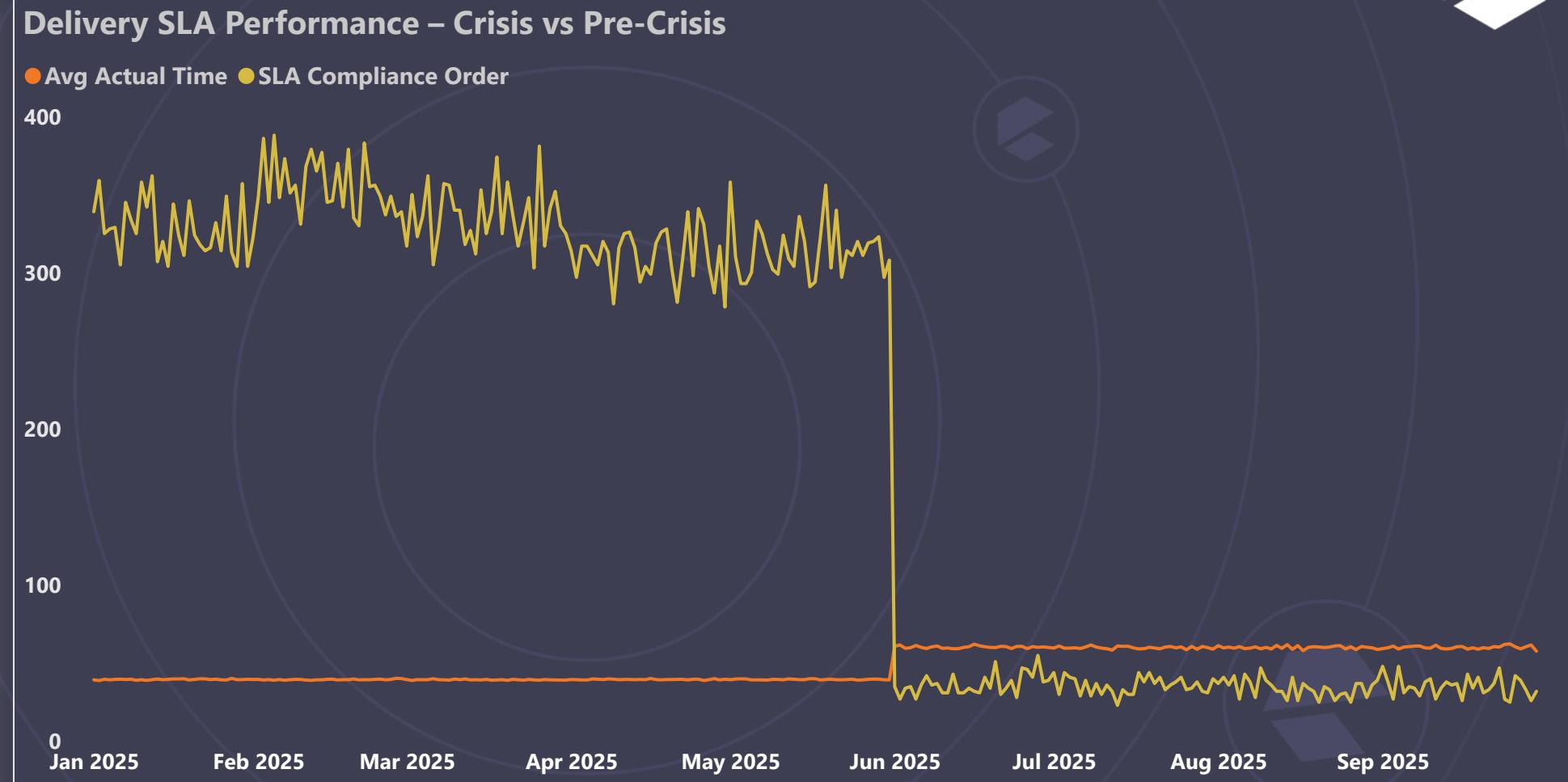
Order cancellations increased significantly during the crisis months, especially in major metro cities. Bengaluru shows the highest cancellation rate, highlighting operational stress in high-demand locations. Rising cancellations directly contributed to reduced order fulfillment and customer dissatisfaction.



Delivery SLA



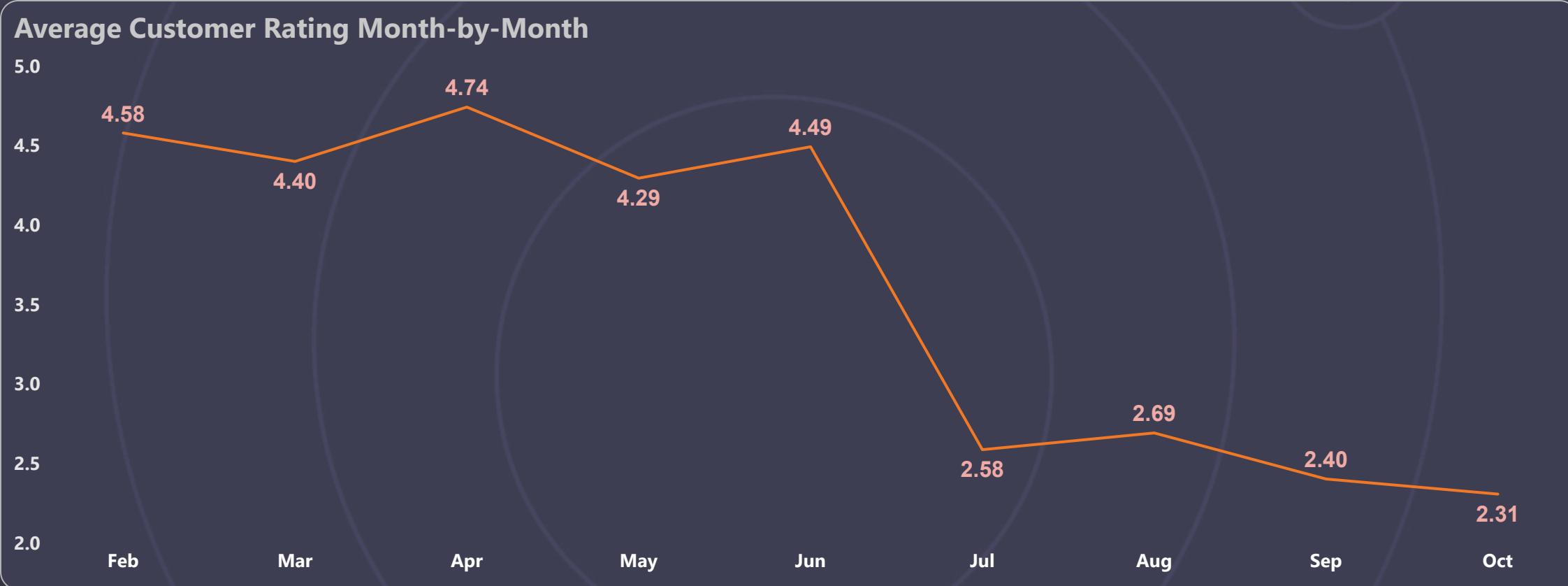
43.60%
PreCrisis SLA Compliance
12.20%
PostCrisis SLA Compliance
-31.40%
Change in SLA Compliance
39.52
PreCrisis Avg Actual Delivery
60.12
PostCrisis Avg Actual Delivery
20.60
Change in Avg Delivery Time



Delivery SLA compliance dropped sharply during the crisis, while average delivery time increased substantially. This operational slowdown strongly correlates with higher cancellations and lower ratings. Delivery performance emerged as a key root cause of customer churn.



Ratings Fluctuation



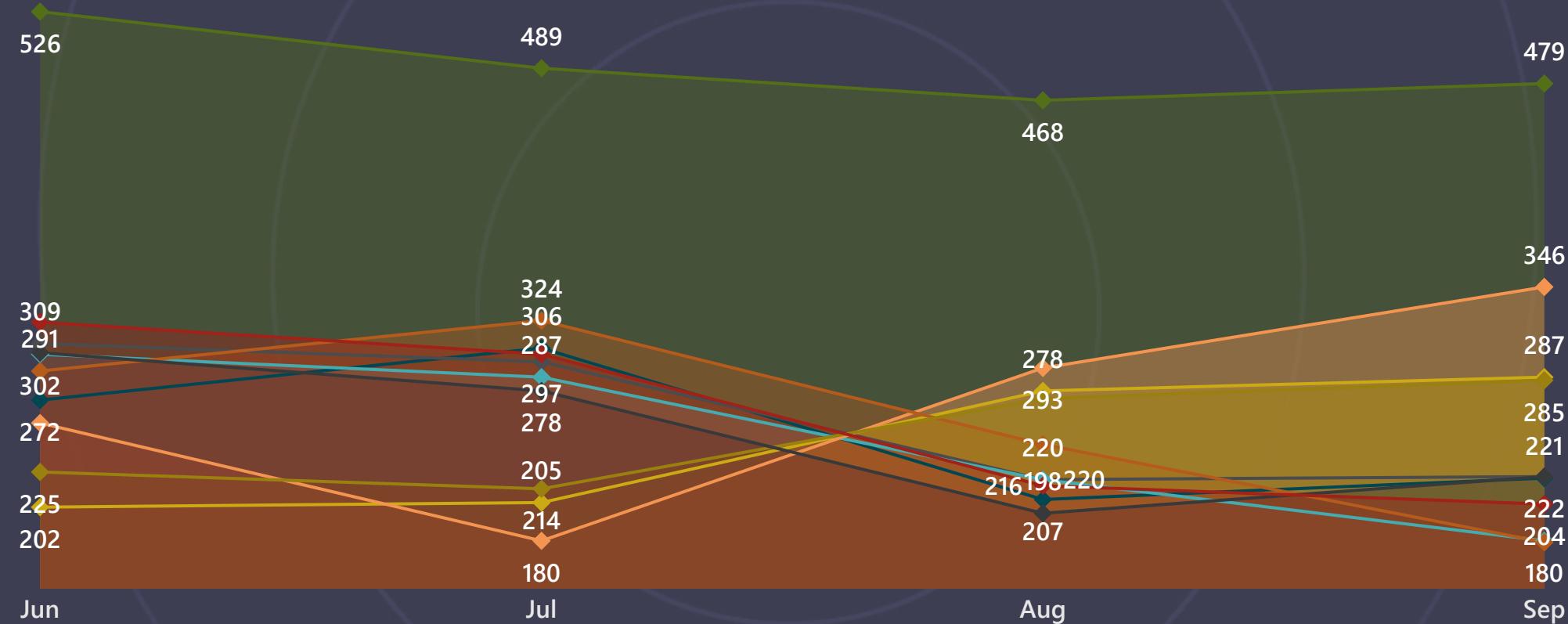
Customer ratings declined noticeably during crisis months, reflecting dissatisfaction with delayed and canceled orders. Although some recovery is visible, ratings remain inconsistent. Service reliability remains critical to rebuilding customer trust.



Sentiment Insights

Top 10 Negative Customer Sentiments During the Crisis

Feedback: Average experience, Bad taste, Cold food, Food quality is not good, Food quality not great, Food safety issue, Not worth the price, Packaging issue, Packaging waste, Portion size small.



During the crisis period, negative customer sentiments peaked in June, driven mainly by complaints about food quality, taste, and overall experience. While some issues showed a slight decline in the following months, concerns related to packaging and portion sizes remained consistent, indicating areas that required continued attention.



Revenue Impact

Pre-Crisis Revenue
37.62M

Crisis Revenue
10.94M

Revenue Loss
26.68M

Revenue Loss %
3.44

Revenue Loss - Pre-Crisis vs Crisis



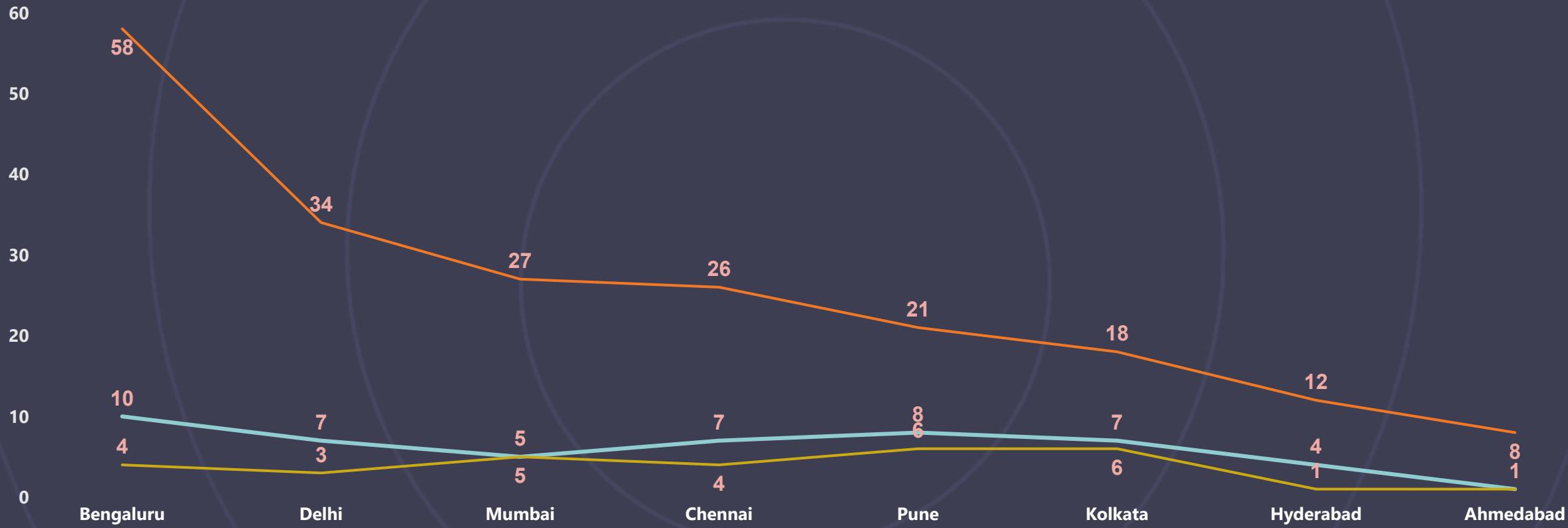
Revenue remained stable before the crisis but dropped significantly during the disruption period. The revenue loss directly mirrors declining order volumes and higher cancellation rates. This highlights the financial consequences of operational inefficiencies.



Loyalty Impact

Order Drop-Off Analysis for Frequent Customers

● Customers PreCrisis 5+ ● Count_Stopped ● Stopped_HighRating_Count



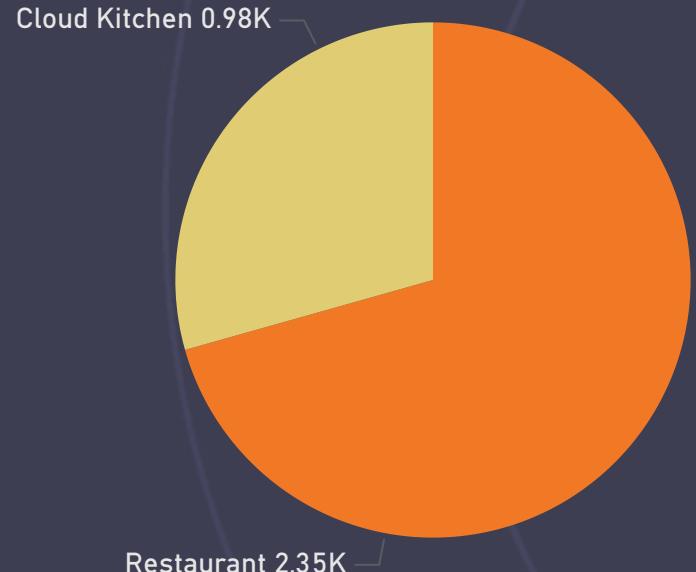
A significant number of frequent customers reduced or stopped ordering during the crisis. Even high-rating customers showed noticeable drop-off, signaling weakened loyalty. Retaining existing customers has become as critical as acquiring new ones.



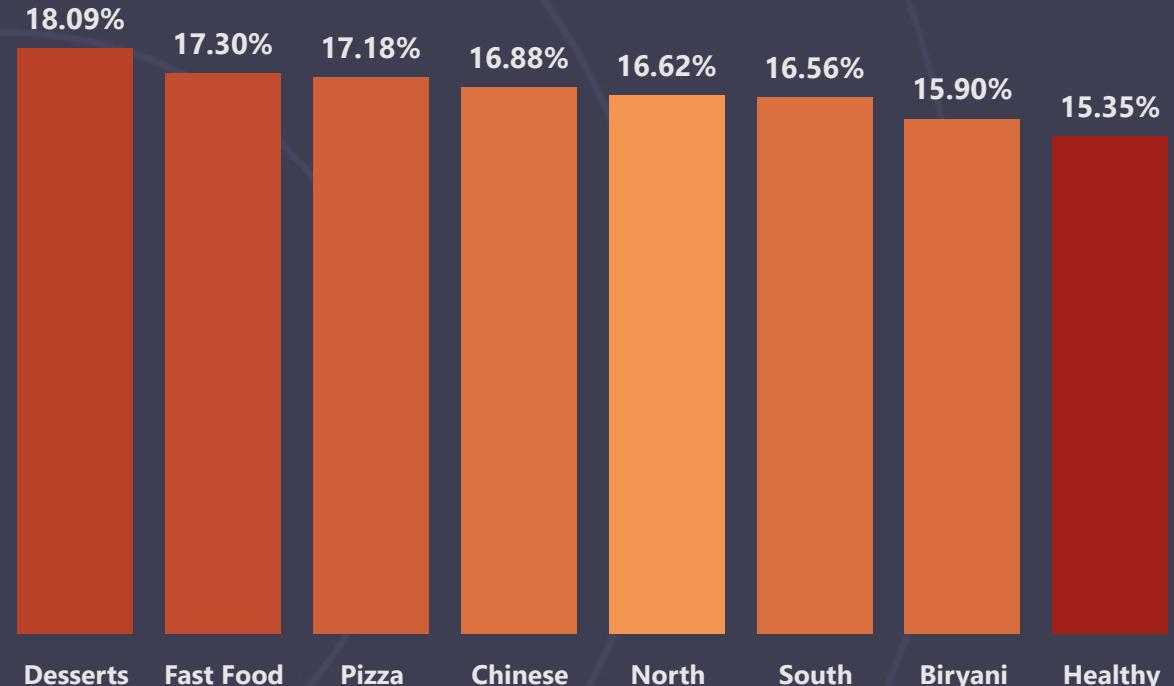
Restaurant Churn

Brand Size vs Churn Impact

partner_type • Restaurant ● Cloud Kitchen



Restaurant Churn Rate by Business Model



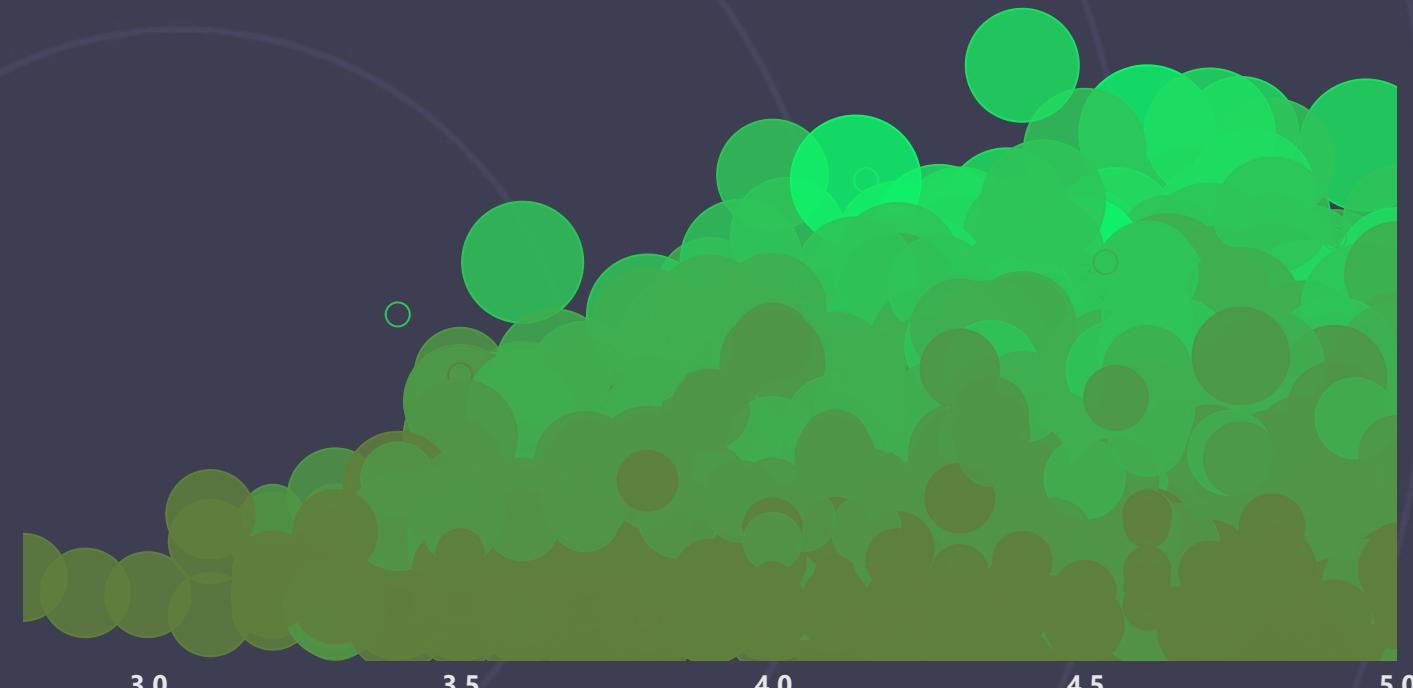
Restaurant churn is higher among certain business models, particularly fast-service categories. Traditional restaurants were more affected than cloud kitchens during the crisis. Partner stability depends heavily on consistent order flow and delivery performance.



Lapsed Customers

customer_id	Return_Propensity_Score	Suggested_Incentive
CUST000008	-0.08	No Incentive / Low Priority
CUST000011	-0.11	No Incentive / Low Priority
CUST000015	-0.08	No Incentive / Low Priority
CUST000025	-0.04	No Incentive / Low Priority
CUST000066	-0.14	No Incentive / Low Priority
CUST000103	-0.13	No Incentive / Low Priority
CUST000121	-0.17	No Incentive / Low Priority
CUST000144	-0.02	No Incentive / Low Priority
CUST000158	-0.12	No Incentive / Low Priority
CUST000166	-0.07	No Incentive / Low Priority
CUST000198	-0.11	No Incentive / Low Priority
CUST000215	-0.07	No Incentive / Low Priority
CUST000243	-0.03	No Incentive / Low Priority
CUST000281	-0.10	No Incentive / Low Priority
CUST000293	-0.04	No Incentive / Low Priority
CUST000310	-0.05	No Incentive / Low Priority
CUST000313	-0.02	No Incentive / Low Priority
CUST000345	-0.05	No Incentive / Low Priority
CUST000354	-0.12	No Incentive / Low Priority

Restaurant Churn Rate by Business Model



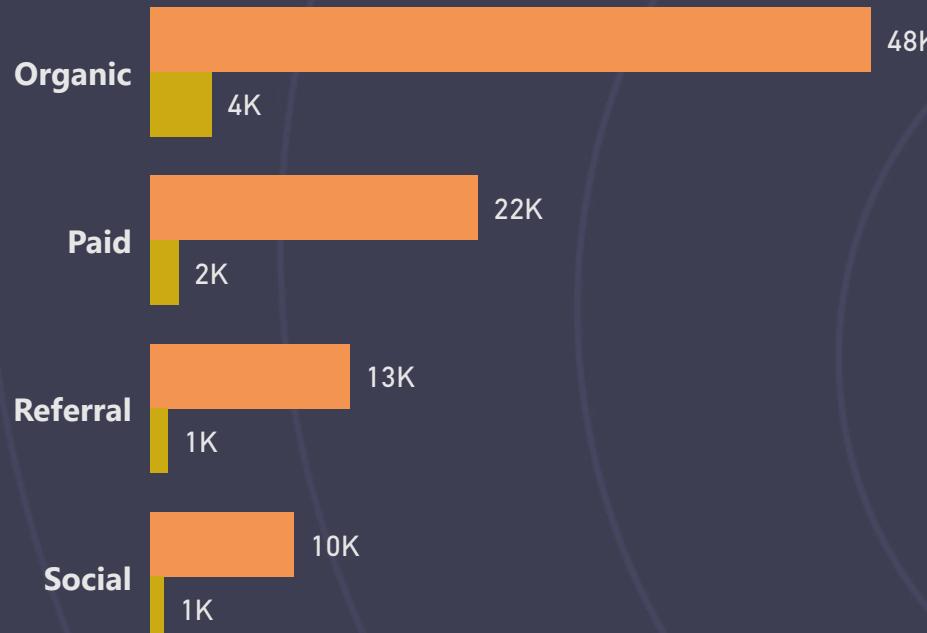
Many lapsed customers show low likelihood of returning without intervention. Blanket incentives may not be cost-effective given low return propensity. Targeted engagement is required to prevent further churn.



Priority Cities at Risk of Long-Term Demand Loss

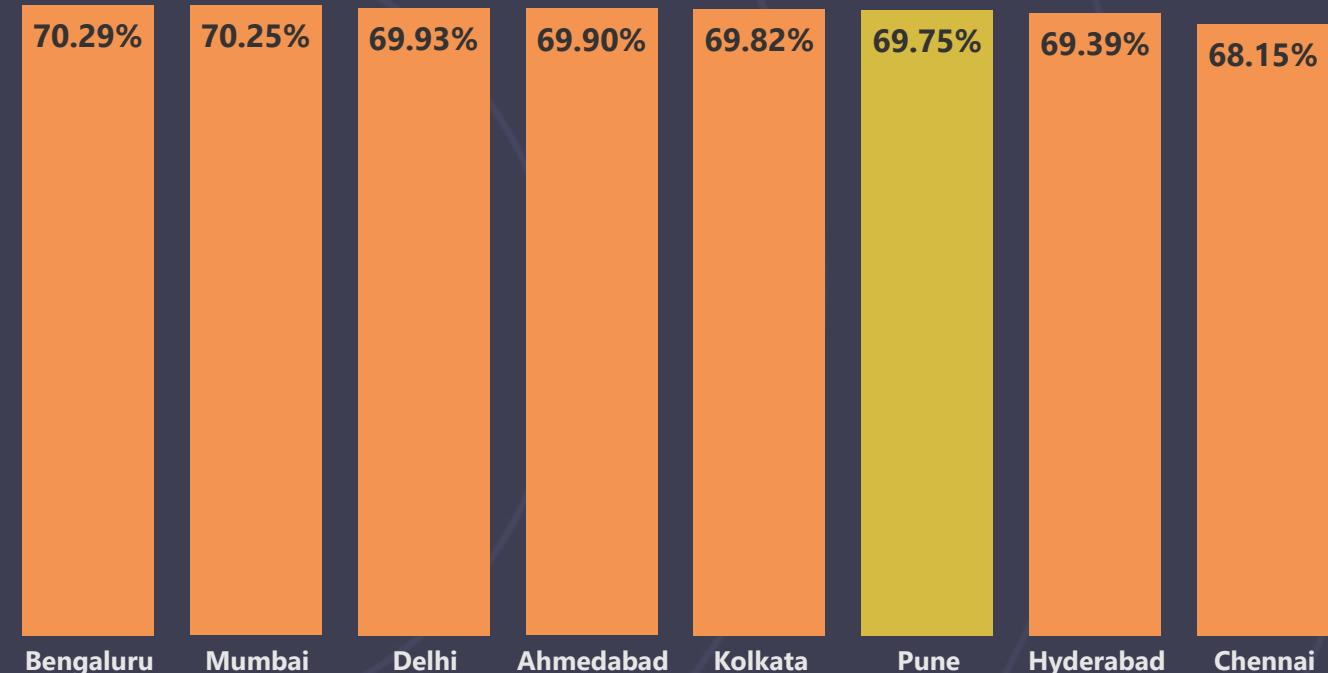
High-Risk Cities by Customer Channel

City Tier ● Tier 1 ● Tier 2



Tier-1 & Tier-2 Cities Showing Highest Demand Decline

City Tier ● Tier 1 ● Tier 2



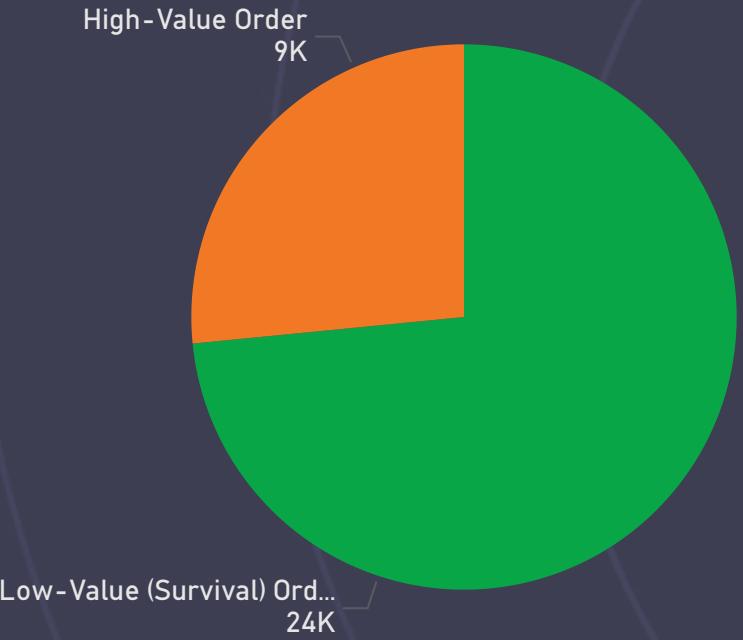
Several Tier-1 and Tier-2 cities are exhibiting sustained demand declines, indicating a high risk of long-term customer loss. This trend is strongly associated with prolonged delivery disruptions and a rise in negative customer feedback during and after the crisis period. These cities should therefore be prioritized for focused operational improvements and targeted customer retention strategies.



Change Customer Order Value Behavior During Crisis

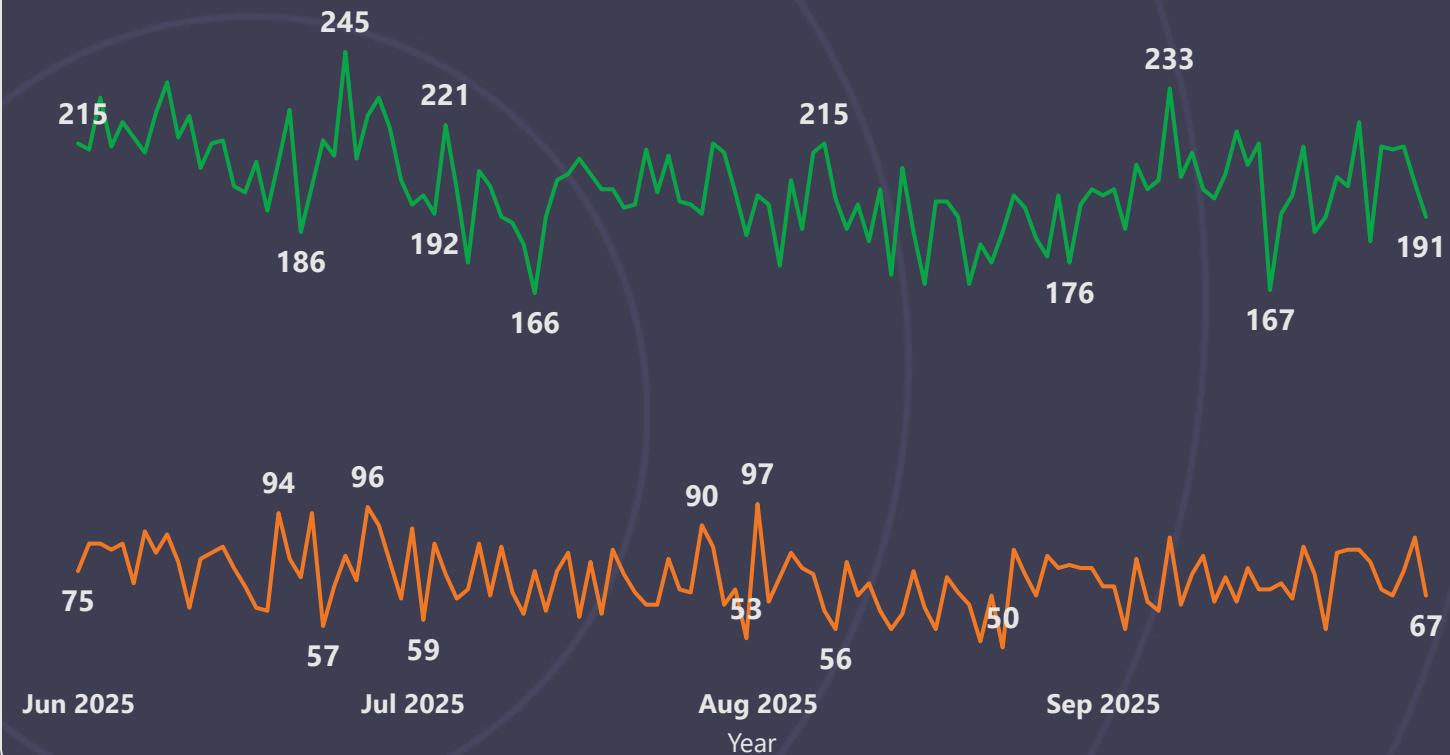
Crisis Impact on Order Value Behavior

Order Type ● Low-Value (Survival) Order ● High-Value Order



Customer Trade-Down to Low-Value Orders

Order Type ● High-Value Order ● Low-Value (Survival) Order

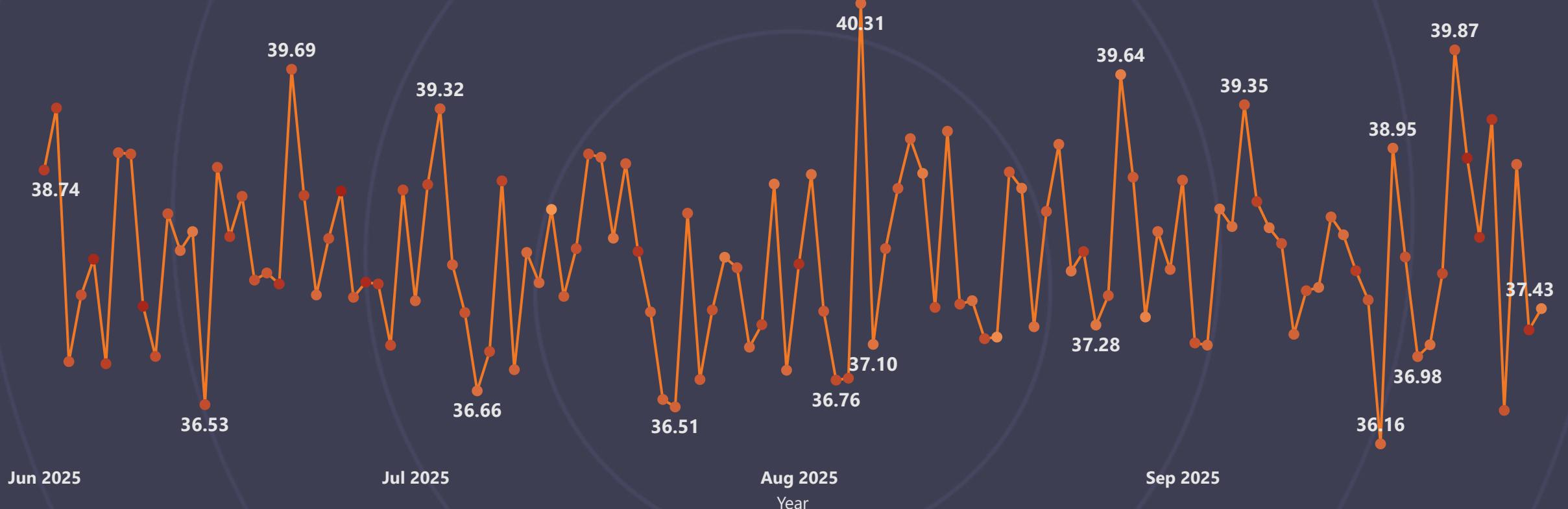


Customers significantly shifted toward low-value "survival orders" during the crisis, indicating cautious spending behavior and reduced willingness to place high-value orders.



Delivery Outages Drive Negative Reviews

Negative Review Spikes During Delivery Outages



Delivery outages, identified by excessive delays between expected and actual delivery times, directly triggered spikes in negative customer reviews, confirming a strong link between operational failures and customer dissatisfaction.