City
All

Month
All

Quarter
☐ Qtr 1
☐ Qtr 2
☐ Qtr 3

Post-Crisis

Pre-Crisis

Total Restaurants
20K

Total Orders
149K

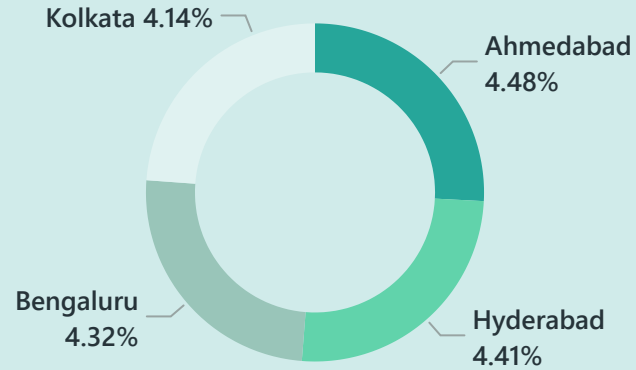**Cancellation Rate**
7.4%

Avg Order Value
₹ 326

Quick Bites

Cancellation Rate by city

○ Bottom 5

◉ Top 5

Kolkata 4.14%

Ahmedabad 4.48%

Bengaluru 4.32%

Hyderabad 4.41%

○ Post-Crisis

○ Pre-Crisis

Total Orders by Acquisition Channel

76K Organic
33K Paid
21K Referral
15K Social

Orders by City

14.2K Hyderabad
11.5K Pune
10.0K Ahmedabad
9.9K Kolkata
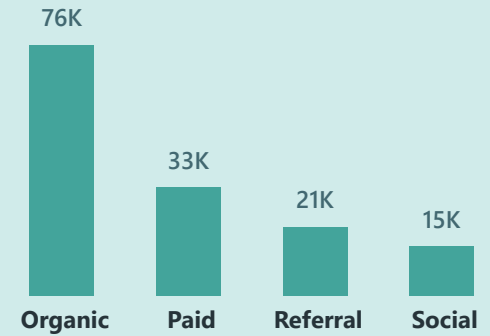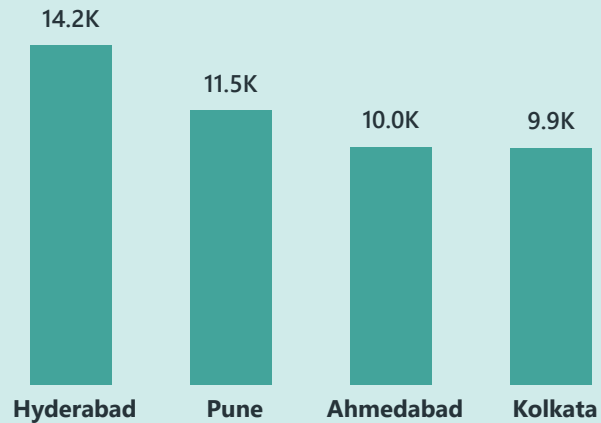
◉ Bottom 4

○ Top 4

Cancellation Rate by Month Name

6.22% Jan
6.15% Feb
5.99% Mar
5.85% Apr
6.06% May
11.56% Jun
11.91% Jul
12.51% Aug
11.78% Sep

ORDER

RESTAURANT
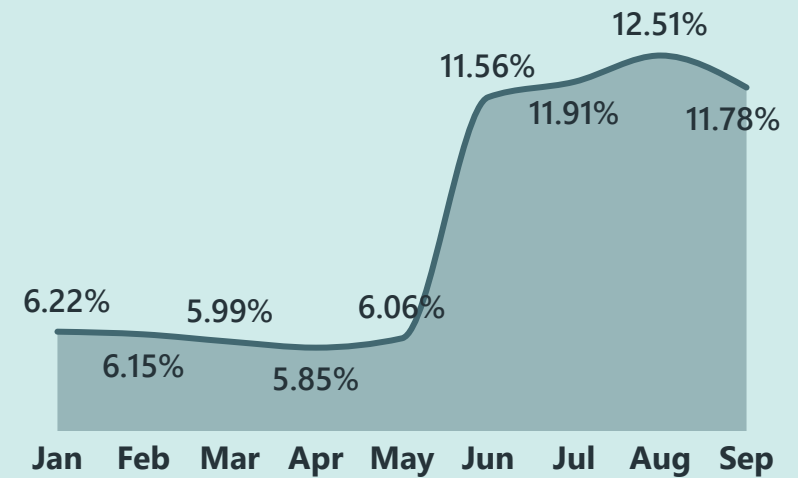
FILTERS

City
All

Month
All

Quarter
- [ ] Qtr 1
- [ ] Qtr 2
- [ ] Qtr 3

Post-Crisis

Pre-Crisis

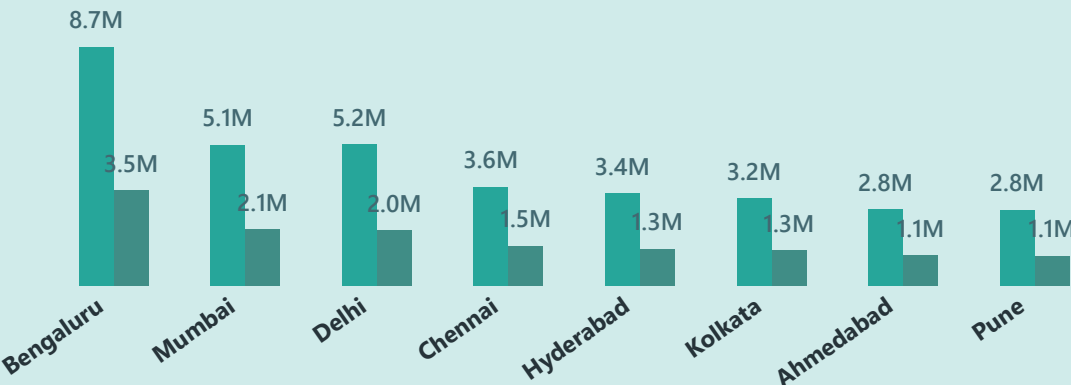| Total Revenue	Total Discount Amount	Delivery Revenue	Revenue per Customer
48.56M	2.82M	4.49M	461.70

Quick Bites

Total Revenue by city and WeekType

Bengaluru 8.7M / 3.5M
Mumbai 5.1M / 2.1M
Delhi 5.2M / 2.0M
Chennai 3.6M / 1.5M
Hyderabad 3.4M / 1.3M
Kolkata 3.2M / 1.3M
Ahmedabad 2.8M / 1.1M
Pune 2.8M / 1.1M

Total Revenue by Cuisine Type

North In... 9.6M
Biryani 7.3M
South Indian 7.3M
Chinese 7.2M
Pizza 6.0M
Fast Food 4.7M
Desserts 4.0M
Healthy 2.5M
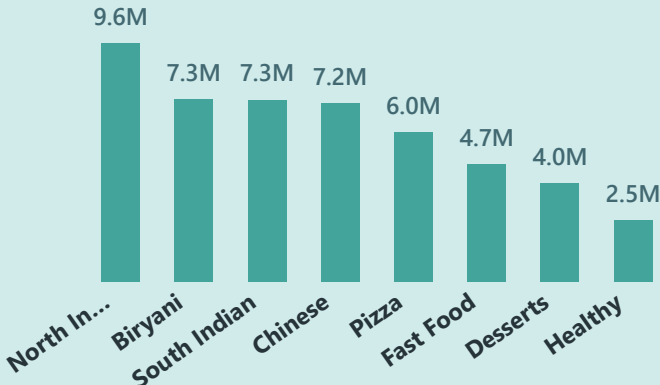
City	Total Revenue	PM	% Change	% Contribution to Overall Revenue
Pune	₹ 3.88M			7.98%
Mumbai	₹ 7.81M			16.08%
Kolkata	₹ 3.34M			6.87%
Hyderabad	₹ 4.78M			9.84%
Delhi	₹ 6.80M			14.00%
Chennai	₹ 4.91M			10.11%
Bengaluru	₹ 13.68M			28.18%
Ahmedabad	₹ 3.37M			6.93%

Customers by Acquisition Channels

Organic 36K
Paid 16K
Referral 10K
Social 7K

ORDER

RESTAURANT

City

All

Month

All
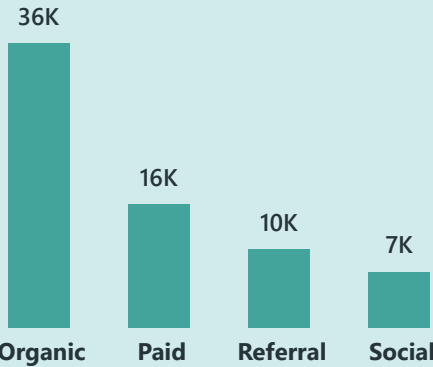
Quarter

☐ Qtr 1

☐ Qtr 2

☐ Qtr 3

Post-Crisis

Pre-Crisis

Total Customers
105.18K

AVG Customer Rating
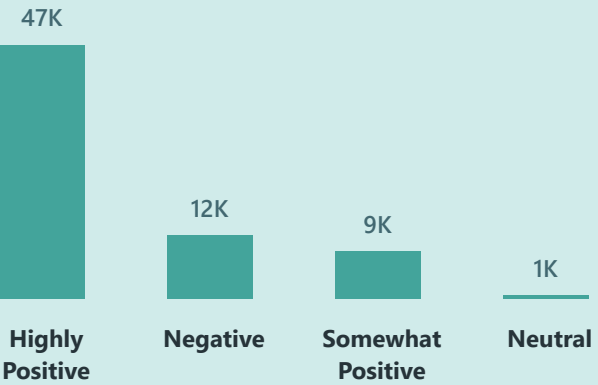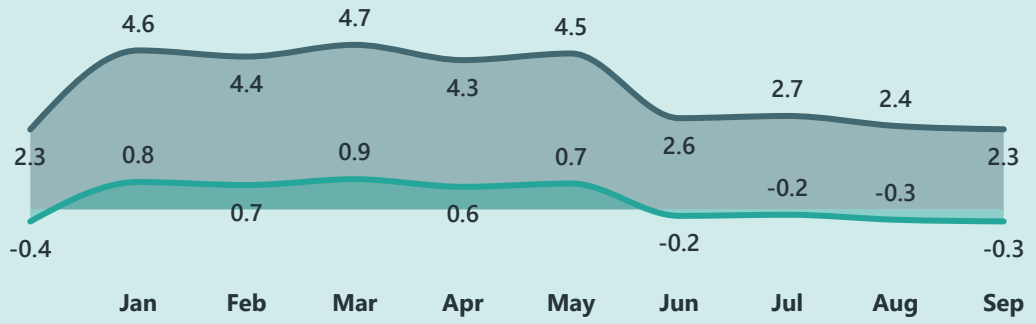4.05

Average Sentiment score
0.53

Returning Customers
34K

Quick Bites

Reviews by Sentiment Category

47K — Highly Positive

12K — Negative

9K — Somewhat Positive

1K — Neutral

AVG Rating Vs AVG Sentiment Score by Month Name

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
Rating	2.3	4.6	4.4	4.7	4.3	4.5	2.6	2.7	2.4	2.3
Sentiment	-0.4	0.8	0.7	0.9	0.6	0.7	-0.2	-0.2	-0.3	-0.3

Customers by Customer category
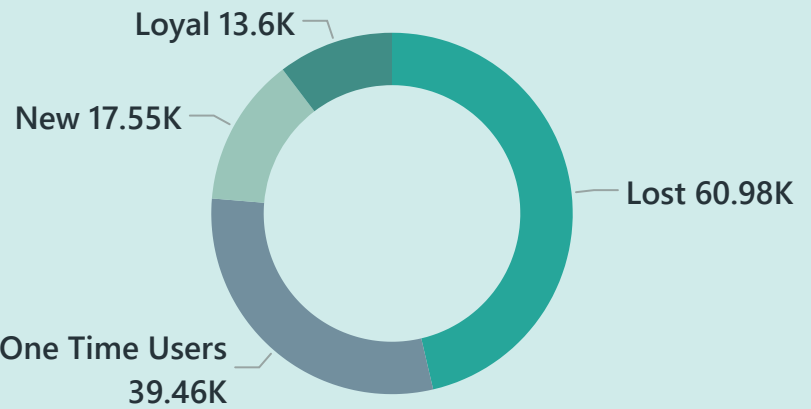
Loyal 13.6K

New 17.55K

Lost 60.98K

One Time Users 39.46K

Customers by Acquisition Channels

36K — Organic

16K — Paid

10K — Referral

7K — Social

ORDER

RESTAURANT

City
All

Month
All

Quarter
☐ Qtr 1
☐ Qtr 2
☐ Qtr 3

Post-Crisis

Pre-Crisis

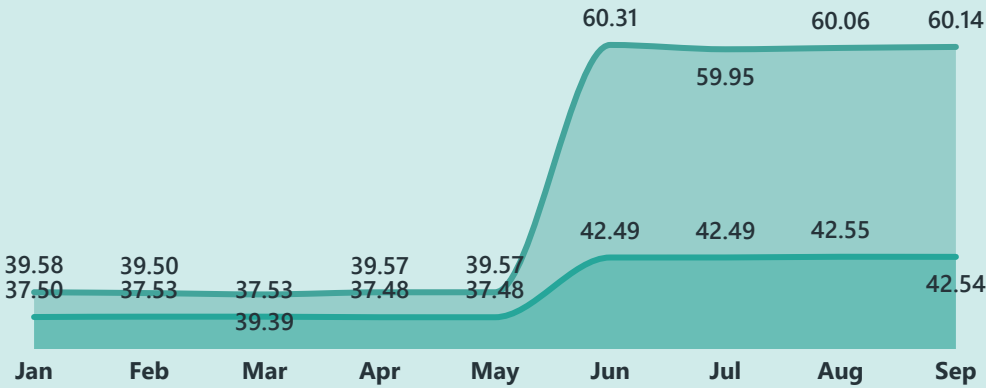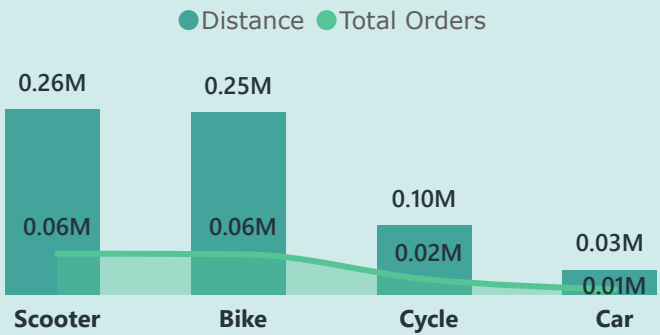| Total Distance (KM)	AVG Rating	Avg Delivery Delay (mins)	On-Time Delivery %
670.45K	4.20	5.71	36.16

Quick Bites

City	Bike	Car	Cycle	Scooter	Total
Ahmedabad	529	59	155	469	1212
Bengaluru	1471	196	564	1544	3775
Chennai	632	73	243	611	1559
Delhi	868	116	351	872	2207
Hyderabad	558	81	213	593	1445
Kolkata	566	72	183	561	1382
Mumbai	861	129	358	879	2227
Pune	456	66	189	482	1193
Total	**5941**	**792**	**2256**	**6011**	**15000**

Distance and Total Orders by Vehicle Type

● Distance ● Total Orders

Scooter	Bike	Cycle	Car
0.26M	0.25M	0.10M	0.03M
0.06M	0.06M	0.02M	0.01M

Actual Delivery Time VS Expected Delivery Time

Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
39.58	39.50		39.57	39.57	60.31	59.95	60.06	60.14
37.50	37.53	37.53	37.48	37.48	42.49	42.49	42.55	42.54
		39.39						

Delivery Partners by Employment Type

Contract 2.93K

Full-time 7.6K

Part-time 4.47K

FILTERS

City ⌄

All ⌄

Month ⌄

All ⌄

Quarter ⌄

☐ Qtr 1
☐ Qtr 2
☐ Qtr 3

⌄
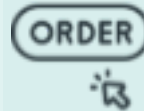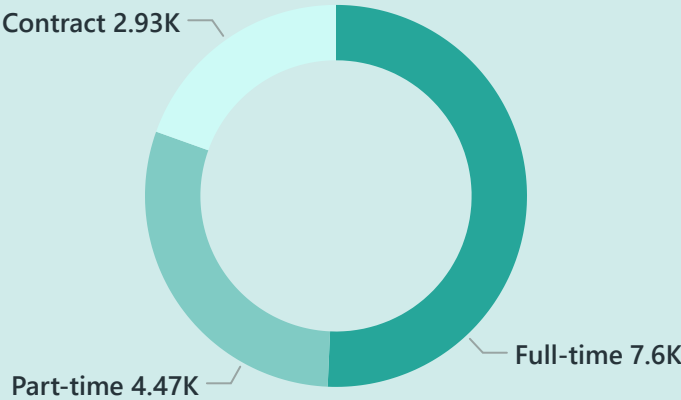
Post-Crisis

Pre-Crisis

Unique Items	Resturant Count	Items Price	Cloud Kitchen
75	14K	56.31M	6K

Quick Bites

Total Orders By Partner Type

North In... : 21K / 9K
Biryani : 16K / 7K
South Indian : 16K / 7K
Chinese : 16K / 6K
Pizza : 13K / 5K
Fast Food : 10K / 4K
Desserts : 8K / 4K
Healthy : 5K / 5K
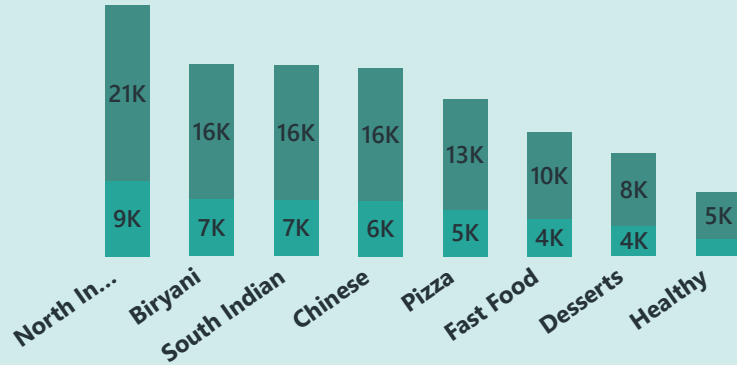
Resturants By City and Partner Type

City	Value 1	Value 2
Bengaluru	1.5K	3.5K
Delhi	0.9K	2.1K
Mumbai	0.9K	2.1K
Hyderabad	0.6K	1.5K
Chennai	0.6K	1.4K
Kolkata	0.5K	1.3K
Ahmedabad	0.5K	1.1K
Pune	0.5K	1.1K
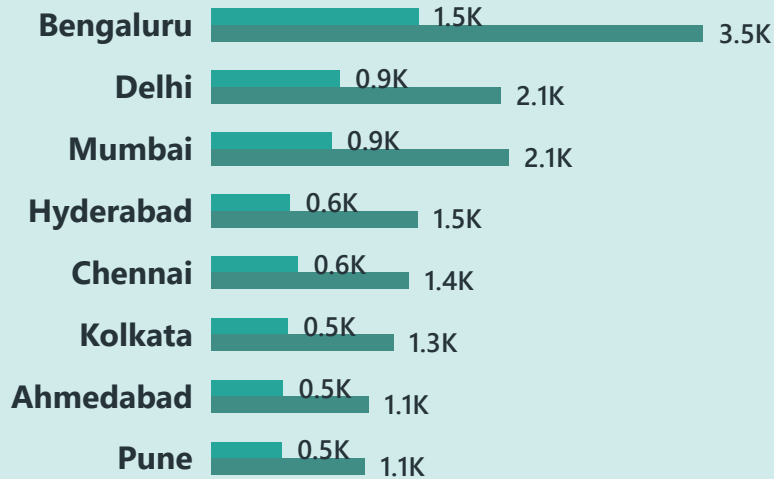
Category	Total Orders	Total Resturants	Total Amount	AVG Unit Price
⊞ Beverages	39995	8966	₹ 7.79M	85.80
⊞ Biryani	26933	6880	₹ 5.03M	87.54
⊞ Bowls	4055	942	₹ 0.78M	88.02
⊞ Breads	13792	3838	₹ 2.46M	86.13
⊞ Burgers	7078	1972	₹ 1.26M	85.01
⊞ Curries	13679	3820	₹ 2.43M	85.70
⊞ Desserts	9546	1669	₹ 2.06M	84.86
⊞ Dosa	10011	2834	₹ 1.80M	87.27
⊞ Fried Rice	12923	3000	₹ 2.47M	86.91
⊞ Fries	7029	1968	₹ 1.25M	85.65
⊞ Idli	9873	2823	₹ 1.77M	85.28
⊞ Juices	4131	949	₹ 0.79M	86.43
⊞ Noodles	13006	2998	₹ 2.49M	86.70
⊞ Pizza	10110	2302	₹ 1.93M	86.19
⊞ Rice	9937	2821	₹ 1.77M	86.53
⊞ Salads	4158	934	₹ 0.79M	86.49
⊞ Sides	10032	2300	₹ 1.91M	85.62
⊞ Snacks	9916	2816	₹ 1.77M	86.85
⊞ Starters	40094	9861	₹ 7.50M	86.43
⊞ Wraps	7125	1966	₹ 1.28M	86.80

ORDER

RESTAURANT

Avg Order Value by Customer category

Category	Value
Loyal	331
Lost	331
New	329
One Tim...	314

Total Revenue by Month Name

Month	Revenue
Jan	7.8M
Feb	7.5M
Mar	7.8M
Apr	7.1M
May	7.4M
Jun	2.9M
Jul	2.7M
Aug	2.6M
Sep	2.7M
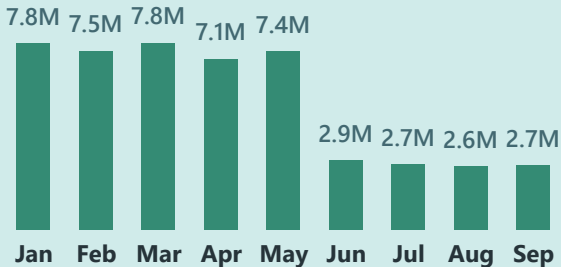
Sum of line_total by Month Name

Delivery Partners by Vehichle Type

Scooter	Bike	Cycle	Car
6.0K	5.9K	2.3K	0.8K