

QuickBite Crisis Overview Report

Overview

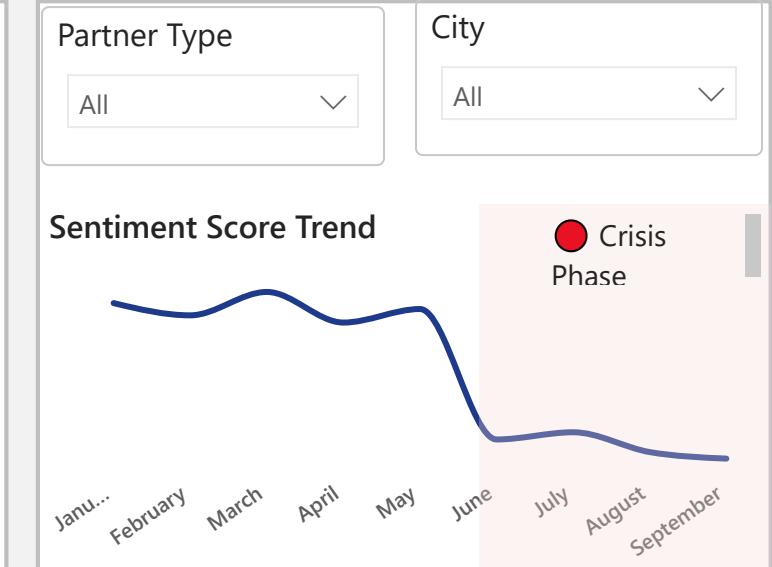
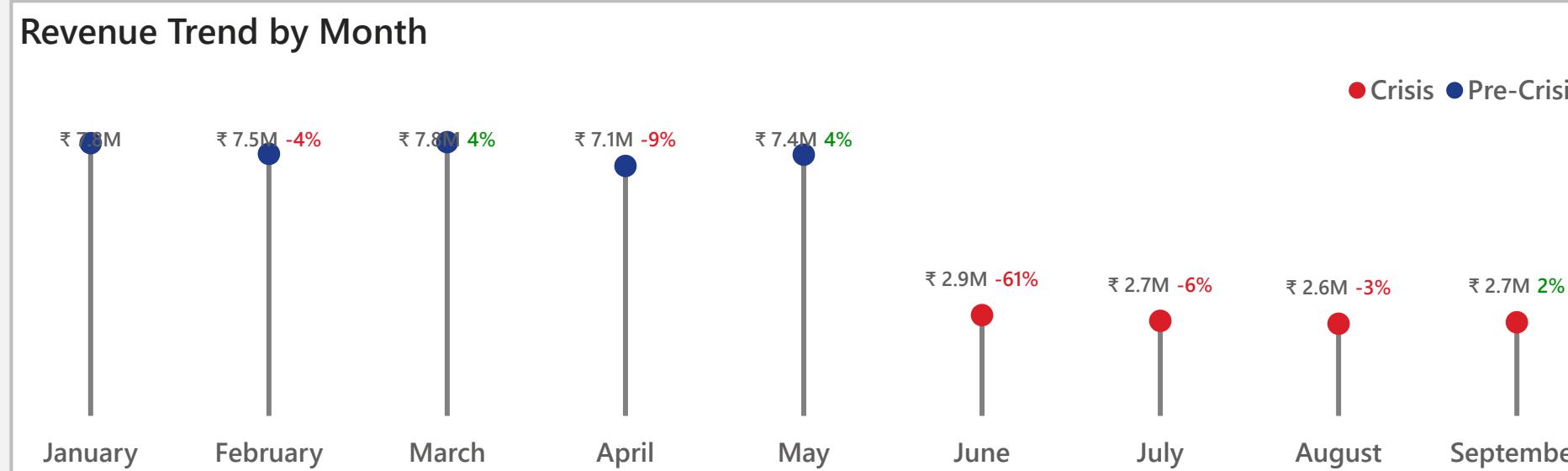
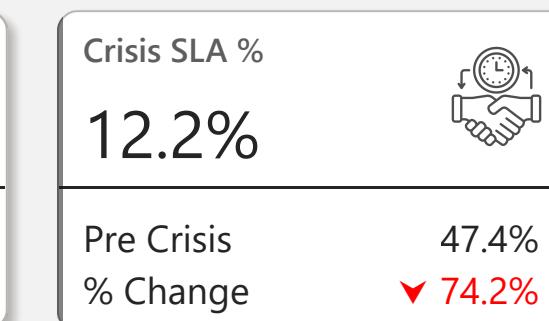
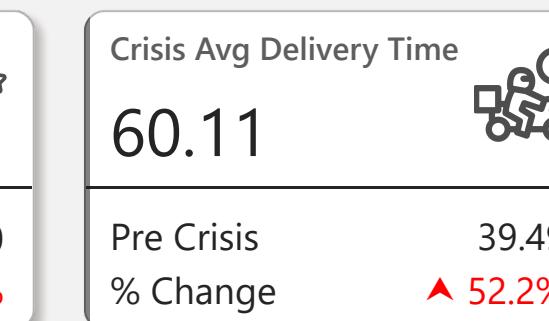
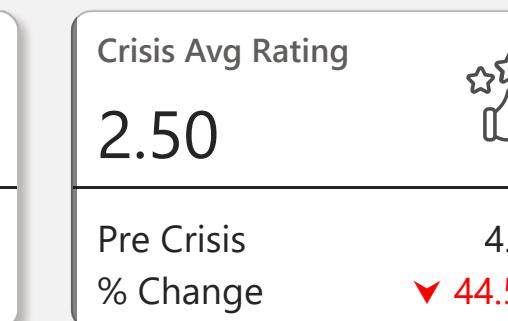
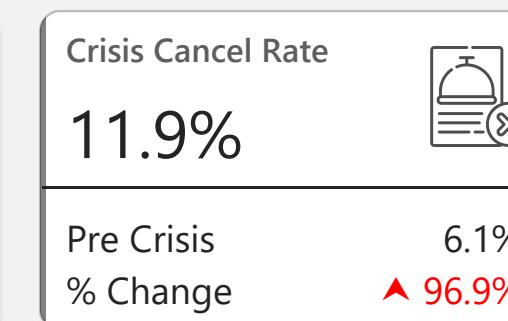
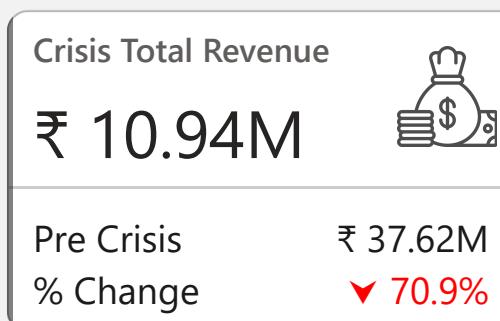
City

Restaurant

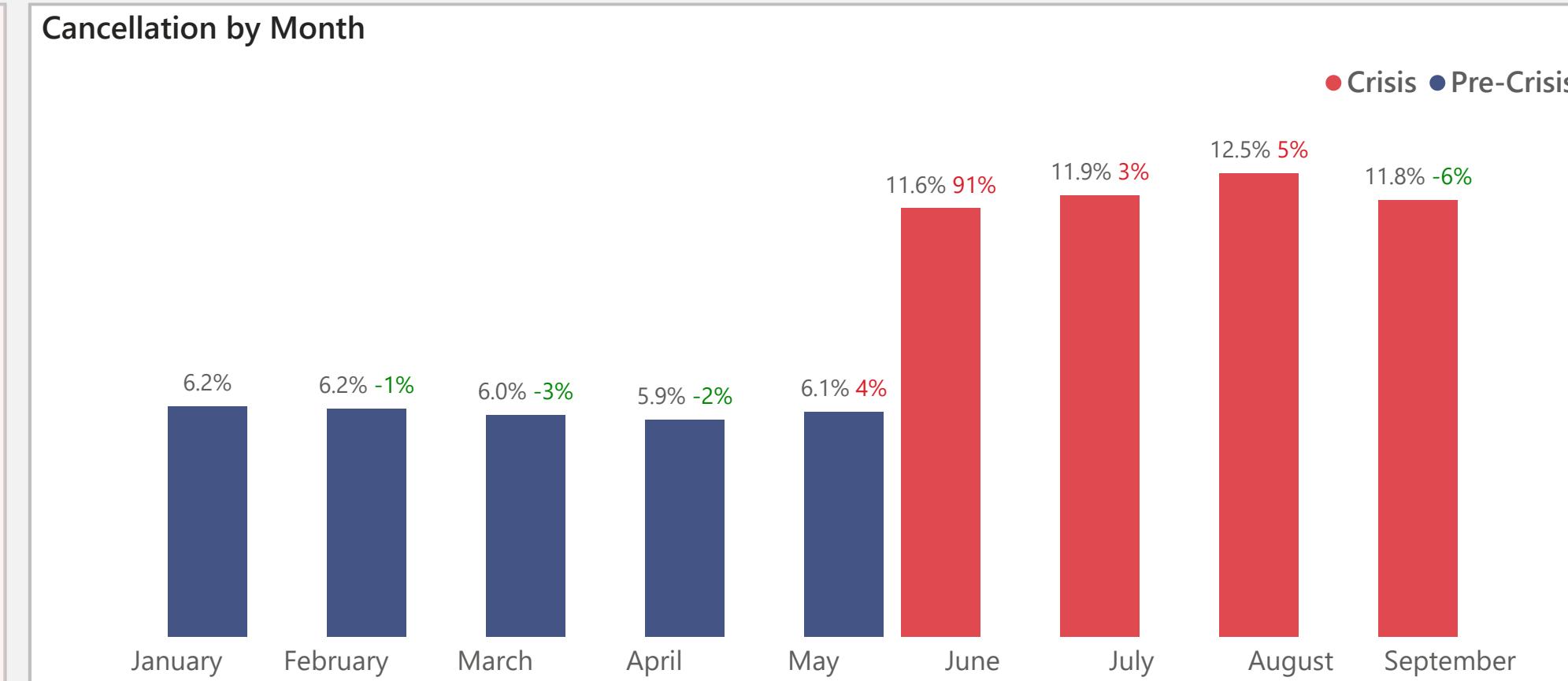
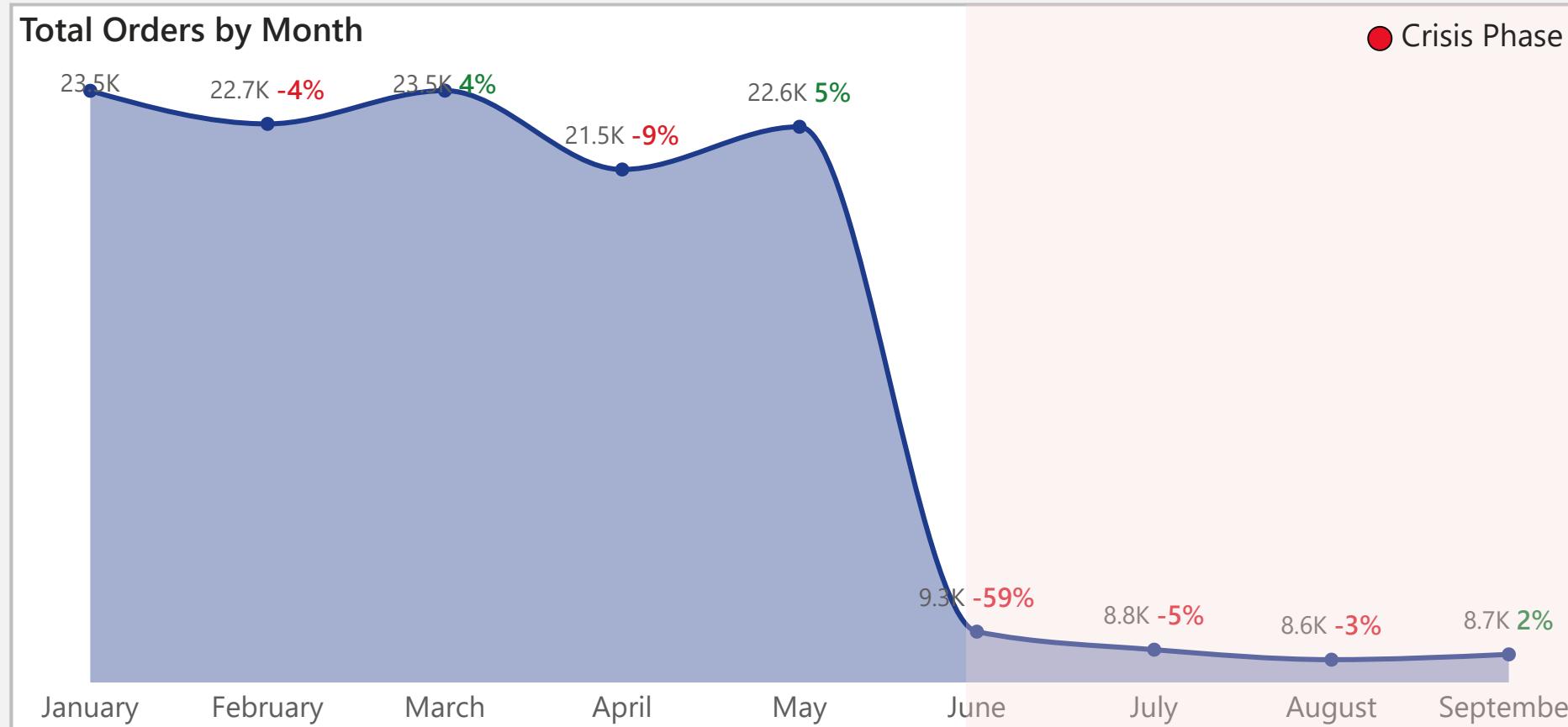
Customer

Delivery

Sentiment



- The crisis period triggered a **major operational collapse** at QuickBite. Orders and revenue both fell by ~70%, while the **active customer base dropped** 63%, indicating severe retention issues.
- Customer satisfaction plummeted**, with the **average rating falling** from 4.5 to 2.5, reflecting widespread dissatisfaction.
- Delivery delays rose 52%** and **SLA compliance dropped** 72%, further eroding trust and driving **higher churn**. This operational breakdown also led to **nearly double the order cancellations**, creating a vicious cycle of revenue and loyalty loss.



City Wise Performance & Crisis Impact

[Overview](#)
[City](#)
[Restaurant](#)
[Customer](#)
[Delivery](#)
[Sentiment](#)

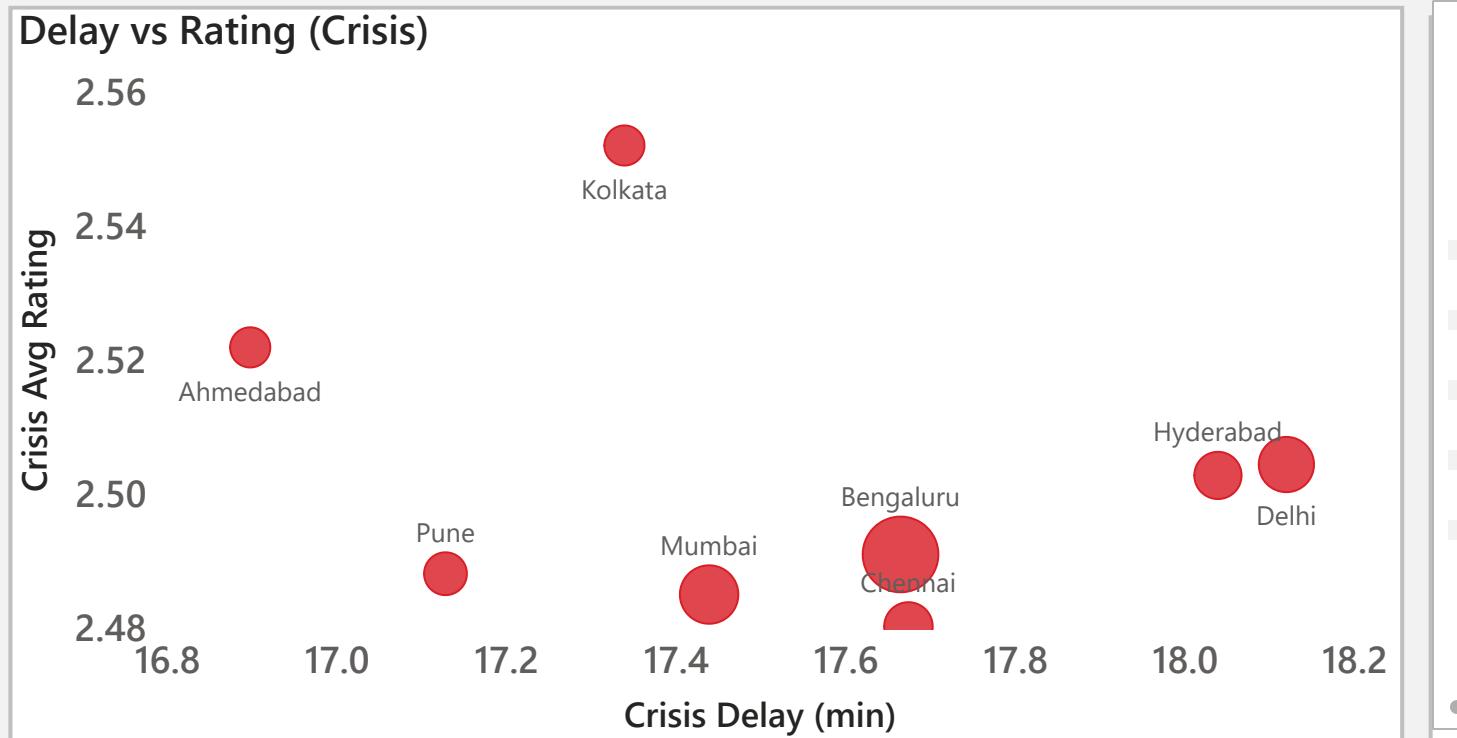
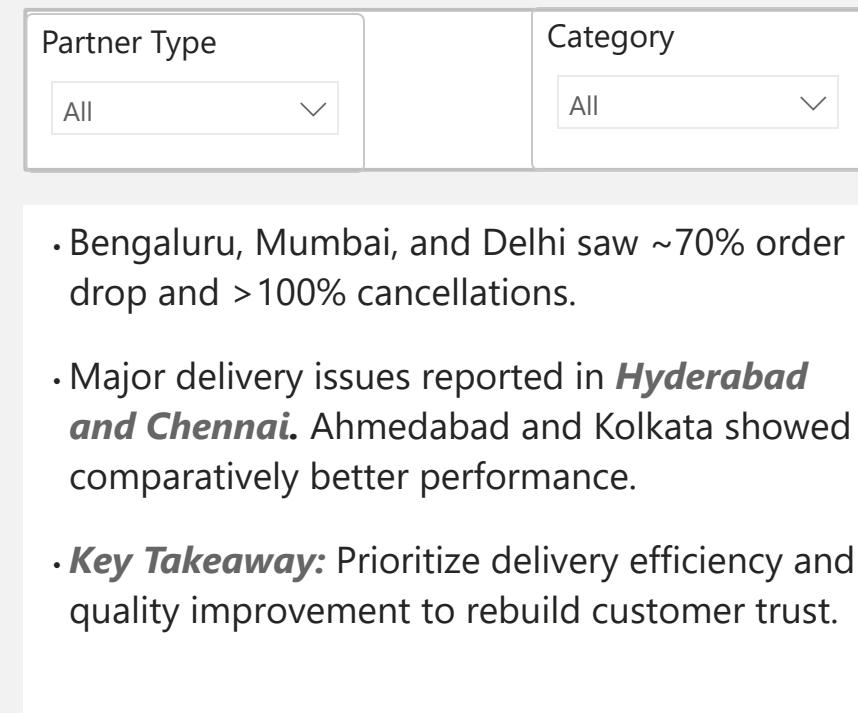
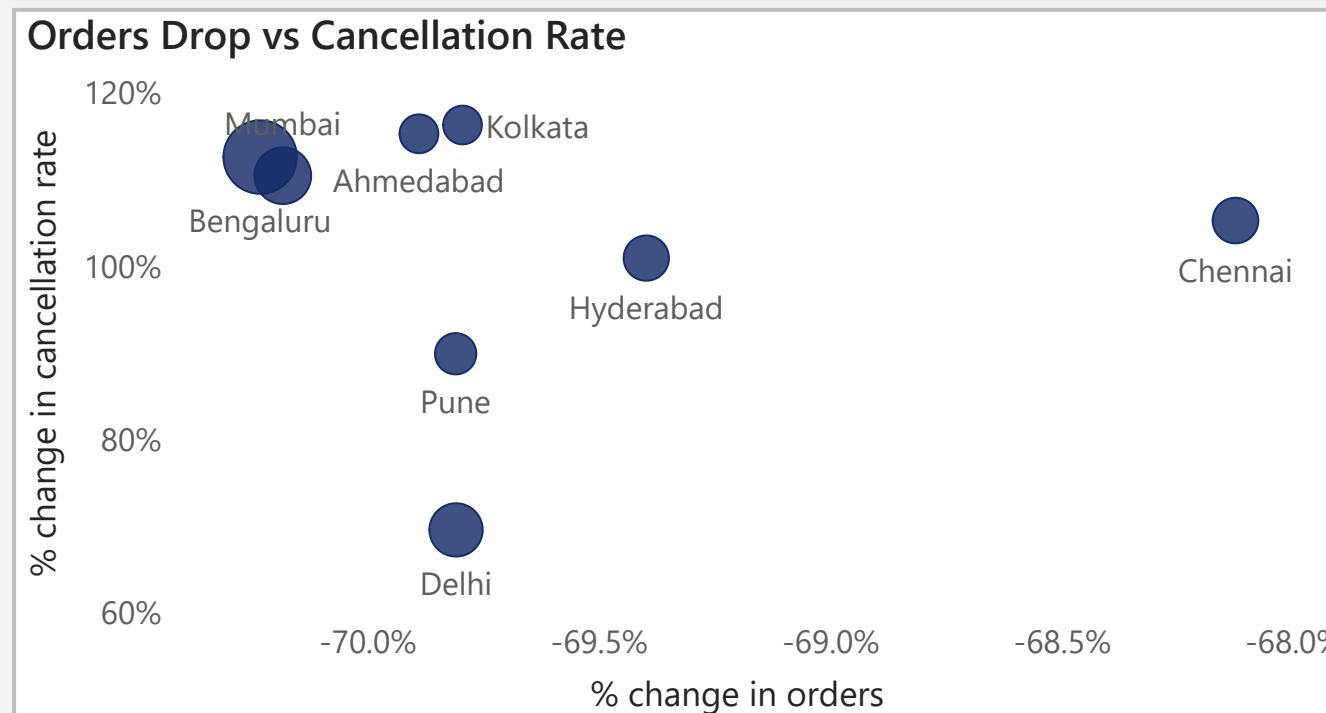
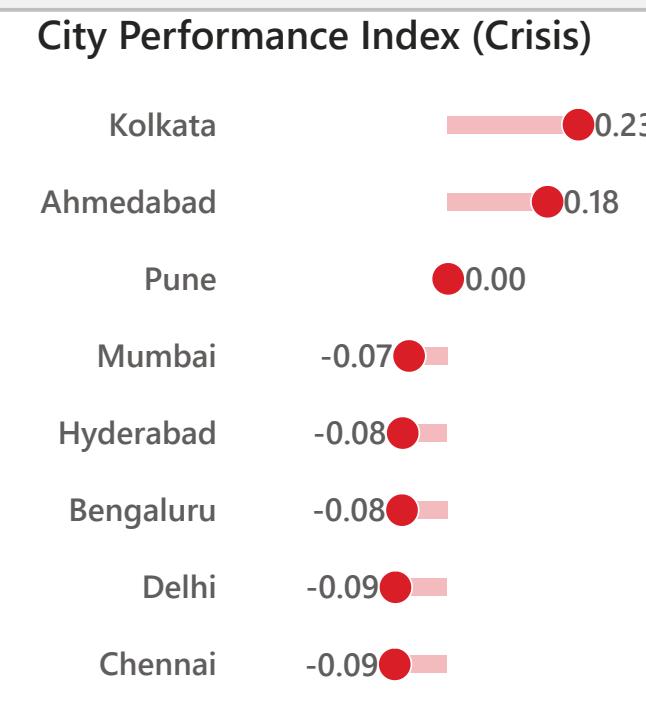
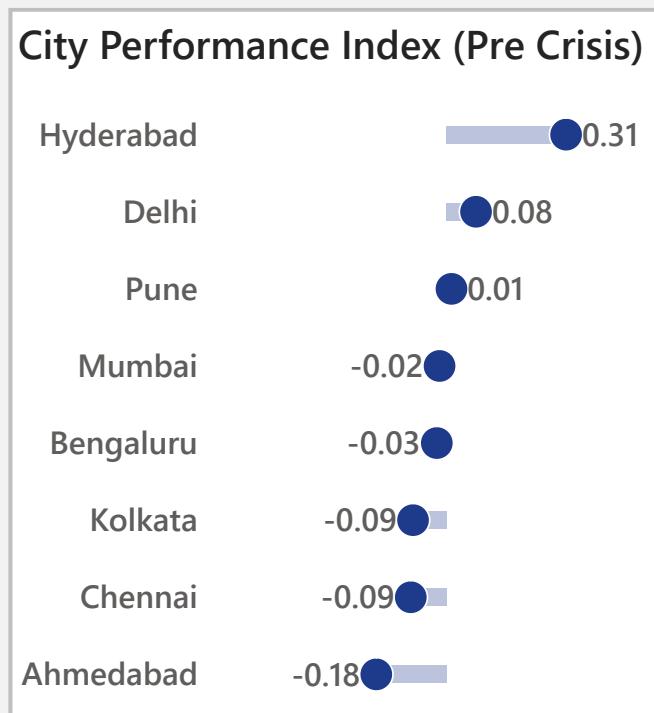
Crisis Total Revenue	
₹ 10.94M	
Pre Crisis	₹ 37.62M
% Change	▼ 70.9%

Crisis Total Orders	
35K	
Pre Crisis	114K
% Change	▼ 68.9%

Crisis Cancel Rate	
11.9%	
Pre Crisis	6.1%
% Change	▲ 96.9%

Crisis Avg Rating	
2.50	
Pre Crisis	4.50
% Change	▼ 44.5%

Crisis Avg Delivery Time	
60.11	
Pre Crisis	39.49
% Change	▲ 52.2%



City	Pre Crisis total orders	Crisis total orders	Change in orders	% change in orders	% change in rating	% change in cancellation rate	Crisis Avg Delivery Time
	31277	9311	-21966	-70.2%	-44.7%	112.6%	60.20
Bengaluru	31277	9311	-21966	-70.2%	-44.7%	112.6%	60.20
Mumbai	17848	5322	-12526	-70.2%	-44.8%	110.5%	59.96
Delhi	15580	4704	-10876	-69.8%	-44.4%	69.6%	60.71
Pune	8817	2662	-6155	-69.8%	-44.8%	89.9%	59.40
Ahmedabad	7648	2303	-5345	-69.9%	-43.9%	115.3%	59.41
Kolkata	7601	2296	-5305	-69.8%	-43.3%	116.3%	59.92

Top Restaurants Impacted by Crisis

[Overview](#)
[City](#)
[Restaurant](#)
[Customer](#)
[Delivery](#)
[Sentiment](#)

Crisis Total Orders	
35K	
Pre Crisis	114K
% Change	▼ 68.9%

Crisis Cancel Rate	
11.9%	
Pre Crisis	6.1%
% Change	▲ 96.9%

Crisis Avg Delivery Time	
60.11	
Pre Crisis	39.49
% Change	▲ 52.2%

Crisis Avg Rating	
2.50	
Pre Crisis	4.50
% Change	▼ 44.5%

Crisis Avg Sentiment Score	
-0.25	
Pre Crisis	0.75
% Change	▼ 133.4%

Partner_Type

All

City

All

Top 15 Restaurant experienced the largest percentage decline in order

Restaurant_name	Pre Crisis total orders	Crisis total orders	% change in orders	% change in rating	% change in sentiment Score	Orders Trend by Month	Cancellation rate Trend by Month	Revenue Trend by Month	SLA Trend by Month
Punjabi Express Central	82	24	-70.7%	-36.2%	-117%				
Classic Tandoor Heaven	80	21	-73.8%	-36.5%	-112%				
Thindi Mane Pizza Cafe	77	24	-68.8%	-41.5%	-123%				
Hot & Crispy Biryani Heaven	73	30	-58.9%	-44.1%	-133%				
Thindi Mane Grill Darbar	73	21	-71.2%	-36.3%	-109%				
Urban Kitchen Zone	67	10	-85.1%	-42.4%	-133%				
Annapurna Mess Corner	66	23	-65.2%	-41.0%	-119%				
Hot & Crispy Darshini Clouds	66	19	-71.2%	-37.6%	-116%				
Spicy Thali Hub	66	15	-77.3%	-43.1%	-134%				
Flavours of Express Zone	65	16	-75.4%	-36.3%	-114%				
Flavours of Tandoor Central	64	10	-84.4%	-50.2%	-153%				
Urban Curry Zone	64	15	-76.6%	-51.4%	-146%				
Hot & Crispy Curry Bhojanalay	63	18	-71.4%	-41.1%	-124%				
Hot & Crispy Kitchen Clouds	63	29	-54.0%	-46.0%	-141%				
Spicy Darshini Hub	63	15	-76.2%	-40.5%	-121%				

Customer Behaviour & Loyalty Analysis

Overview

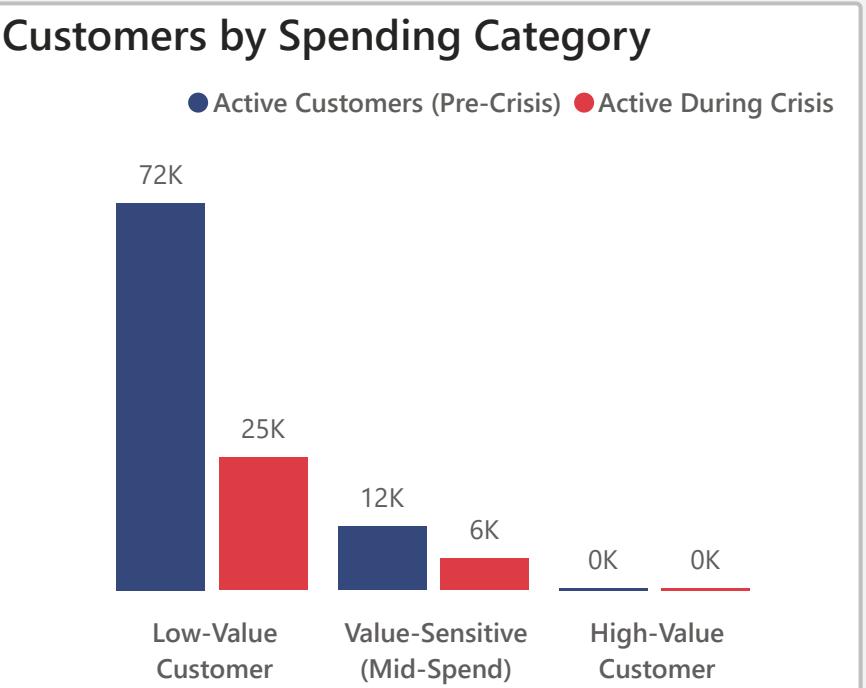
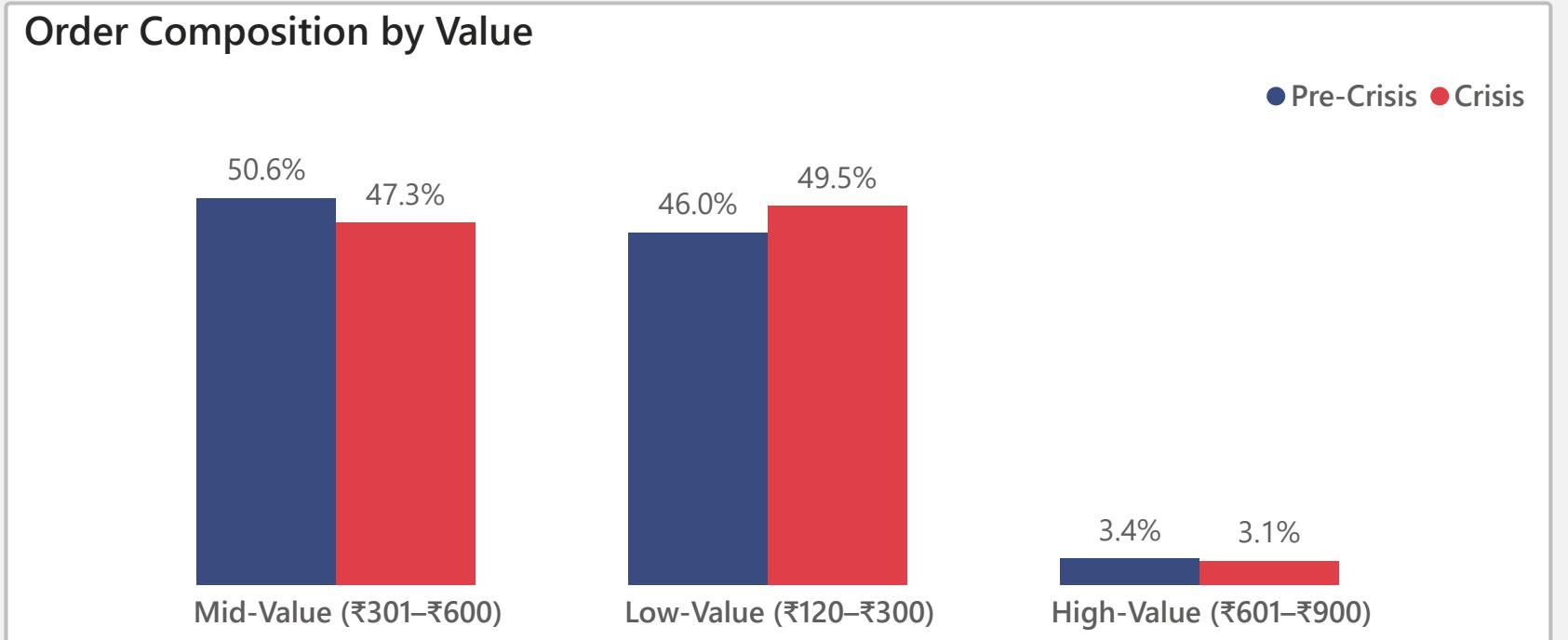
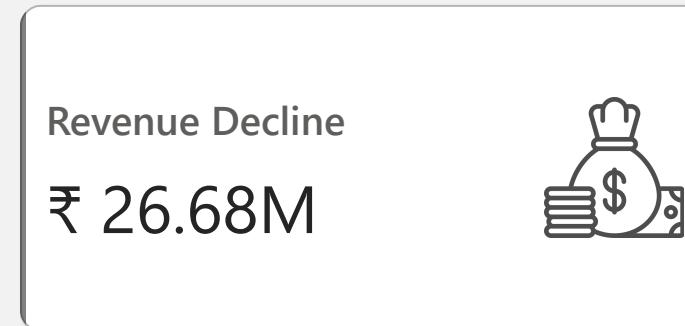
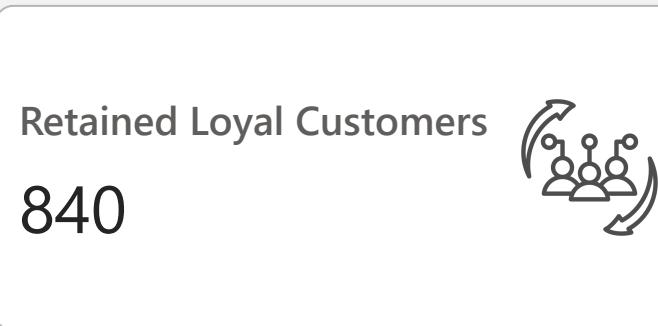
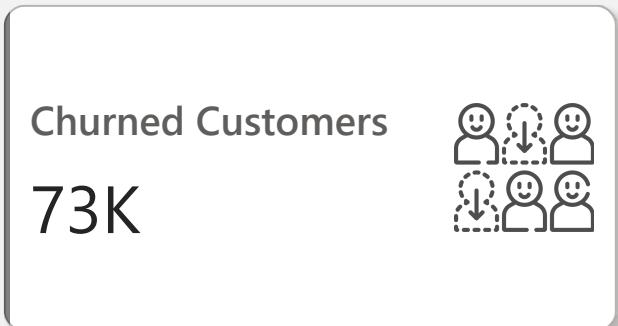
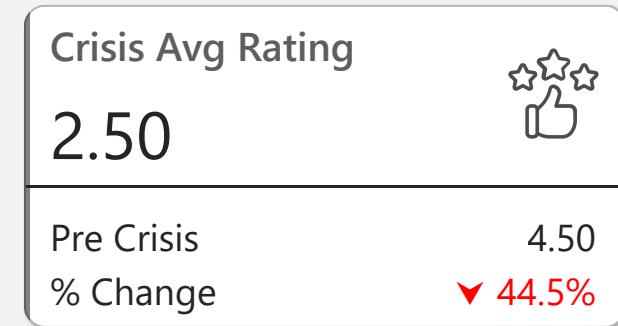
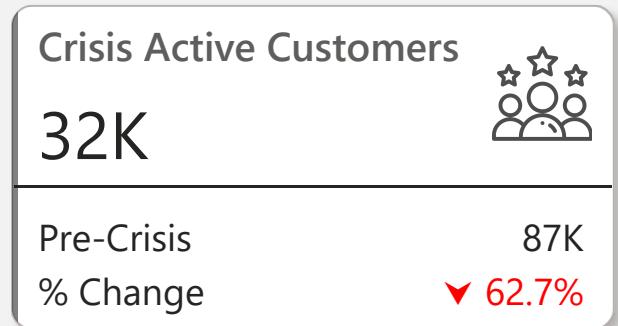
City

Restaurant

Customer

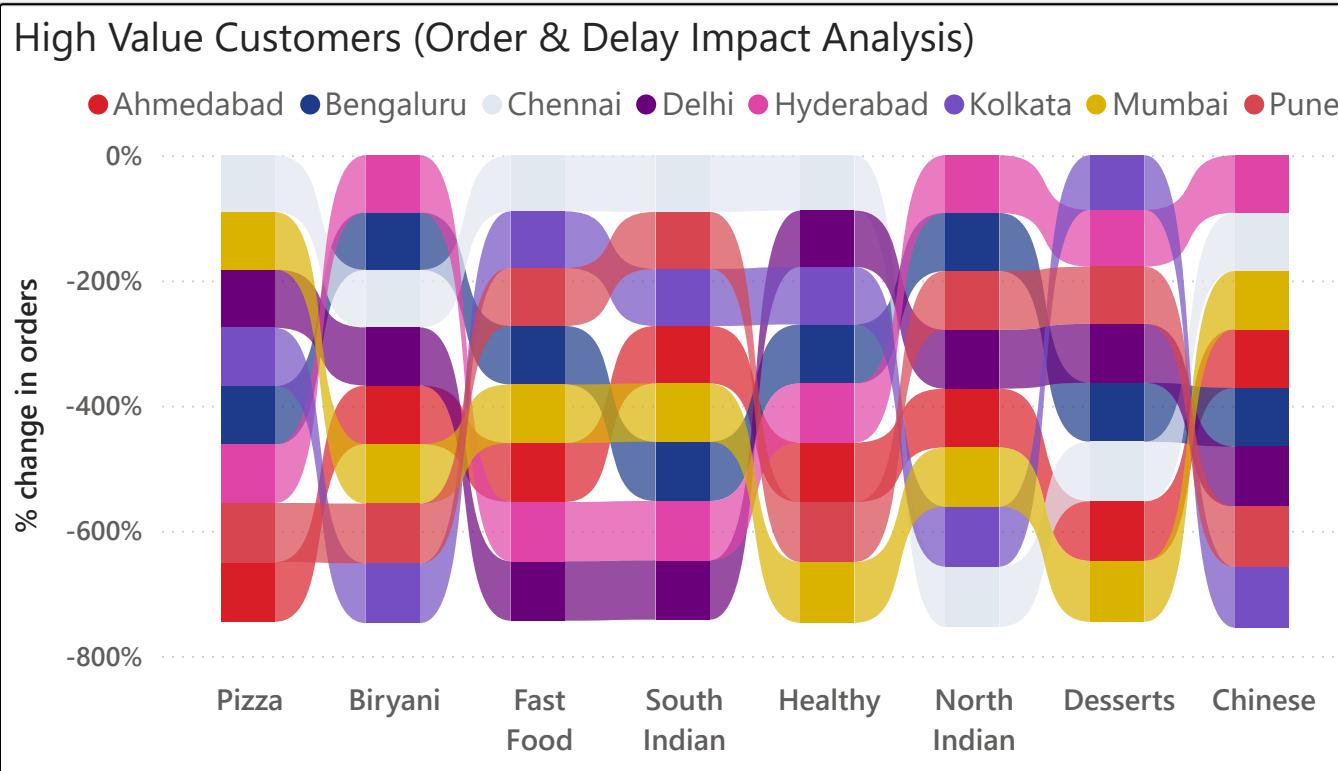
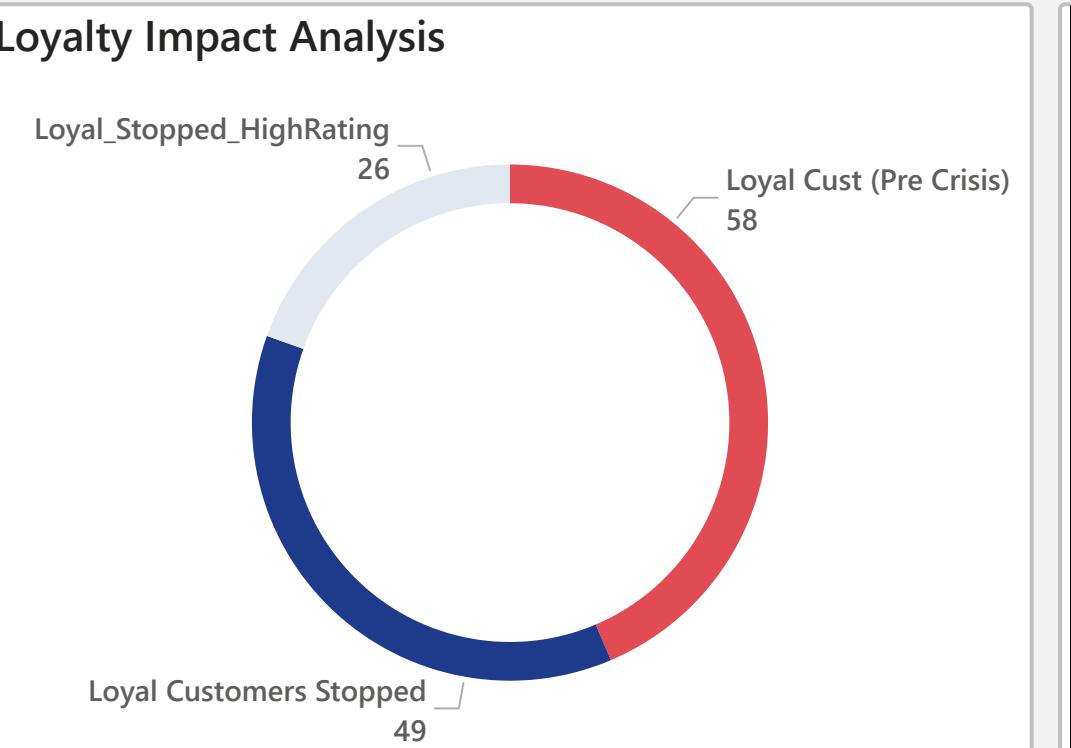
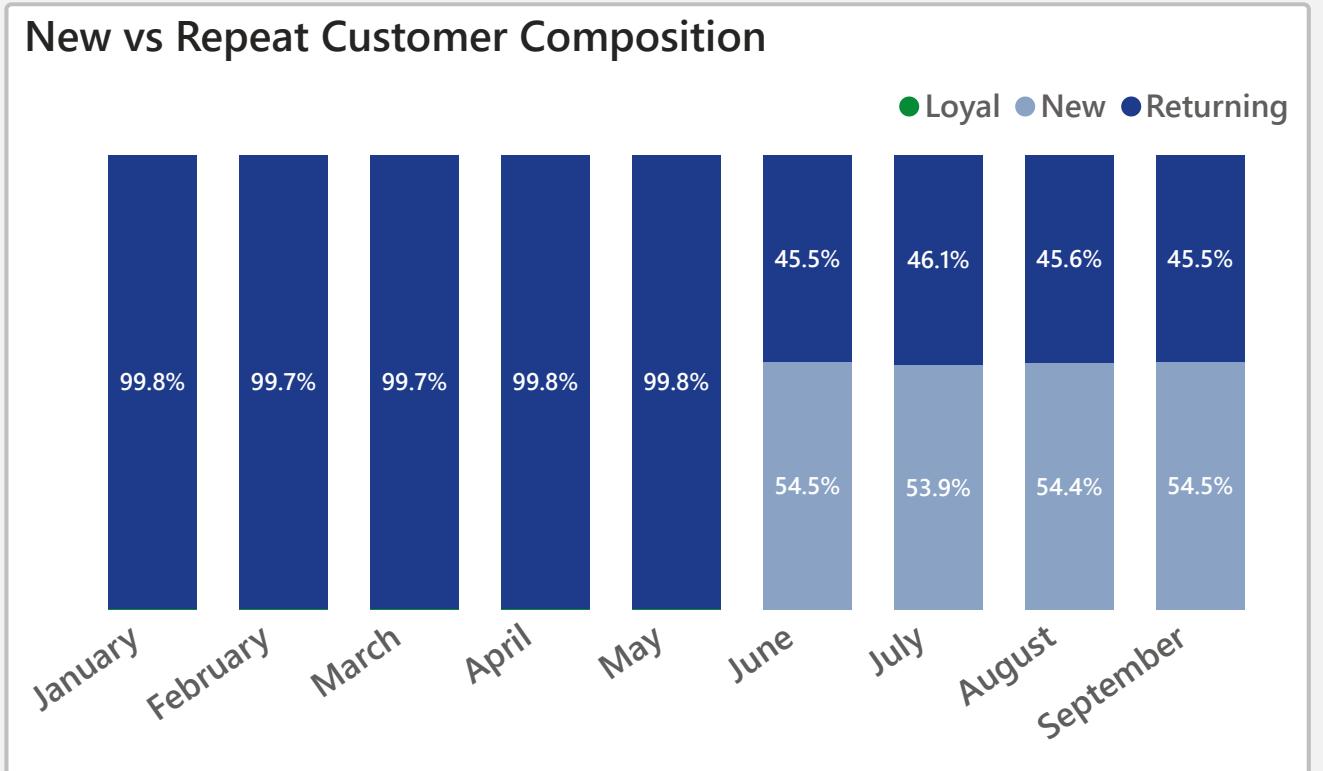
Delivery

Sentiment

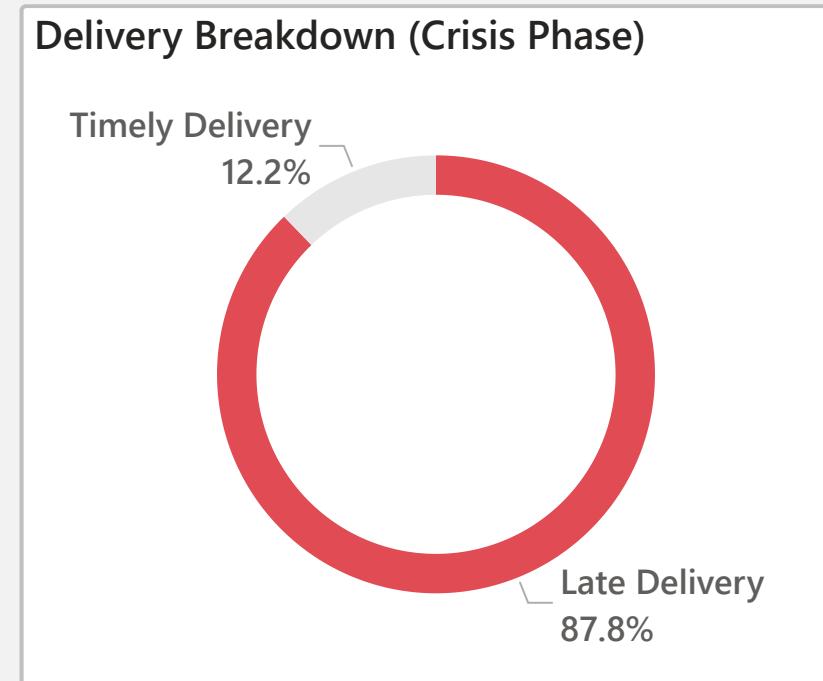
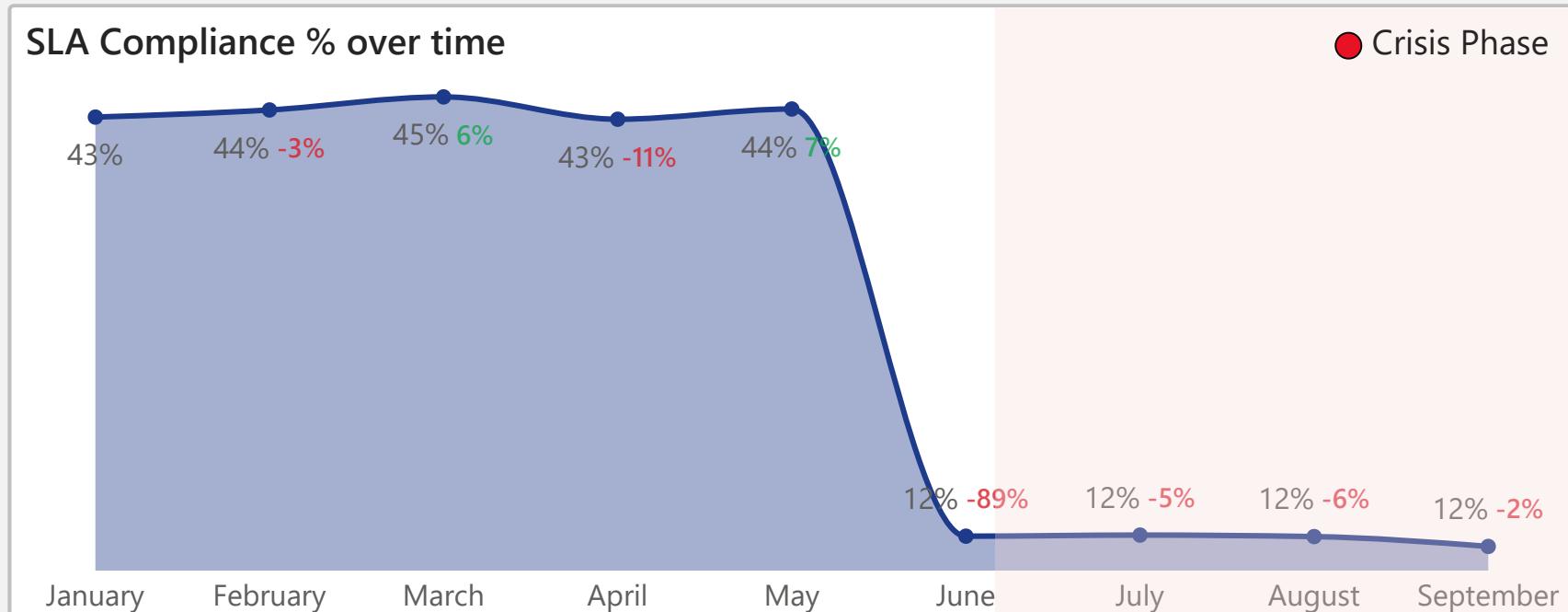
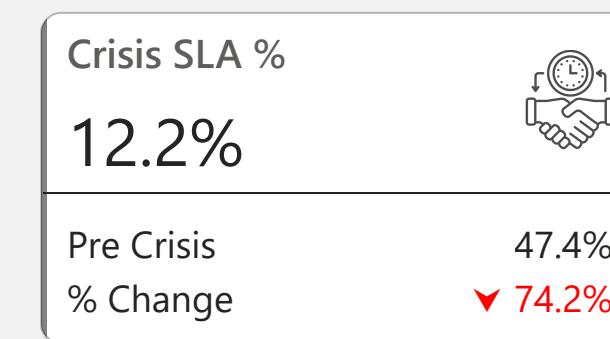
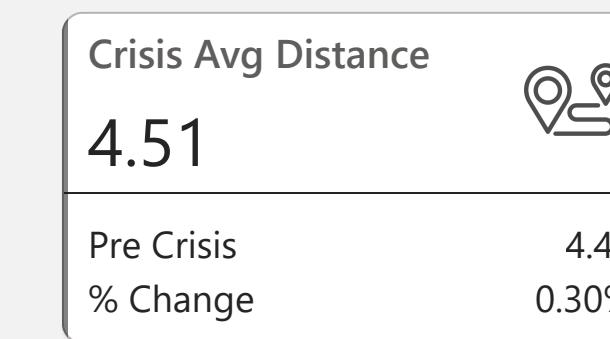
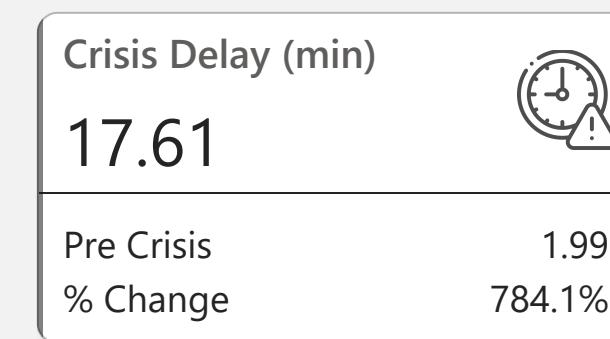
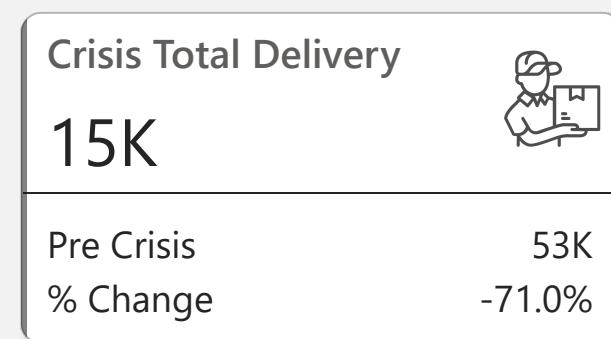
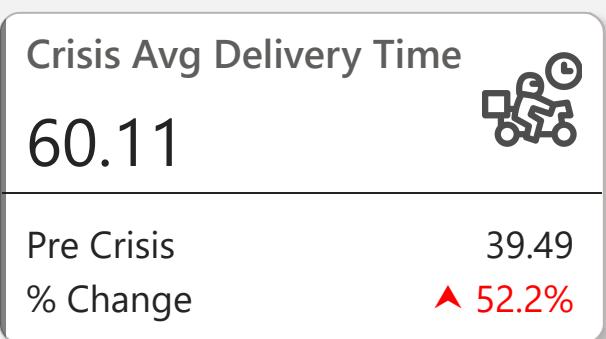


Is Veg	Acquisition Channel	City
All	All	All

- Active users dropped **62.7%** (73K churned), causing a steep fall in average rating to **2.5**.
 - **Only 37% customers retained**; loyal users declined sharply from **58 to 26**, showing major trust erosion.
 - **High-value customer orders fell by over 93%**, especially in **Chinese and North Indian cuisines**, indicating service and perception issues.

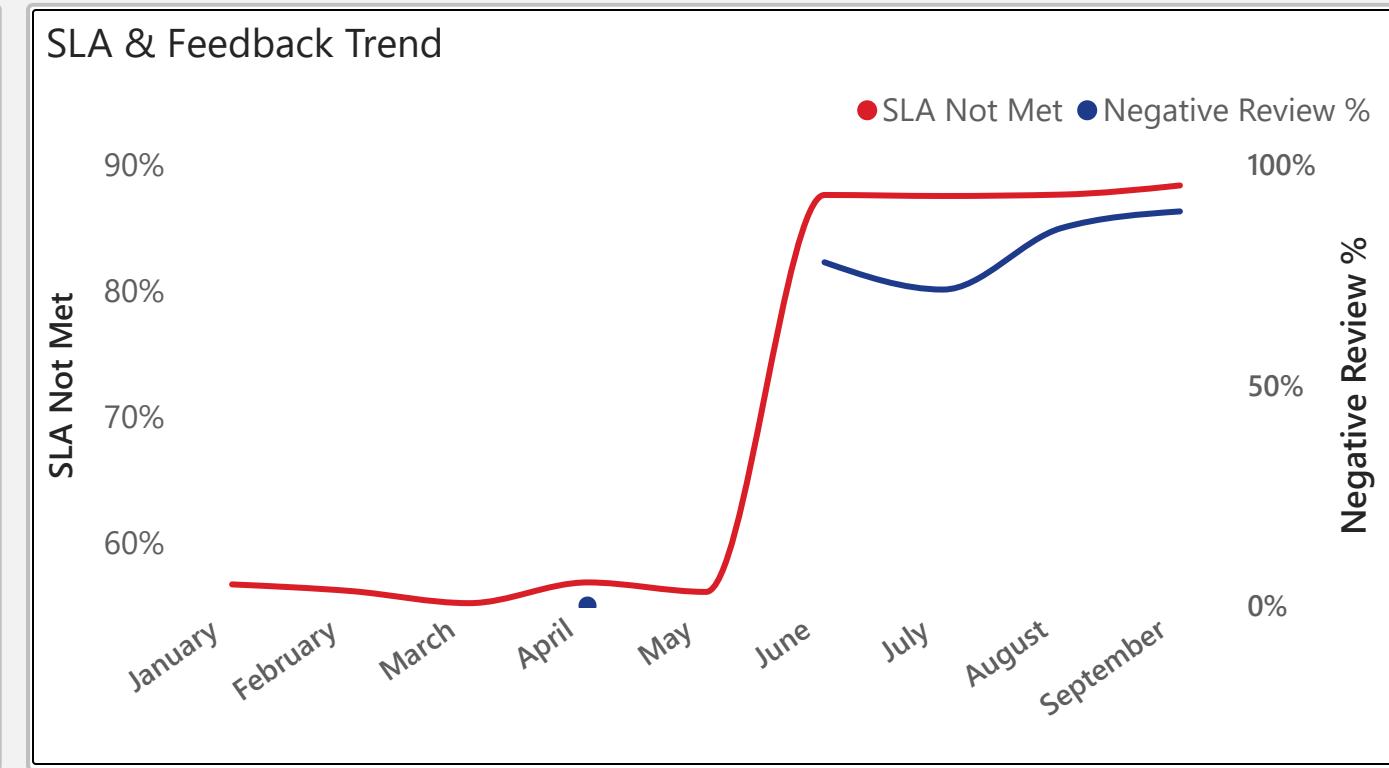
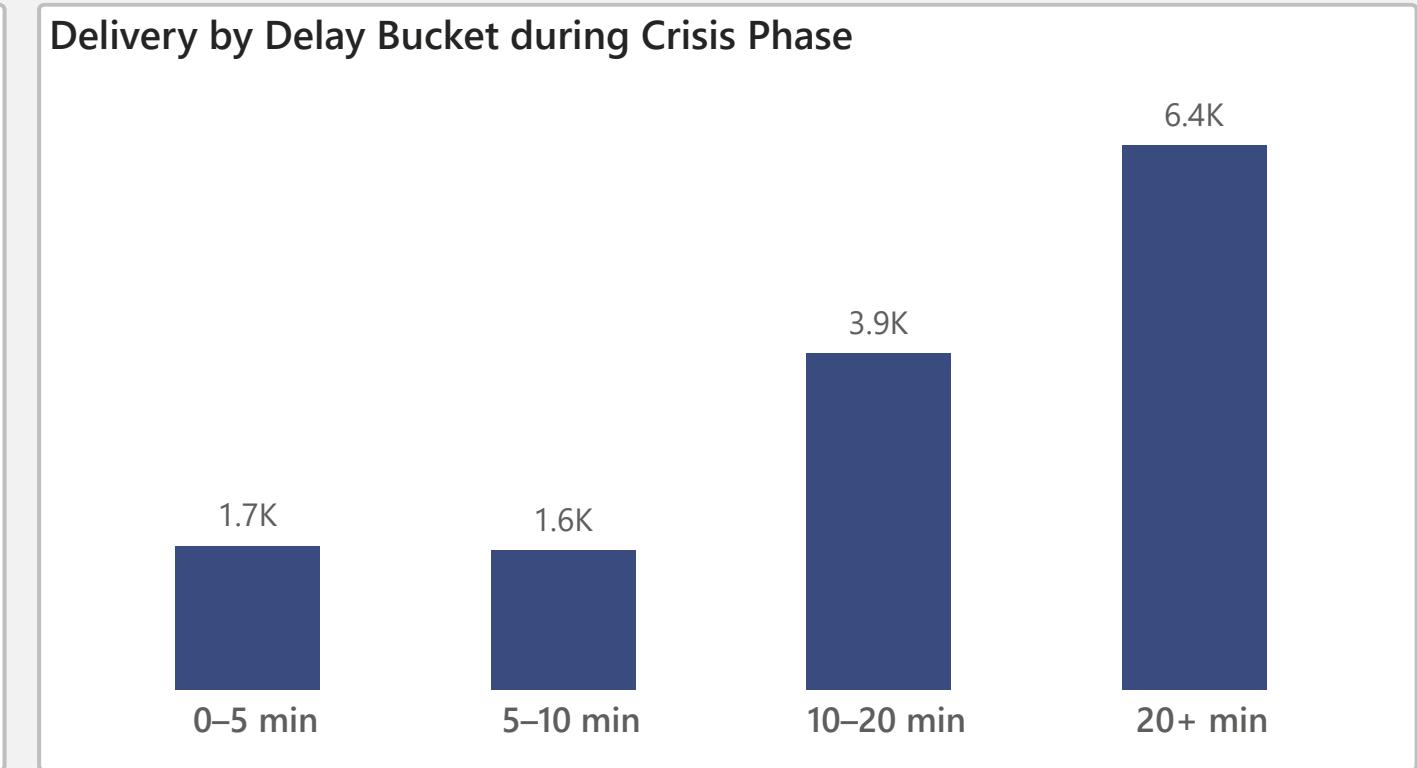
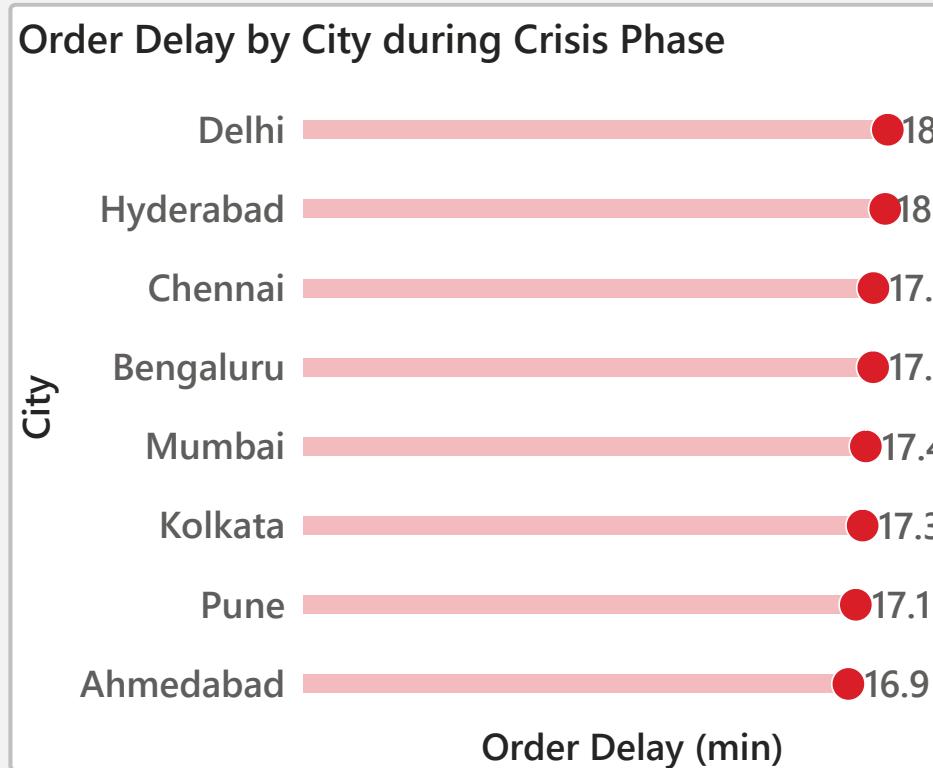


Delivery Operations & SLA Analysis

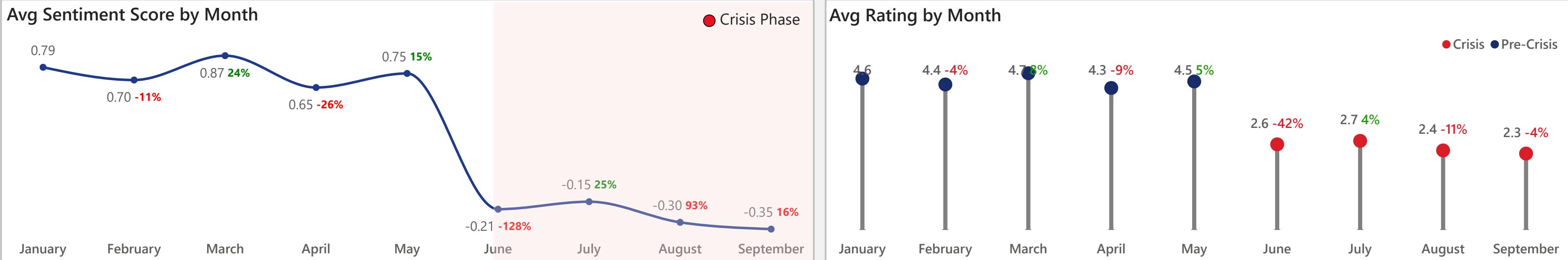
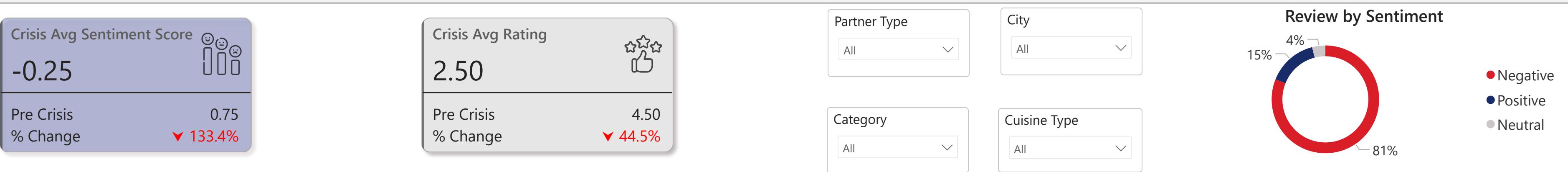
[Overview](#)
[City](#)
[Restaurant](#)
[Customer](#)
[Delivery](#)
[Sentiment](#)


Vehicle Type: All | Partner Type: All | City: All

- Average delivery time rose by 52.2% to 60.1 minutes, while SLA compliance fell sharply from 47% to just 12%, showing major service breakdown.
- 87.8% of deliveries were late, leading to nearly 12% cancellations and an estimated 63% customer churn.
- Around 68% of delayed orders were late by more than 10 minutes, with Delhi and Hyderabad showing the highest average delay.



Feedback and Sentiment Analysis

[Overview](#)
[City](#)
[Restaurant](#)
[Customer](#)
[Delivery](#)
[Sentiment](#)


- Average sentiment** -0.25 ($\downarrow 133\%$); **average rating** 2.5 ($\downarrow 44.5\%$), reflecting severe trust collapse.
- 66% of reviews** Negative/Neutral; only 23% Positive, showing widespread dissatisfaction.
- Core issues:** hygiene, food safety, taste, cold/stale food, and packaging driving negative sentiment.
- Critical negative keywords:** "Terrible hygiene" (-0.90, 1.20 rating) and "Food safety issue" (-0.53, 1.94 rating); trend mirrors revenue/order decline.
- Takeaways:** Immediate action required on **restaurant quality control, partner management, and food safety protocols** to restore customer trust and prevent further churn.



Review Text	Avg Sent Score	Avg Rating
Terrible hygiene	-0.90	1.20
Never again	-0.89	1.22
Horrible service	-0.89	1.22
Worst order	-0.89	1.23
Food safety issue	-0.53	1.94
Very late	-0.48	2.05
Bad taste	-0.47	2.06
Not recommended	-0.47	2.06