



Crisis Recovery Insights for QuickBite Express

Analyzing Customer Behavior, Orders & Revenue Impact (June–Sept 2025)



AGENDA

1. Problem Statement
2. Primary Research Questions
3. Secondary Research Questions
4. Recommendation
5. Conclusion



Project Overview & Problem Statement

Domain: Food Delivery & Consumer Analytics

Function: Crisis Recovery and Business Strategy

Project Title: Crisis Recovery Insights for QuickBite Express

Background

In June 2025, QuickBite Express, a Bengaluru-based food delivery startup, faced a severe crisis due to **food safety violations** at partner restaurants and a **week-long delivery outage**. This led to a **decline in orders**, **customer dissatisfaction**, **loss of partners**, and **rising acquisition costs**. The company now seeks **data-driven insights** to guide its recovery strategy.

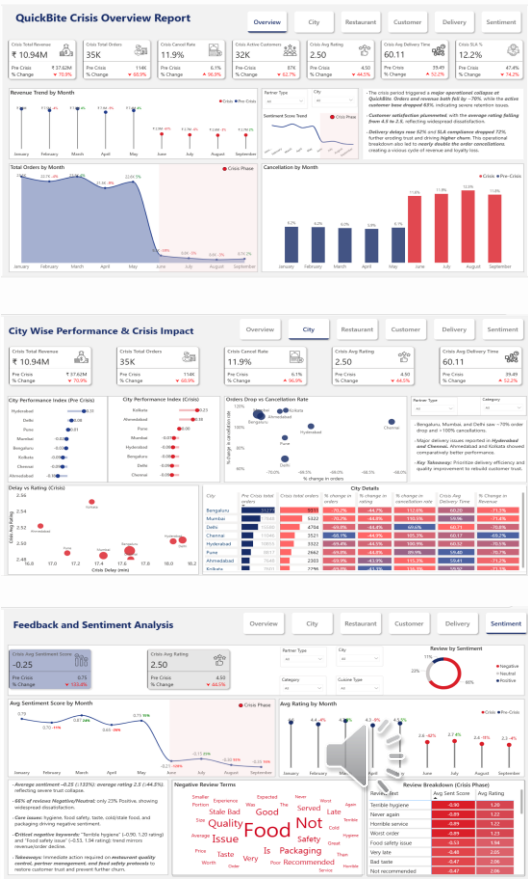
Datasets

- Orders
- Order items
- Ratings
- Customers
- Delivery Partners
- Menu items
- Restaurants
- Delivery Performance

Objectives

- Identify **recoverable and lost customer segments**.
- Analyze **order trends** in pre-crisis and crisis.
- Evaluate **delivery performance** (time, cancellations, SLA compliance).
- Recommend **campaigns** to rebuild trust and loyalty.
- Assess **restaurant partnerships** for long-term retention.
- Monitor **feedback and sentiment** to support ongoing recovery.

Report



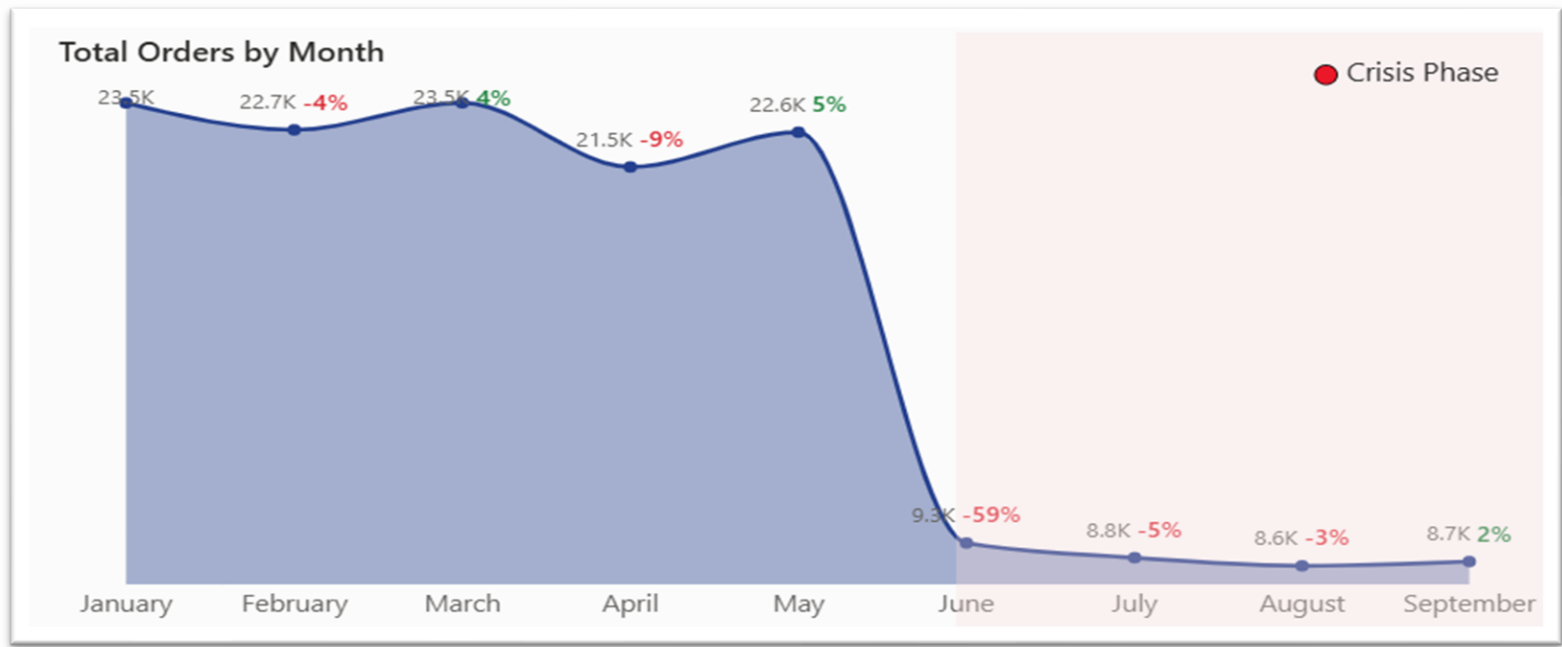
The crisis created both a challenge and an opportunity to rebuild QuickBite's brand through trust-led recovery.

Live Dashboard

Primary Research Questions



Compare total orders across pre-crisis (Jan–May 2025) vs crisis (Jun–Sep 2025). How severe is the decline?



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

Key Takeaways

- Total orders dropped from **114,000 (Pre-Crisis)** to **35,000 (Crisis Phase)** — a **69.8% decline**.
- Post-June, volumes **stabilized around 9K orders/month**, indicating a **severe and sustained contraction** in demand.
- The major fall occurred in **June**, with orders dropping **59% month-over-month** (22.6K → 9.3K).

Interpretation:-

The decline is structural, not temporary — QuickBite must rebuild trust and reliability before focusing on marketing or growth campaigns.

Top 5 city groups that experienced the highest percentage decline in orders during the crisis period compared to the pre-crisis period.

1. **Bengaluru:** -70%
2. **Mumbai:** -70.2%
3. **Ahmedabad:** -69.9%
4. **Delhi:** -69.8%
5. **Kolkata:** -69.8%

City Details								
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	% Change in Revenue
Bengaluru	31277	9311	-21966	-70.2%	-44.7%	112.6%	60.20	-71.3%
Mumbai	17848	5322	-12526	-70.2%	-44.8%	110.5%	59.96	-71.4%
Delhi	15580	4704	-10876	-69.8%	-44.4%	69.6%	60.71	-70.8%
Pune	8817	2662	-6155	-69.8%	-44.8%	89.9%	59.40	-70.7%
Ahmedabad	7648	2303	-5345	-69.9%	-43.9%	115.3%	59.41	-71.2%
Kolkata	7601	2296	-5305	-69.8%	-43.3%	116.3%	59.92	-71.3%



(Note: Pune is also at -69.8%, sharing the 4th/5th position, but the list above includes the first five cities when reading down the table and sorting by the highest decline).

Among restaurants with at least 50 pre-crisis orders, which top 10 high-volume restaurants experienced the largest percentage decline in order counts during the crisis period?

Restaurant_name	Pre Crisis total orders	Crisis total orders	% change in orders	% change in rating	% change in sentiment Score
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%

Key Takeaways

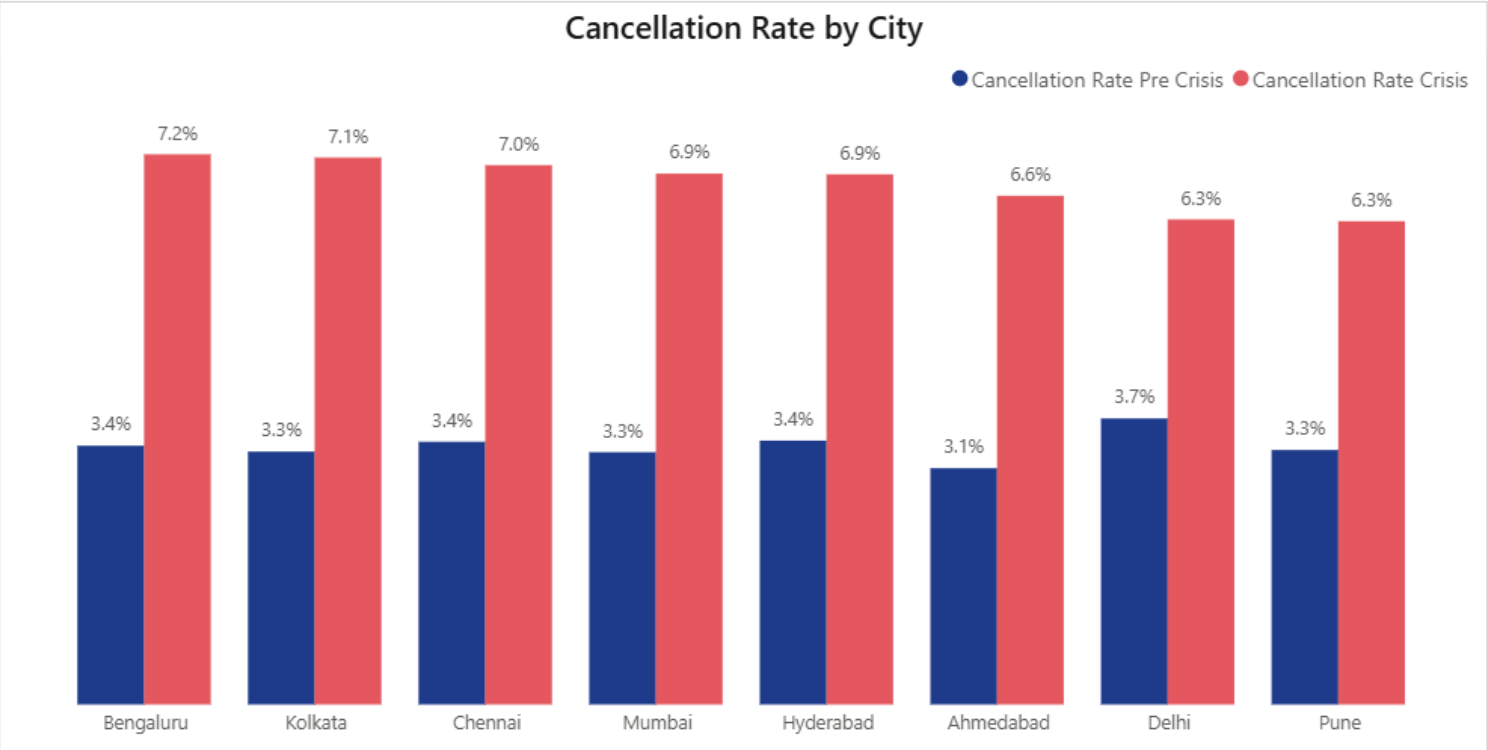
- Severe order collapse — **58% to 85% decline** among top partners.
- Urban Kitchen Zone & Spicy Thali Hub** hit hardest → near customer exit.
- Sharp **rating & sentiment drop (-36% to -134%)** shows loss of trust, not just operations issue.
- Repeated brand names (**Thindi Mane, Hot & Crispy**) → **brand-level risk**.

Interpretation:-

Focus on recovery support, trust rebuild, and partner retention.



What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?



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

Key Takeaways

Cancellations almost doubled from 6.1% → 11.9%, showing a major operational strain.

Nearly **1 in every 8 orders** got canceled during the crisis period.

Bengaluru, Kolkata, and Chennai recorded the **highest cancellation rates**, highlighting critical fulfillment challenges in key metro areas.

Interpretation:-

A near 100% surge in cancellations signals **severe delivery and service disruptions**. Immediate focus is needed on **city-level process fixes** and **customer recovery measures** to prevent further churn.

Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?

Crisis Avg Delivery Time (min)

60.11

Pre Crisis

39.49

% Change

▲ 52.2%

Crisis SLA %

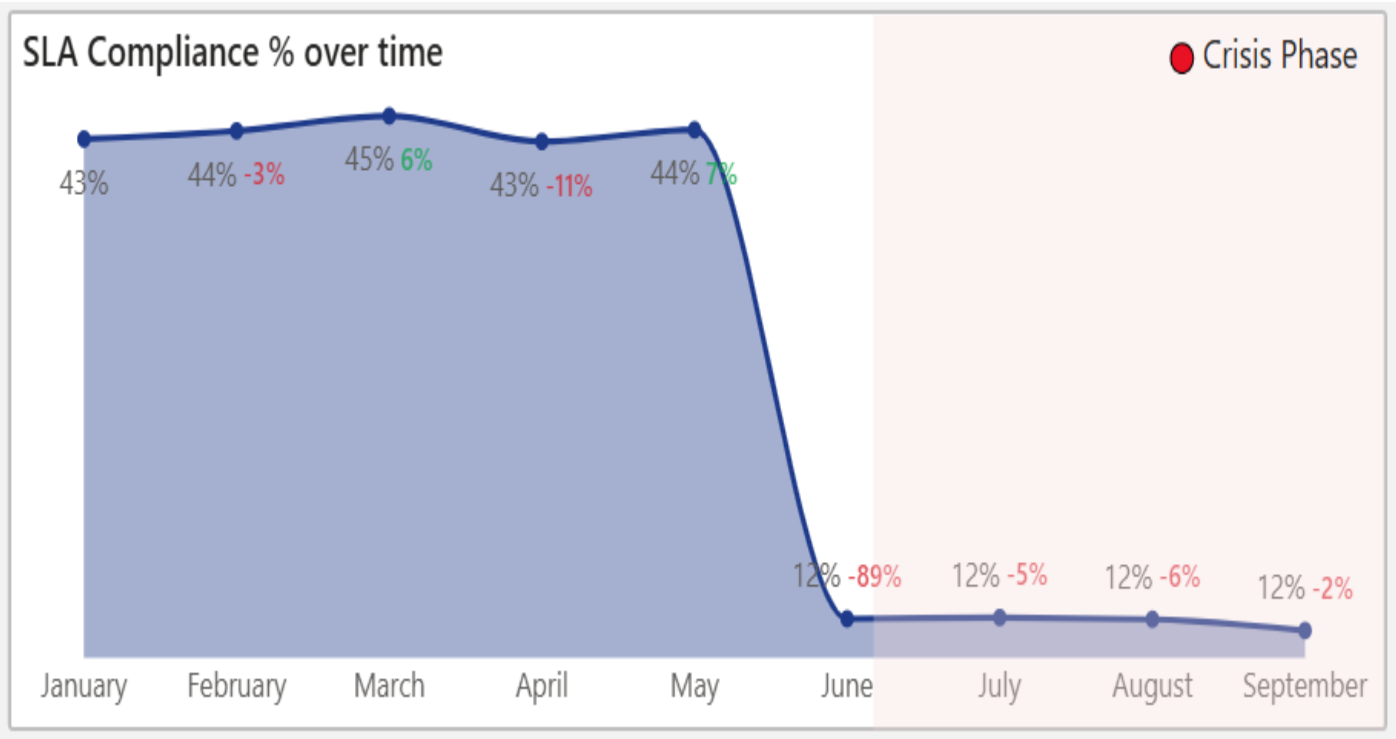
12.2%

Pre Crisis

47.4%

% Change

▼ 74.2%



Key Takeaways

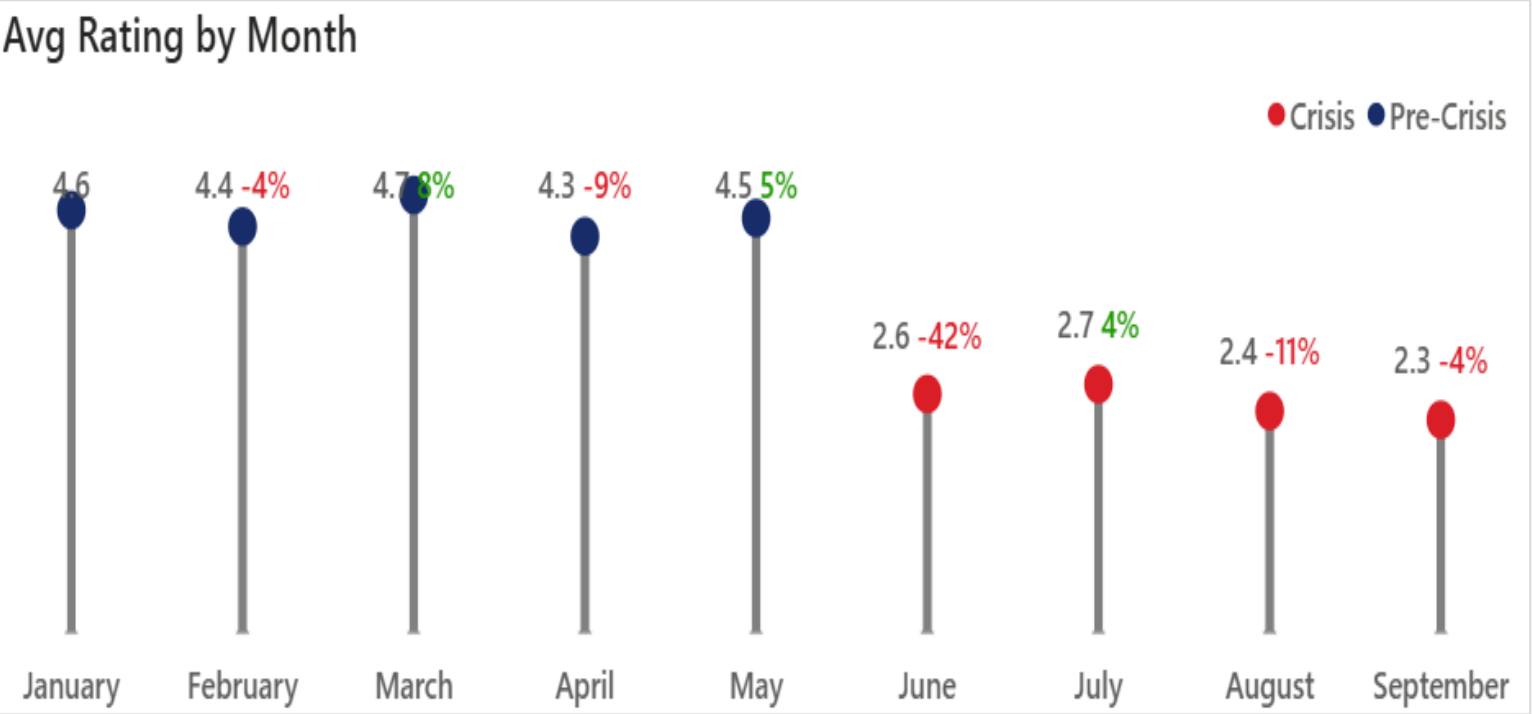
- **Average Delivery Time** worsened by **+52.2%**, rising from 39.5 min → 60.1 min.
- **SLA Compliance** collapsed by **74.2%**, dropping from **47.4%** → **12.2%**.
- The **sharpest decline** occurred in **June**, when SLA fell from 44% to 10%.
- Nearly **9 out of 10 orders** missed delivery SLA during the crisis.
- **Direct impact:** Spike in **cancellations, poor ratings, and customer churn**.

Interpretation:-

Improving delivery efficiency and SLA compliance should be the top operational priority to regain customer trust.

(Delivery efficiency collapsed during the crisis. The surge in delivery time and poor SLA compliance clearly explain the customer dissatisfaction trend. Service recovery should be the first operational priority.)

Track average customer rating month-by-month. Which months saw the sharpest drop?



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

Key takeaways

- Customer ratings dropped sharply by ~44.5%, from 4.5 (Pre-Crisis) to 2.5 (Crisis Period).
- Major fall occurred between May → June, marking the start of customer dissatisfaction.
- Ratings stayed **consistently low (2.3–2.7)** throughout the crisis, showing no sign of recovery yet.
- Indicates **loss of trust and service experience issues** that need urgent corrective action.

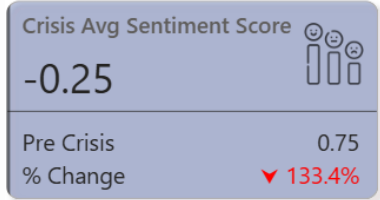
Interpretation:-

Focus on transparent service recovery and proactive customer engagement to rebuild satisfaction.

During the crisis period, identify the most frequently occurring negative keywords in customer review texts. (Hint: Use a Word Cloud visual in Power BI to visualize the findings.)



Review Breakdown (Crisis Phase)		
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



Key takeaways

Customer sentiment **collapsed by 133.4%** — turning from positive to strongly negative.

Frequent terms like **Food, Issue, Quality, Order, and Late** highlight the shift from satisfaction to frustration.

Interpretation:

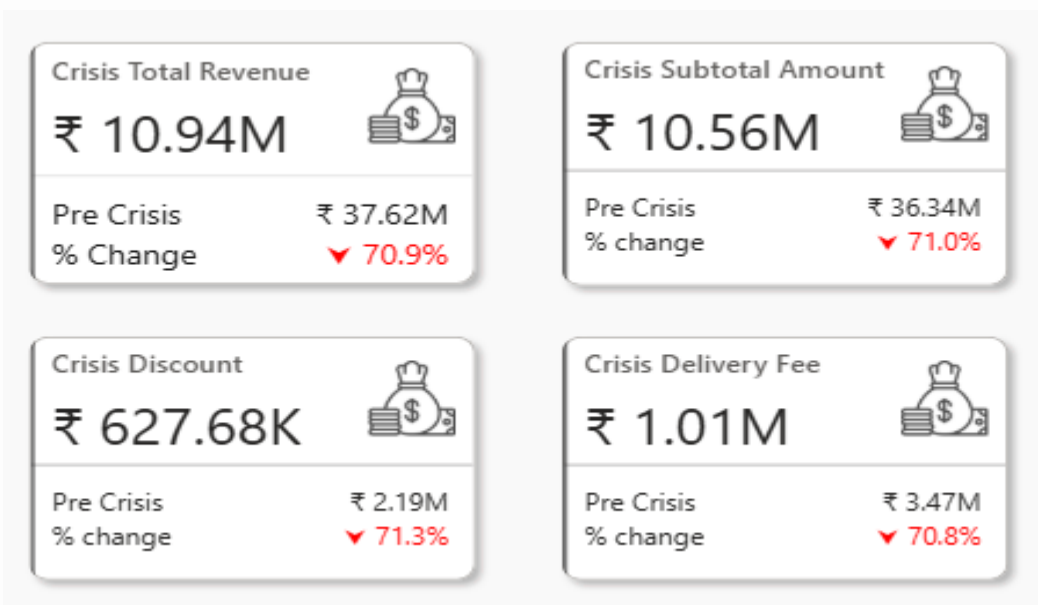
Sentiment decline is driven by **food quality lapses** and **delivery inefficiencies**.

Keywords such as **“Terrible hygiene”** and **“Food safety issue”** signal **critical brand risk**.

Negative perception is **rooted in trust loss**, not just delay or pricing concerns.

Immediate focus: Reinforce hygiene, improve delivery accuracy, and rebuild customer trust.

Estimate revenue loss from pre-crisis vs crisis (based on subtotal, discount, and delivery fee).



Key Takeaways

Revenue dropped sharply, revealing a **71% contraction in business activity**.

The fall is consistent across subtotal, delivery fee, and discounts — indicating a **system-wide slowdown**, not just reduced offers.

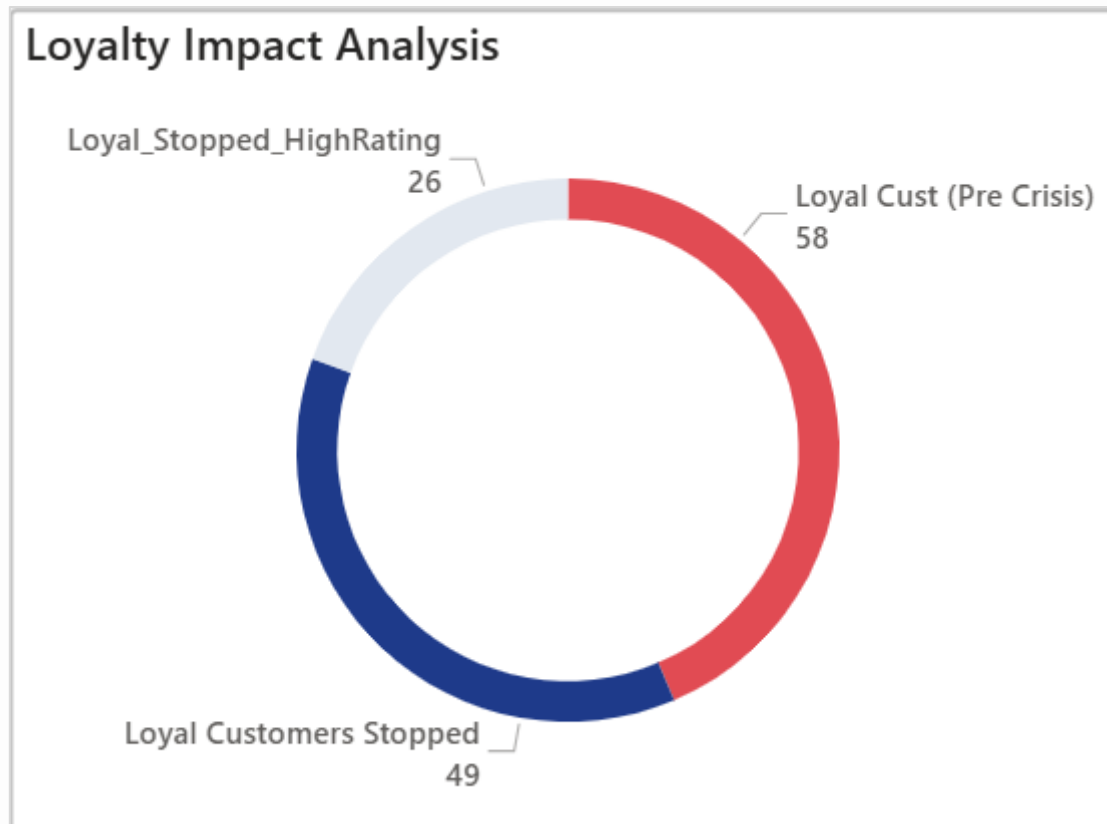
Interpretation:-

Stabilize core operations before expanding offers — discounting alone won't drive recovery.



Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those, how many had an average rating above 4.5?

Customer loyalty erosion during the crisis has been **substantial and deeply concerning**, directly threatening long-term revenue stability.



Key takeaways

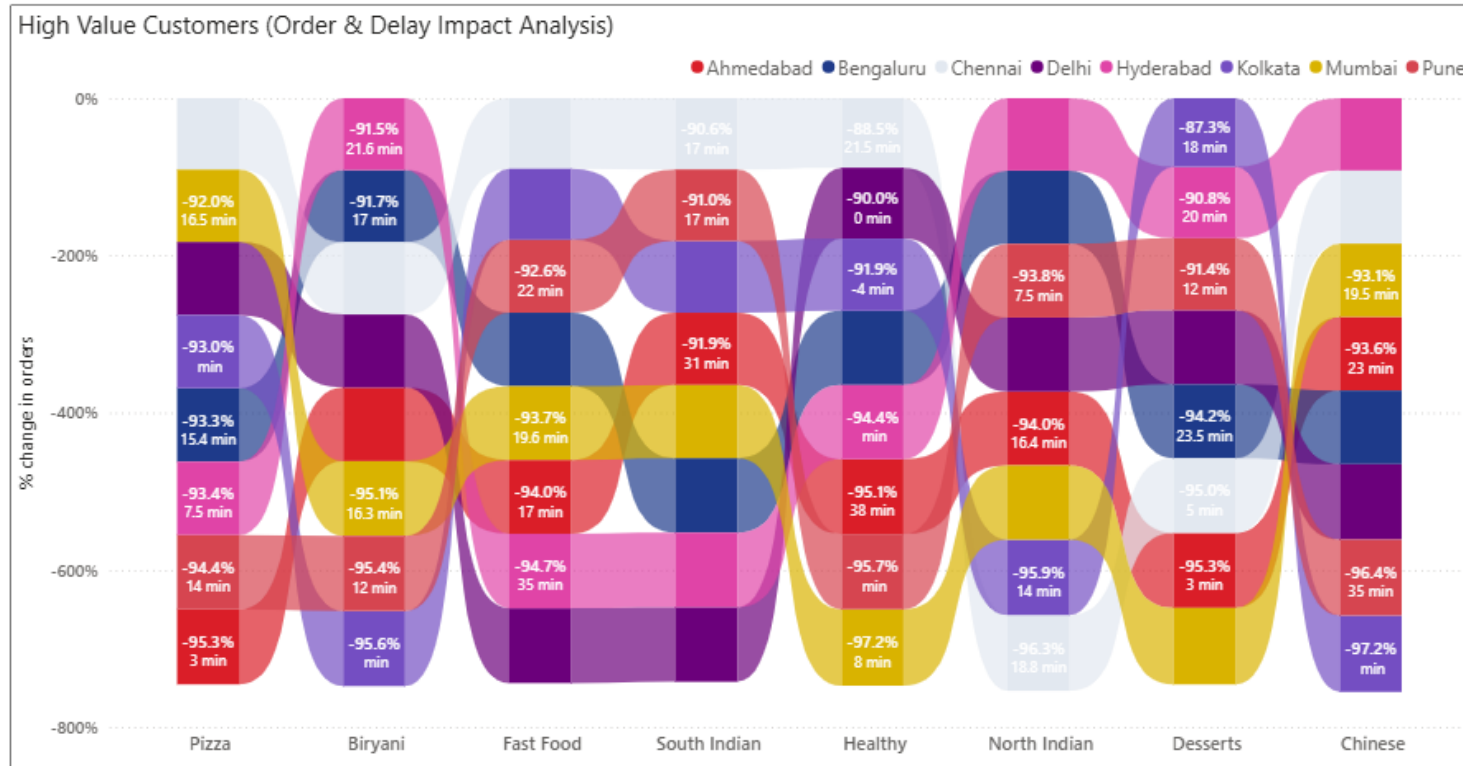
- **58** loyal customers pre-crisis (5+ orders).
- **84% churn** — **49** loyal customers stopped ordering.
- **26 of them** had **Avg. Rating > 4.5**, i.e., our most satisfied users.

A significant portion of our **most loyal and high-value customers** has disengaged, reflecting a deep trust breakdown.

This segment's loss directly affects **repeat revenue, brand equity, and recovery potential**.

Focus Ahead: Immediate re-engagement and loyalty rebuild are critical to regain this premium customer segment.

Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do they share?



Key takeaways

- High-value customers in **Mumbai , Delhi , and Kolkata** showed the **sharpest drop in order frequency**, exceeding **90–97% decline** during the crisis.
- The **Chinese cuisine segment** faced the steepest fall, indicating it was the most service-sensitive category among top spenders.
- **Delivery delays of 10–20+ minutes** were consistently present in the worst-affected segments, confirming service failure as the main driver.
- The pattern shows that **premium customers prioritize reliability and experience** over discounts — regaining their trust will require operational excellence, not pricing changes.

Which Tier-1/Tier-2 cities show the highest risk of long-term demand loss?

Tier 1 Cities				
City	Order Decline	Cancellation Rate	Avg. Rating (Crisis)	Risk Level
Bengaluru	-70%	7.2%	2.4	<div><div></div>Very High</div>
Mumbai	-70%	6.9%	2.5	<div><div></div>High</div>
Chennai	-68%	7.0%	2.3	<div><div></div>High</div>

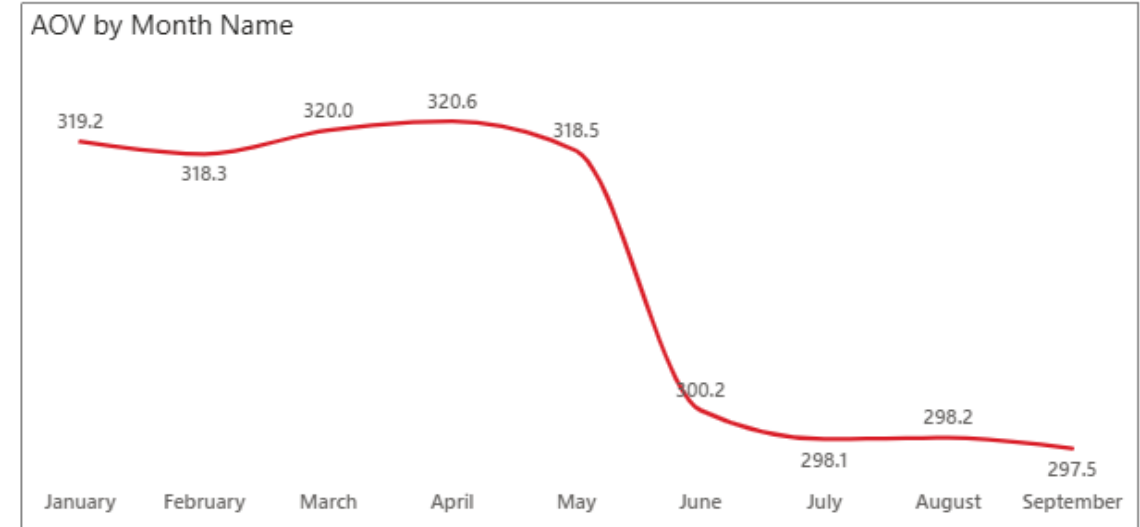
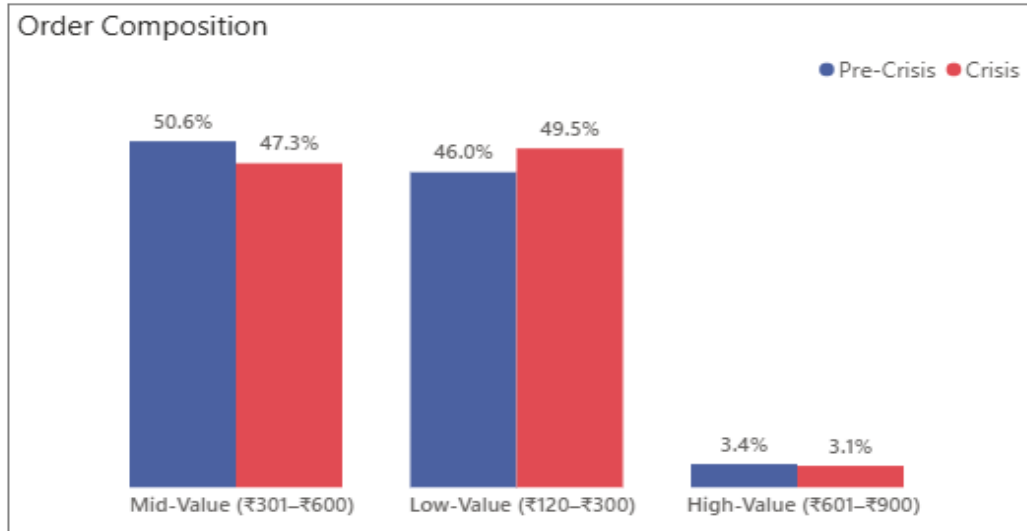
Tier 2 Cities				
City	Order Decline	Cancellation Rate	Avg. Rating (Crisis)	Risk Level
Kolkata	-69%	7.1%	2.6	<div><div></div>Moderate-High</div>
Hyderabad	-69%	6.9%	2.7	<div><div></div>Moderate</div>

Key takeaways

- **Bengaluru** shows the steepest fall in orders (-70%) and lowest SLA compliance → **highest long-term risk**.
- **Mumbai** and **Chennai** continue to show **sharp rating declines (≤2.5)** → indicating **brand trust erosion**.
- **Kolkata** and **Hyderabad** show early warning signals — operational recovery in these cities can **contain future churn**.



Did customers shift from high-value orders to low-value “survival orders” during crisis?



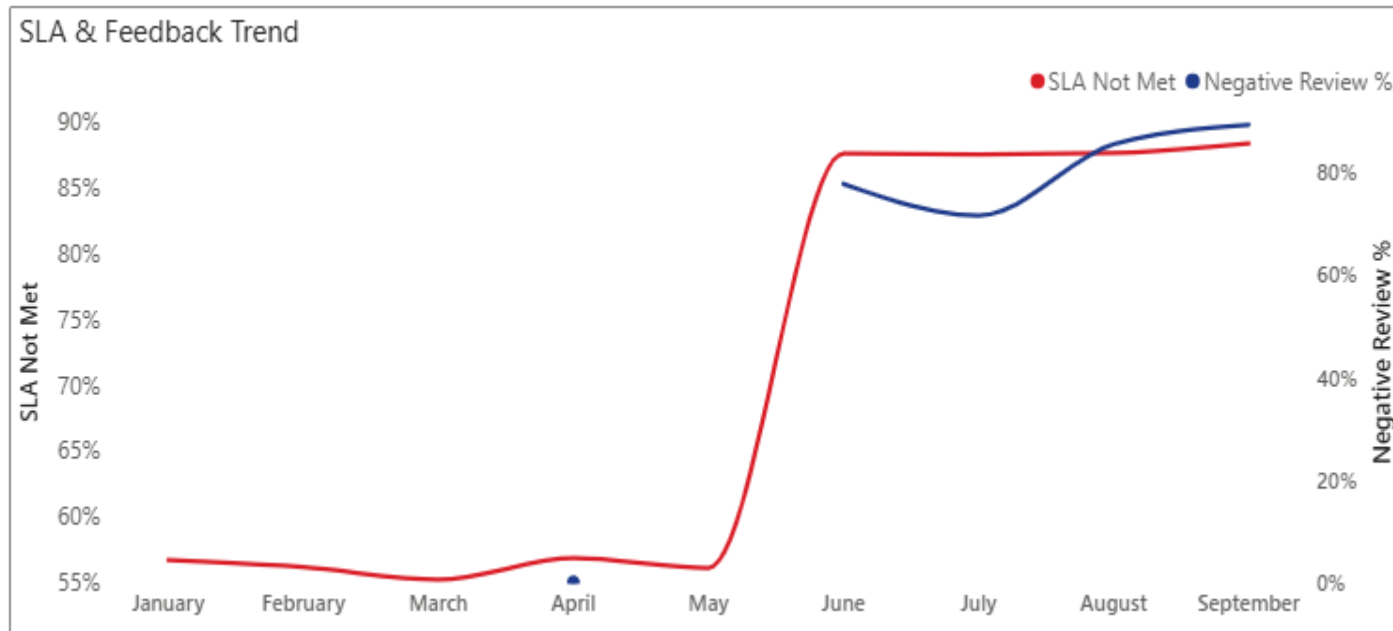
Key takeaways

- **Low-value share rose from 46.0% → 49.5%**, while mid- and high-value segments declined.
- **Clear customer shift to low-value orders (₹120–₹300)** during the crisis.
- **Average Order Value fell by ~7% (₹320 → ₹297)**, showing reduced discretionary spending.
- Reflects a **behavioral shift toward essential-only purchases** as customers adapted to crisis pressure.



Do spikes in negative reviews align with the delivery outage period?

A sharp rise in delivery failures directly mirrored by customer dissatisfaction post-May 2025.



Key takeaways

- Both **SLA Not Met %** and **Negative Review %** show **sharp parallel spikes** post-May 2025.
- Confirms a **direct link** — delivery failures instantly triggered negative feedback.
- **No recovery trend** seen; dissatisfaction remained persistently high.

Interpretation:

Focus on Stabilizing delivery operations to bring reviews back to normal.



Secondary Research Questions



Industry Comparison — QuickBite vs Swiggy & Zomato

QuickBite (Crisis Impact)

- Sharp decline in orders and revenue due to delivery breakdowns.
- Trust collapsed as ratings dropped and negative reviews spiked.
- Customers switched to competitors amid delays and SLA failure

Core Issue: **Internal** operational and **trust crisis**.

Swiggy (Industry Context)

- Minor performance dip caused by seasonal demand fall.
- Maintained customer satisfaction and consistent delivery timelines.
- **Temporary** slowdown, not structural or reputation-based.

Core Issue: **External**, short-term market slowdown.

Zomato (Market Shift)

- Revenue decline linked to GST changes and focus shift to quick-commerce
- Customer experience remained stable, with minimal trust loss.
- Drop was strategic and regulatory, not service-driven.

Core Issue: Policy and business-focus adjustment.



QuickBite's fall was internal and trust-led; Swiggy and Zomato faced external, temporary slowdowns. Recovery for QuickBite must start with service reliability and transparent communication.

External Factors Behind Tripled CAC

Digital Ad Price Surge:

Meta & Google ad rates rose sharply in 2025, increasing CPC across the food delivery industry.

Aggressive Competitor Spending:

Swiggy & Zomato increased ad budgets to capture demand, pushing up market-wide ad costs.

Seasonal Impact:

Monsoon delays and off-peak demand months reduced conversions despite higher ad exposure.

Lower Conversion Efficiency:

Delivery issues and poor customer experience made every lead costlier to convert.

Falling Brand Trust:

Ratings fell from 4.5 → 2.5; low sentiment reduced ad response rates and conversions.

Ad Fatigue:

Users exposed to repetitive “offer-based” ads but hesitant to install/order due to crisis backlash.



Rebuilding Brand Confidence Post-Crisis

5 Pillar Strategy



Which Restaurants Are Most at Risk?

High Risk	Medium Risk	Low Risk	Retention Plan
<p>Cloud Kitchens & Small Local Brands</p> <p>Highly dependent on delivery volumes Low financial resilience during crisis Faster churn if order flow drops</p>	<p>Independent Dine-In Restaurants</p> <p>Thin profit margins & limited online visibility High operational cost vs. delivery income May pause online partnerships temporarily</p>	<p>Large & Multi-Outlet Brands</p> <p>Strong brand trust & loyal customers Financial capacity to sustain dips Likely to co-market rather than exit</p>	<p>Commission relief for small/local brands</p> <p>Marketing visibility via app promotions</p> <p>Data insights to enhance delivery & packaging</p> <p>Priority placement for consistent SLA performers</p>



Which Lapsed Customers Are Most Likely to Return?

High-Frequency Loyalists (Pre-Crisis Core Users)

Customer Loss : ~ 49 users

Insights:

Loss users — indicating strong impact on retention.

26 out of 49 had previously given high ratings, showing trust erosion.

Pre-crisis loyalty base (58) was majorly affected by delivery and service issues.

Return Potential: ★ ★ ★ ★ ☆ (High)

Incentive Strategy:

- Delivery assurance & “fast-lane delivery” badge
- Loyalty cashback (₹100–₹150 on 3 repeat orders)
- Transparency via *Live order tracking + food safety ratings*

Value-Sensitive Customers (Mid-Spend Users)

Customer Loss: ~6,000 users (↓50.7% from pre-crisis)

Insight:

This group forms the **core profit base** — customers who are **price-aware but loyal** when satisfied.

The sharp decline indicates **trust erosion** and **perceived value issues** during the crisis period.

Return Potential: ★ ★ ★ ☆ ☆ (Medium)

Incentive Strategy:

- Discount-led comeback offers (“20% off on 2nd order”)
- Partner meal combos with local brands
- Push notifications highlighting “Quick, Reliable, Affordable Again”

Low-Frequency / Convenience Users

Customer Loss:

Approx. **69K users** from the churned base — mainly one-time or rare orders who disengaged post-crisis.

Insight:

These users were casual and price-driven. They’re **not deeply attached** to the brand and **easily switch** when faced with delays or poor service.

Comeback is possible only with **strong short-term incentives** that reignite trial behavior.

Return Potential: ★ ★ ☆ ☆ ☆ (Low)

Incentive Strategy:

- App reactivation coupons for first order comeback
- Free Delivery Weekends to rebuild engagement
- Promote **new trending or high-rated local restaurants** nearby



Around 45–50% of churned high-frequency users can be reactivated by improving delivery reliability, rebuilding trust, and introducing targeted loyalty-driven campaigns.

Recommendations

3-Step Recovery Framework

Service & Trust Recovery

- 1 Launch transparent communication campaign highlighting hygiene and service improvements.
- 2 Partner with FSSAI-approved auditors and display a “Hygiene Verified” badge on restaurants.
- 3 Share delivery and hygiene performance dashboards on the app to regain customer confidence.
- 4 Introduce “On-Time or ₹50 Credit” policy to restore reliability and trust.

Customer & Partner Re-Engagement

- 5 Provide **cashback and loyalty rewards** to high-frequency users and personalized coupons to lapsed customers.
- 6 Run “#QuickBitelsBack” trust-based marketing campaigns instead of heavy discounts.
- 7 Offer **commission relief and app visibility** to small restaurant partners.
- 8 Launch co-branded campaigns with reputed local chains emphasizing “Safe, Fresh & On-Time.”

Operational & Long-Term Strategy

- 9 Conduct city-level audits in Bengaluru, Chennai, and Kolkata to fix SLA and delay issues.
- 10 Build a Power BI dashboard to track delivery, sentiment, and revenue recovery in real time.
- 11 Train staff and delivery partners on hygiene, customer handling, and timely service.
- 12 Use customer feedback data to predict churn and prevent repeat crisis events.

Conclusion

- The crisis was driven by **operational inefficiencies and loss of customer trust**, not external market shifts.
- Recovery must focus on **service reliability, hygiene transparency, and consistent communication**.
- **Re-engaging loyal users** and supporting restaurant partners will help rebuild demand and reputation.
- A **data-driven approach** using Power BI dashboards should guide continuous monitoring and decision-making.
- Long-term success depends on **trust, reliability, and customer satisfaction** — the true pillars of sustainable growth.



QuickBite's comeback will depend on one core promise — Reliable Service, Safe Food, and Honest Communication.

Special Thanks for Providing the Opportunity



Shri Dhaval Patel (Founder Codebasics.io)

Shri Hemanand Vadivel (Co-Founder Codebasics.io)

Entire Codebasics.io Team

