

QuickBite Crisis Overview Report

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 Active Customers

32K



Pre-Crisis 87K
% Change ▼ 62.7%

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%

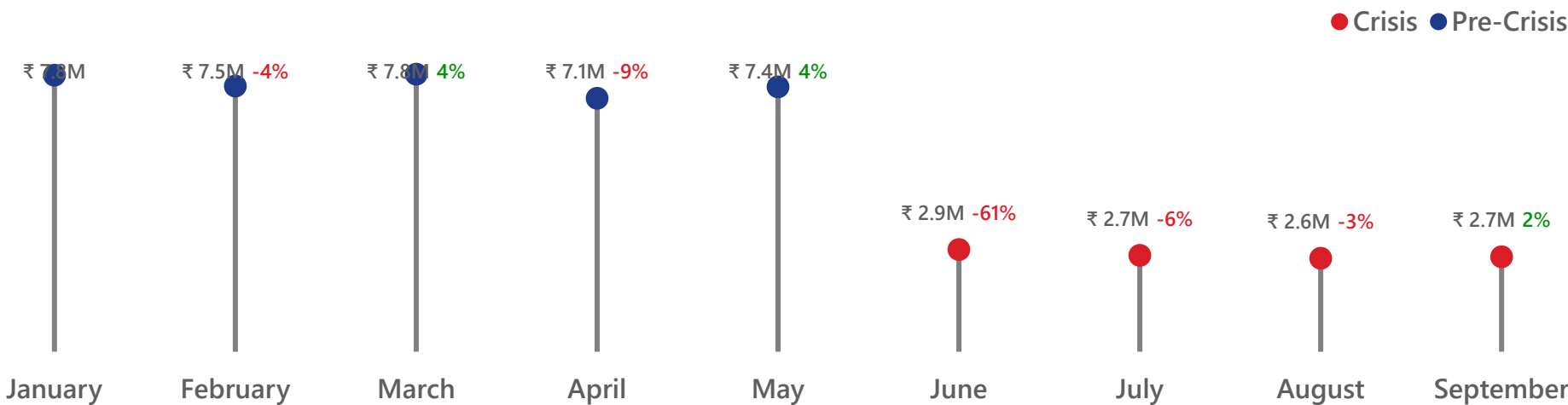
Crisis SLA %

12.2%



Pre Crisis 47.4%
% Change ▼ 74.2%

Revenue Trend by Month



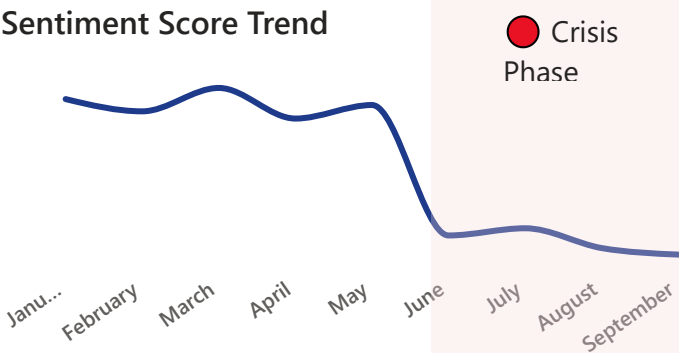
Partner Type

All

City

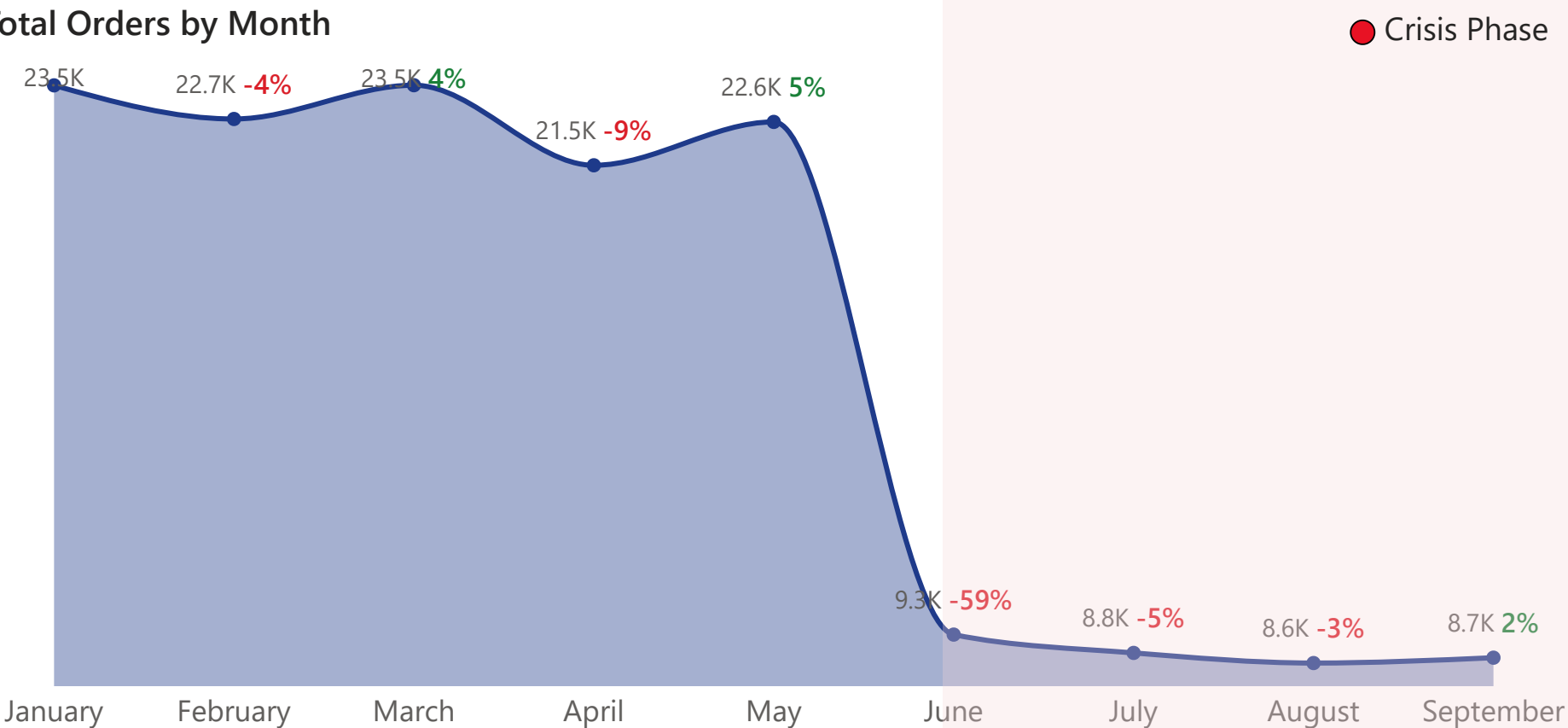
All

Sentiment Score Trend

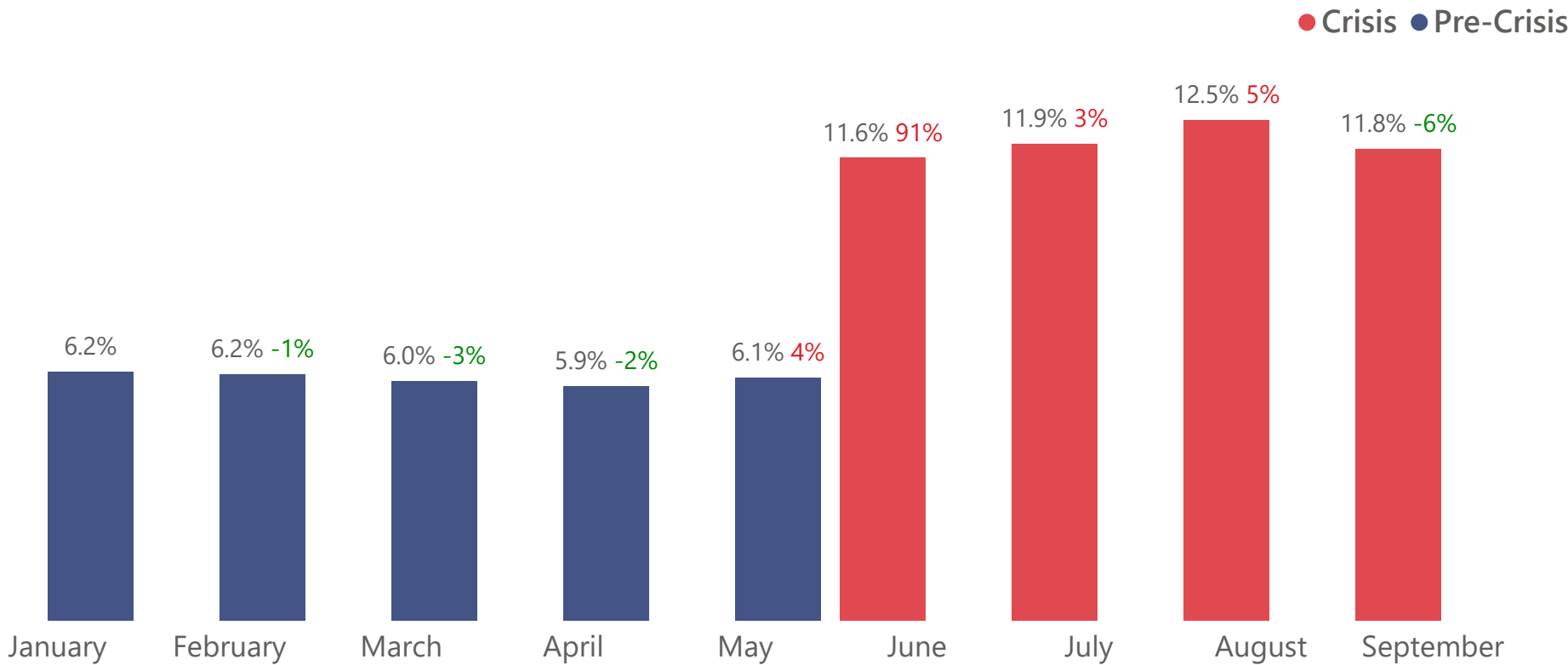


- The crisis period triggered a **major operational collapse at QuickBite. Orders and revenue both fell by ~70%**, while the **active customer base dropped 63%**, indicating severe retention issues.
- **Customer satisfaction plummeted**, with the **average rating falling from 4.5 to 2.5**, reflecting 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.

Total Orders by Month




Cancellation by Month



City Wise Performance & Crisis Impact

Crisis Total Revenue

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City Performance Index (Pre Crisis)

Hyderabad0.31

Delhi0.08

Pune0.01

Mumbai-0.02

Bengaluru-0.03

Kolkata-0.09

Chennai-0.09

Ahmedabad-0.18

City Performance Index (Crisis)

Kolkata0.23

Ahmedabad0.18

Pune0.00

Mumbai-0.07

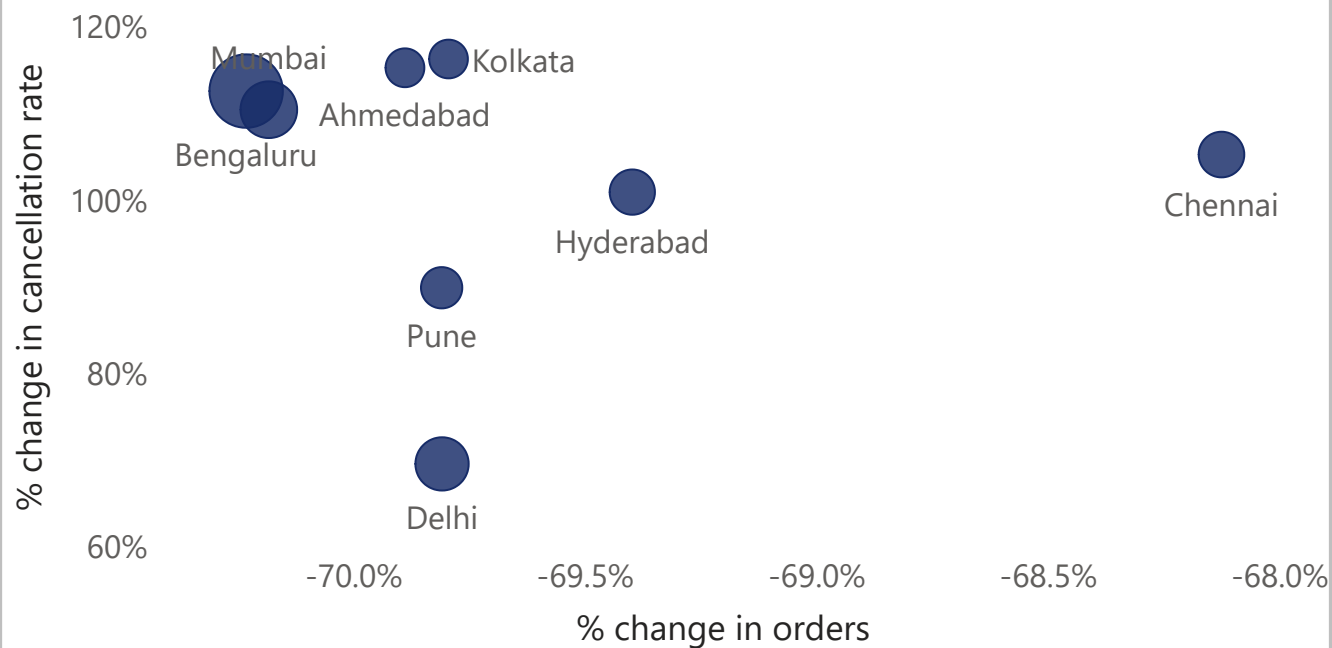
Hyderabad-0.08

Bengaluru-0.08

Delhi-0.09

Chennai-0.09

Orders Drop vs Cancellation Rate



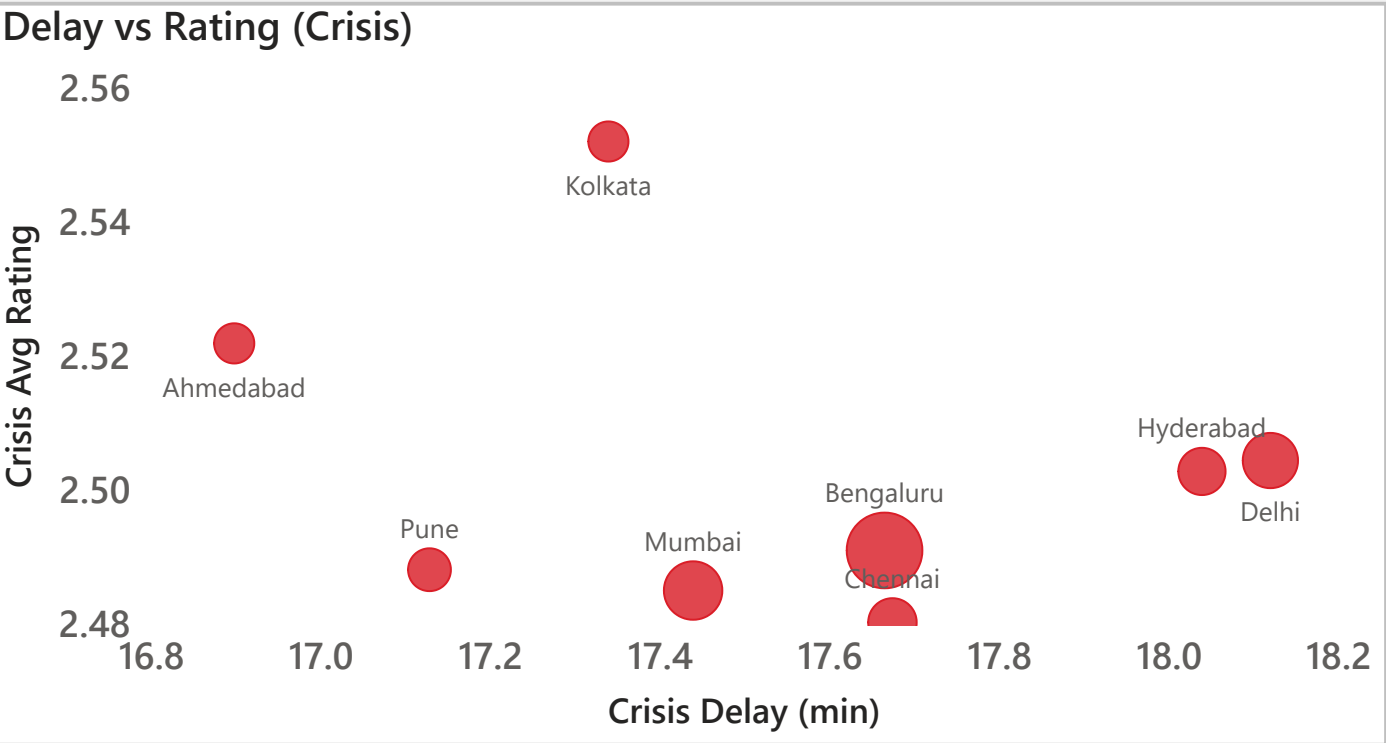
Partner Type

All

Category

All

- Bengaluru, Mumbai, and Delhi saw ~70% order drop and >100% cancellations.
- Major delivery issues reported in **Hyderabad and Chennai**. Ahmedabad and Kolkata showed comparatively better performance.
- **Key Takeaway:** Prioritize delivery efficiency and quality improvement to rebuild customer trust.



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 delivery time
Bengaluru	31277	9311	-21966	-70.2%	-44.7%	112.6%	60.20	52.2%
Mumbai	17848	5322	-12526	-70.2%	-44.8%	110.5%	59.96	51.9%
Delhi	15580	4704	-10876	-69.8%	-44.4%	69.6%	60.71	53.1%
Pune	8817	2662	-6155	-69.8%	-44.8%	89.9%	59.40	52.8%
Ahmedabad	7648	2303	-5345	-69.9%	-43.9%	115.3%	59.41	52.0%
Kolkata	7601	2296	-5305	-69.8%	-43.3%	116.3%	59.92	51.5%

Top Restaurants Impacted by Crisis

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

Crisis Active Customers

32K



Pre-Crisis 87K
% Change ▼ 62.7%

Crisis Avg Rating

2.50



Pre Crisis 4.50
% Change ▼ 44.5%

Churned Customers

73K



Retained Loyal Customers

840

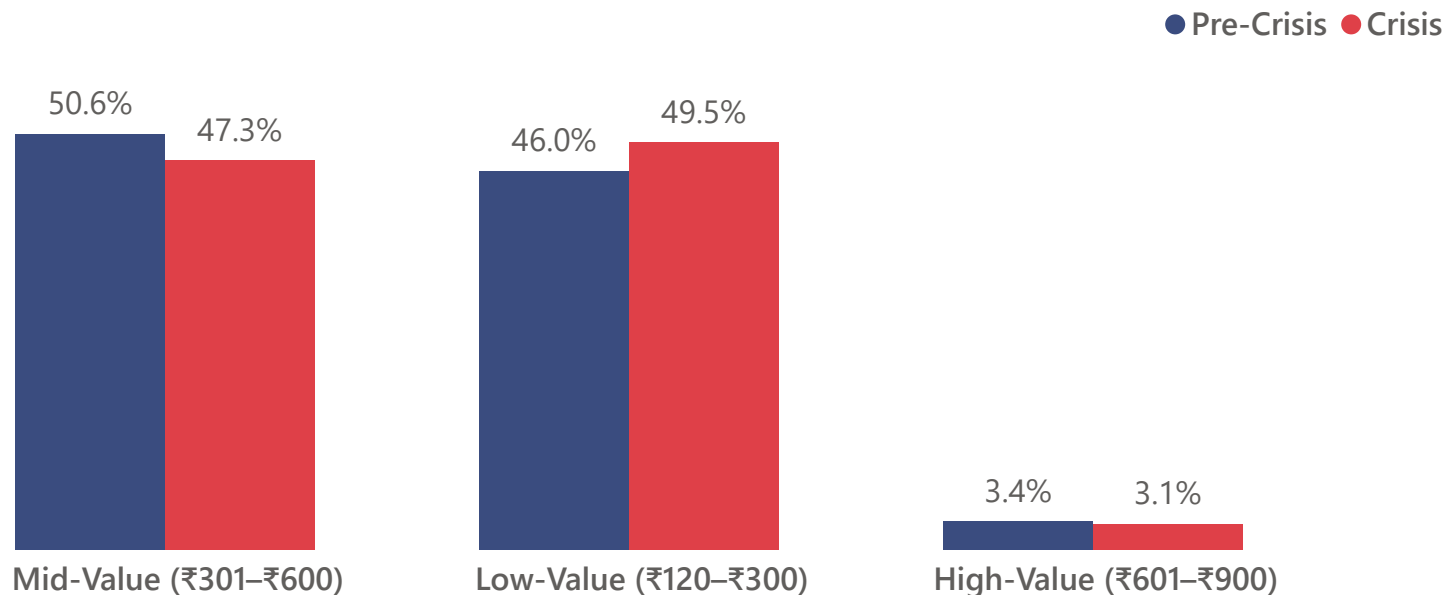


Revenue Decline

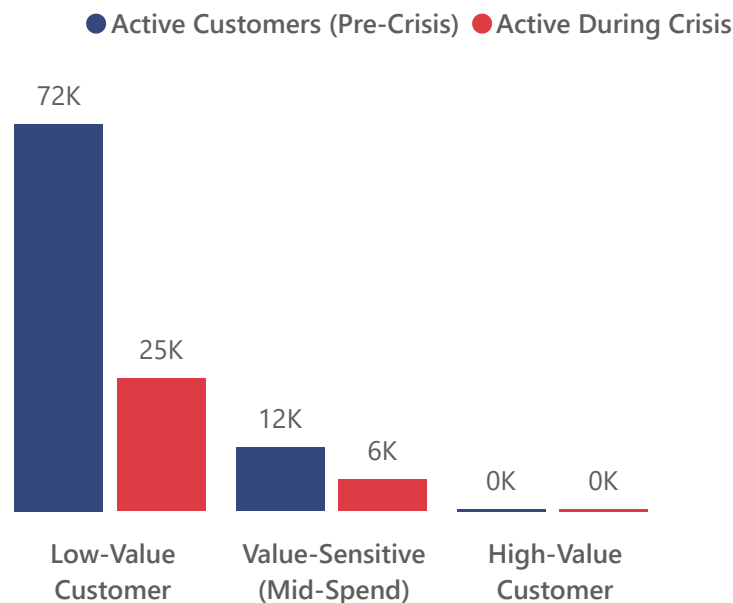
₹ 26.68M



Order Composition by Value



Customers by Spending Category



Is Veg

All

Acquisition Channel

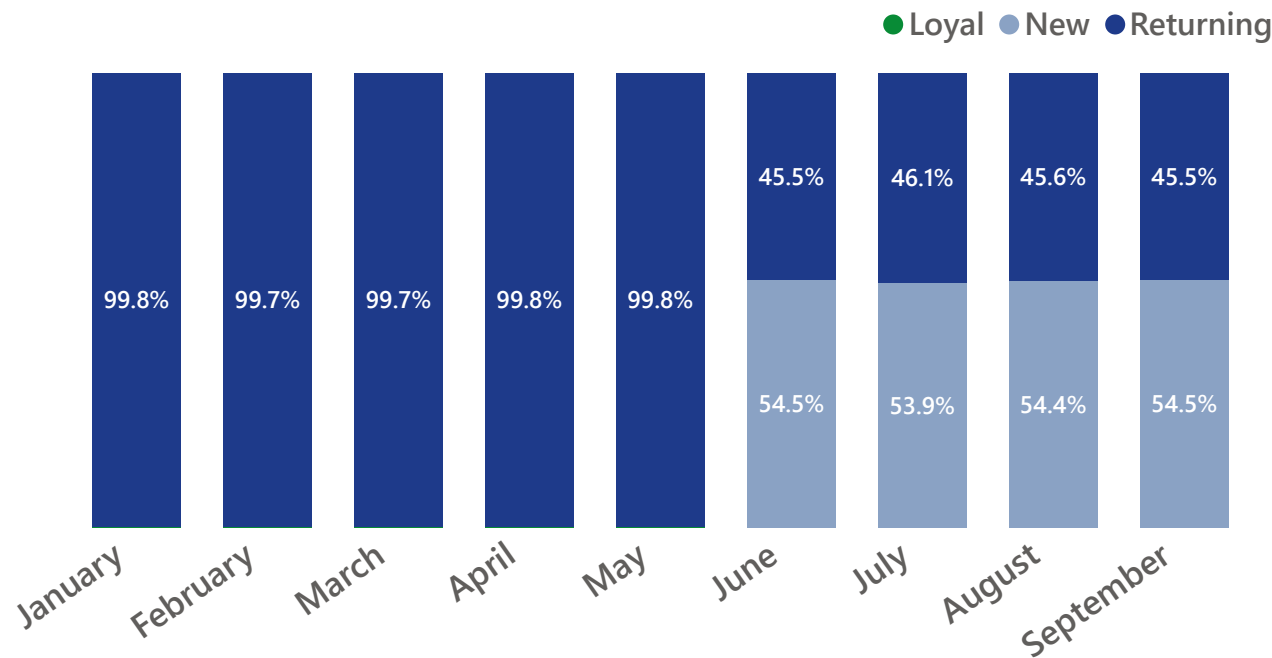
All

City

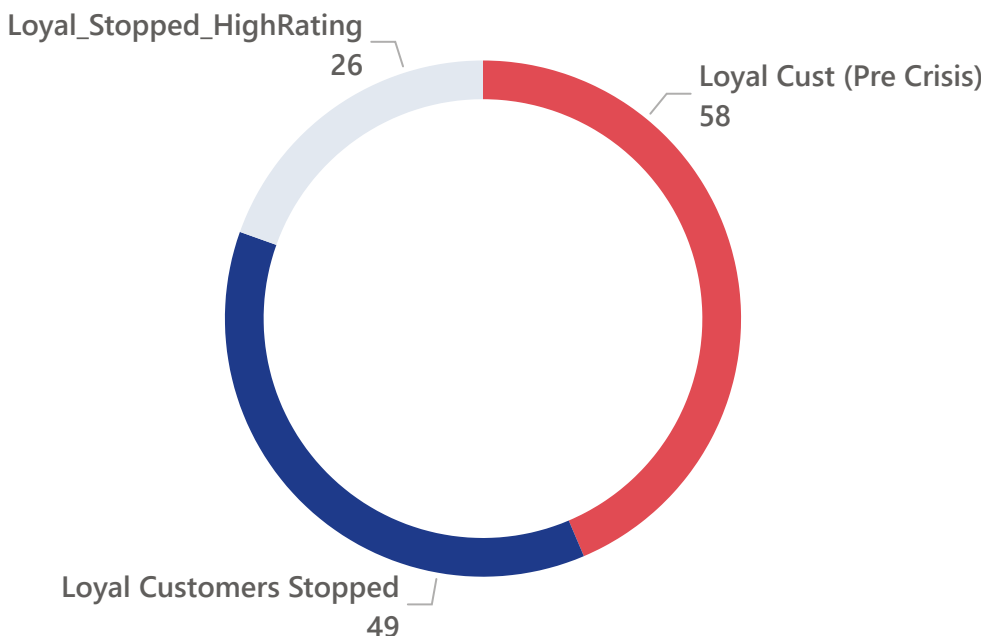
All

- **Active users dropped 62.7%** (73K churned), causing a
- and 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.

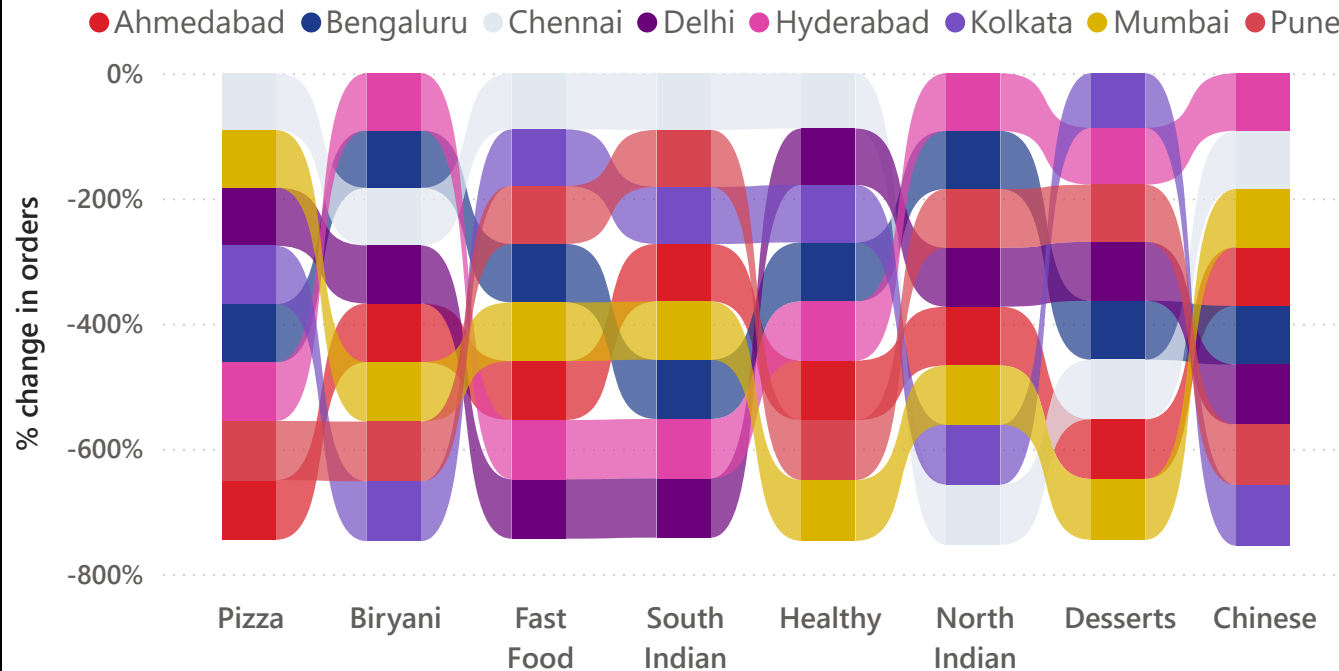
New vs Repeat Customer Composition



Loyalty Impact Analysis



High Value Customers (Order & Delay Impact Analysis)



Delivery Operations & SLA Analysis

Overview

City

Restaurant

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Delivery

Sentiment

Crisis Avg Delivery Time

60.11



Pre Crisis 39.49
% Change ▲ 52.2%

Crisis Total Delivery

15K



Pre Crisis 53K
% Change -71.0%

Crisis Delay (min)

17.61



Pre Crisis 1.99
% Change 784.1%

Crisis Avg Distance

4.51



Pre Crisis 4.49
% Change 0.30%

Crisis SLA %

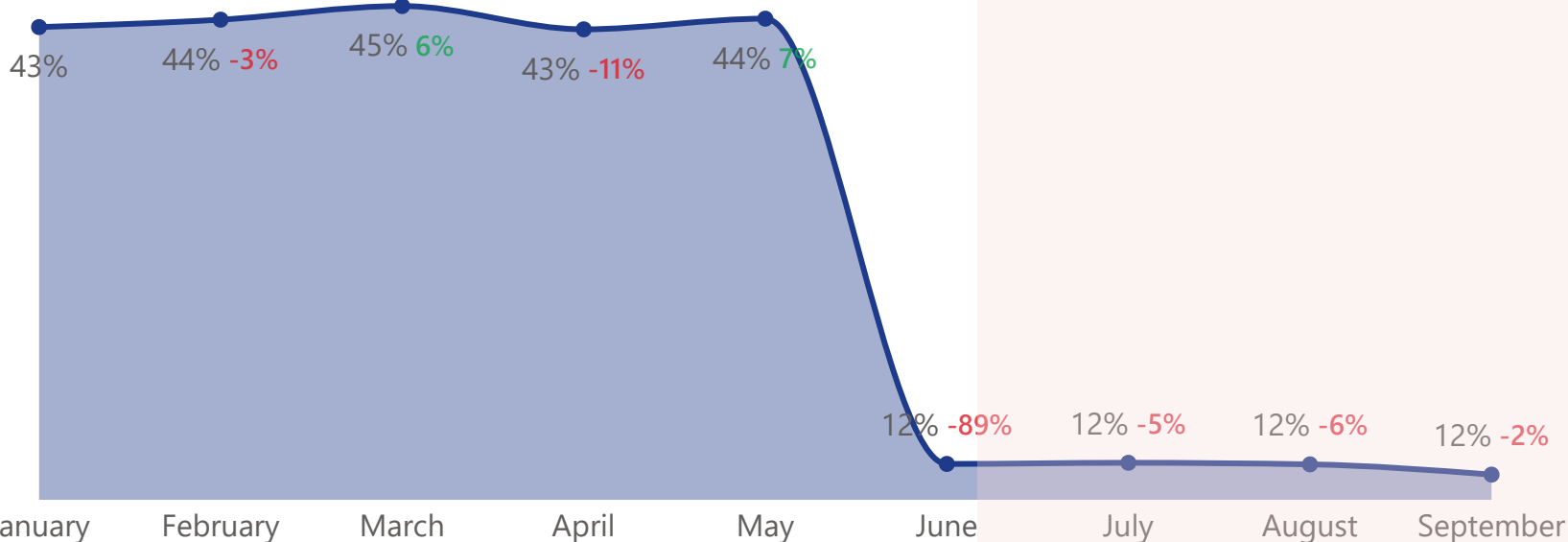
12.2%



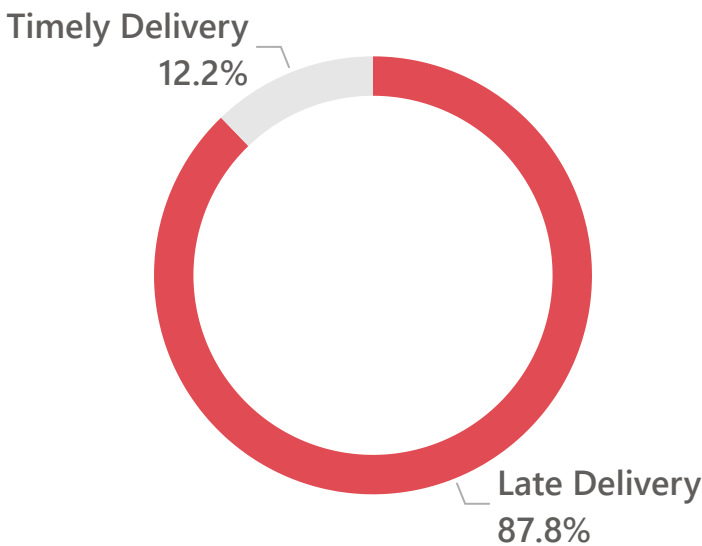
Pre Crisis 47.4%
% Change ▼ 74.2%

SLA Compliance % over time

● Crisis Phase



Delivery Breakdown (Crisis Phase)



Vehicle Type

All

Partner Type

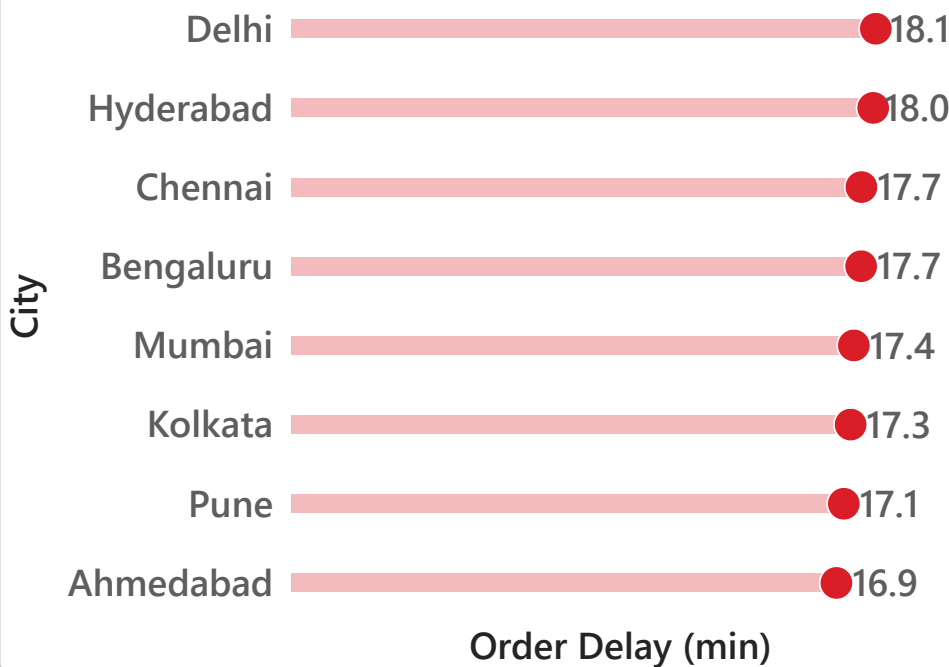
All

City

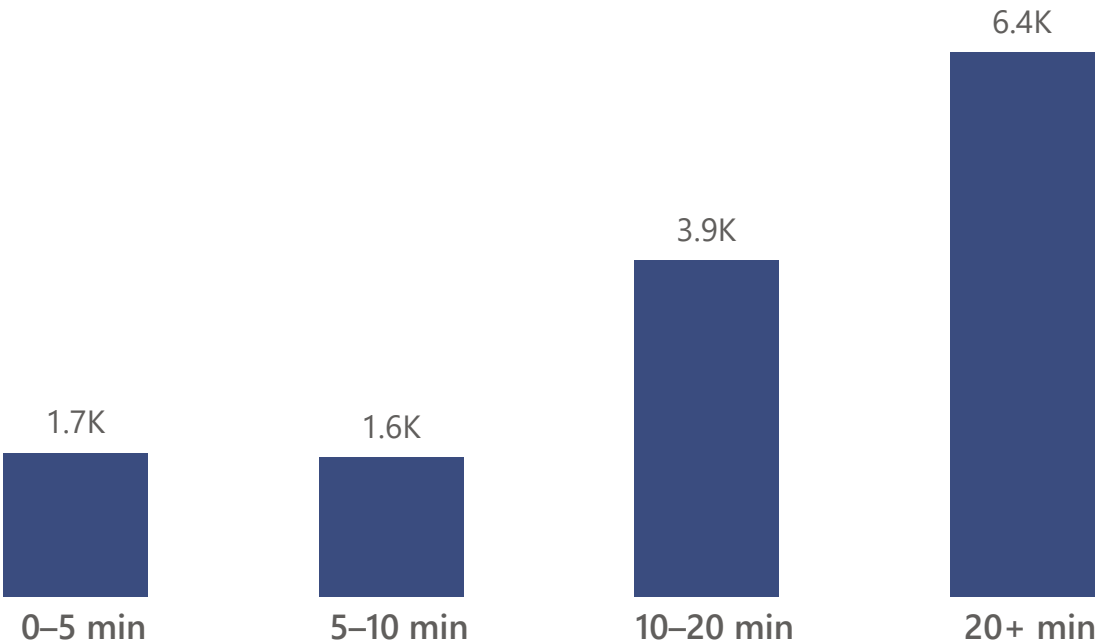
All

- **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.

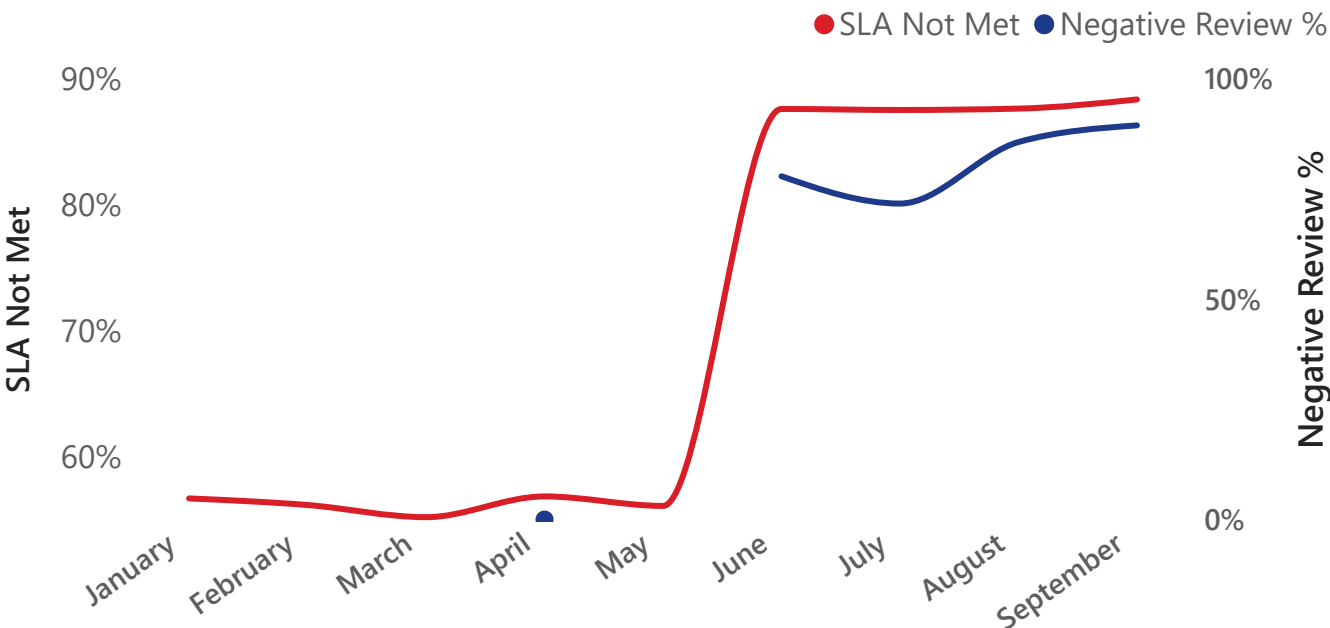
Order Delay by City during Crisis Phase



Delivery by Delay Bucket during Crisis Phase



SLA & Feedback Trend



Feedback and Sentiment Analysis

Overview

City

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Sentiment

Crisis Avg Sentiment Score

-0.25



Pre Crisis	0.75
% Change	▼ 133.4%

Crisis Avg Rating

2.50



Pre Crisis	4.50
% Change	▼ 44.5%

Partner Type

All

City

All

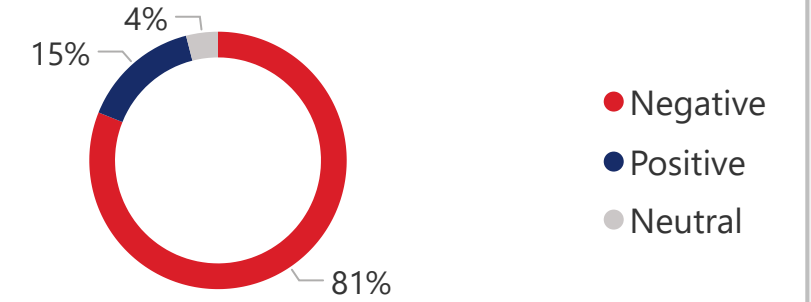
Category

All 

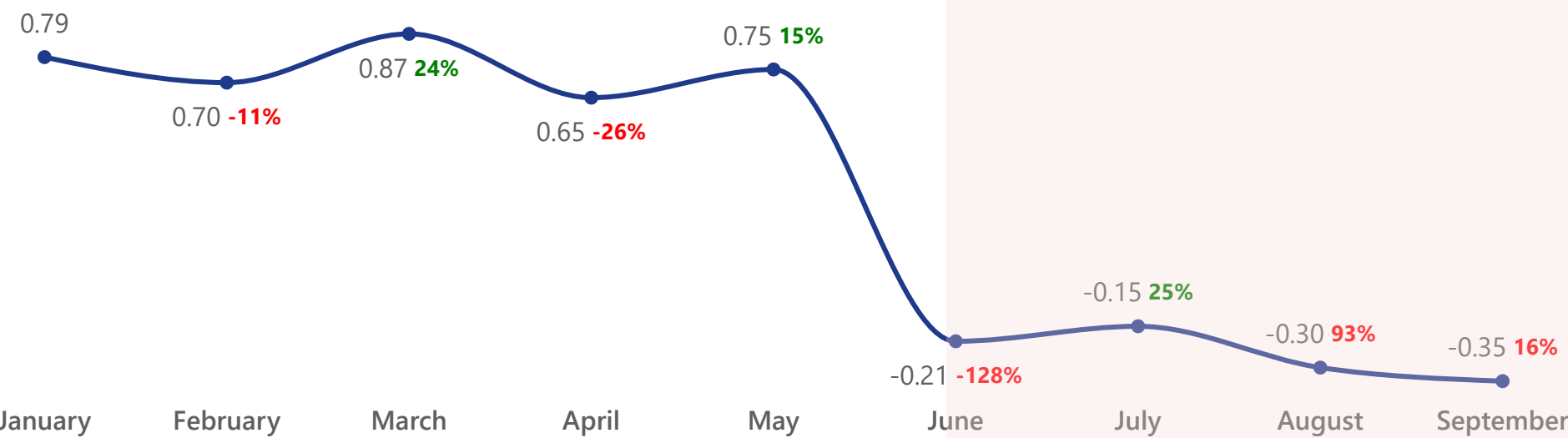
Cuisine Type

All

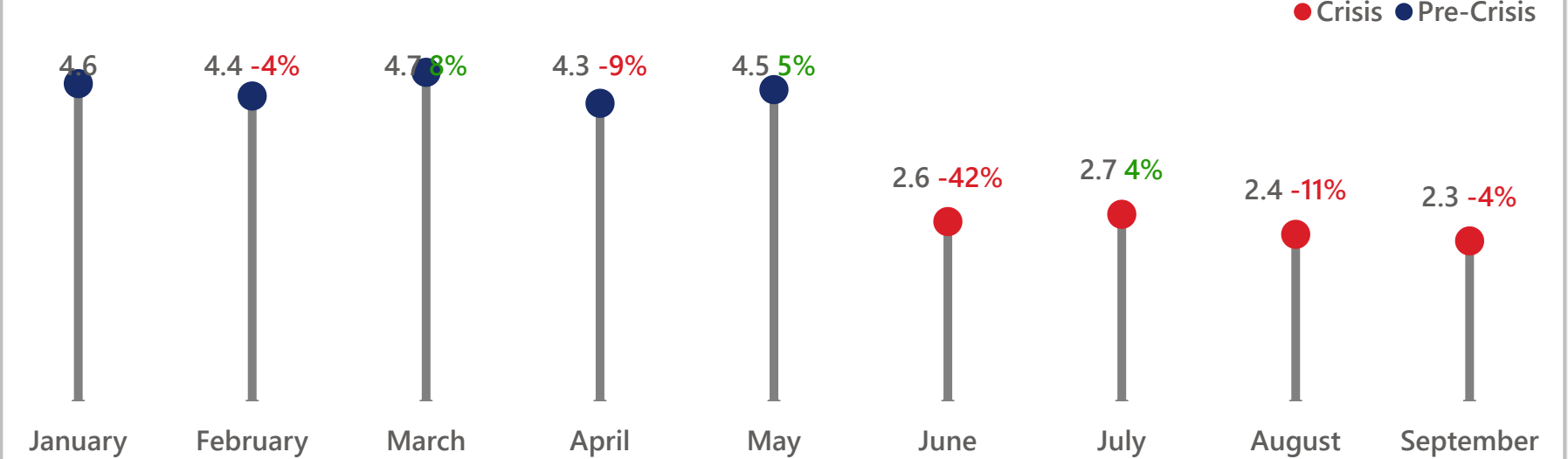
Review by Sentiment



Avg Sentiment Score by Month



Avg Rating by Month



- **Average sentiment -0.25 (↓133%); average rating 2.5 (↓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.

Negative Review Terms



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