

Pre Crisis Order

Sum of orders

114K

Crisis Order

Sum of orders

35K

Pre Crisis Revenue

Sum of total_amount

37.62M

Crisis Revenue

Sum of total_amount

10.94M

Pre Crisis Rating

Sum of avg_rating

22.50

Crisis Rating

Sum of avg_rating

10.02

Pre-Crisis SLA

Sum of compliance_rate

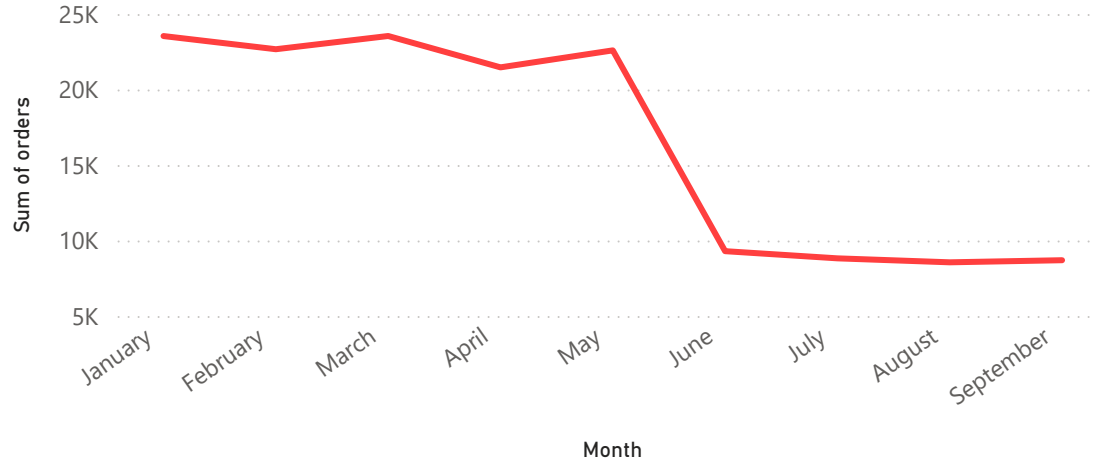
218.00

Pre-Crisis SLA

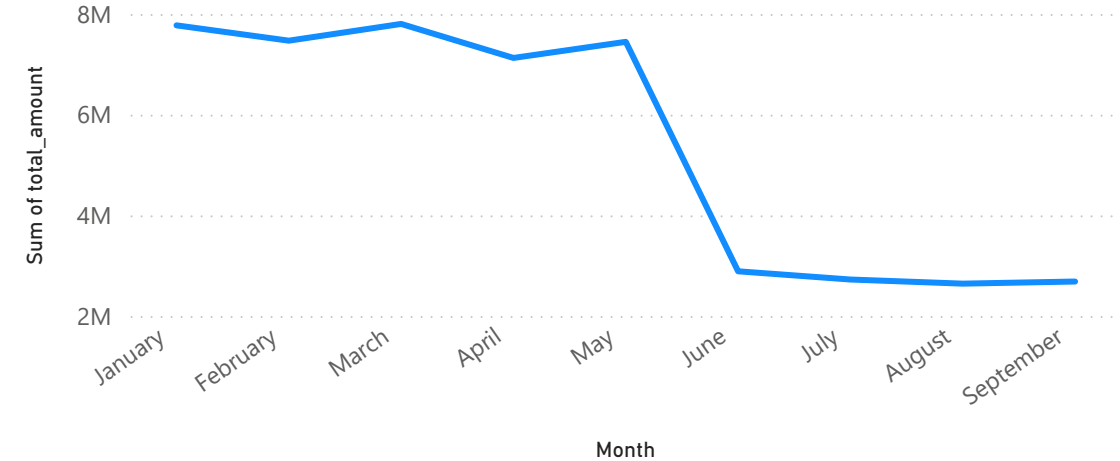
Sum of compliance_rate

48.84

Sum of orders by Month

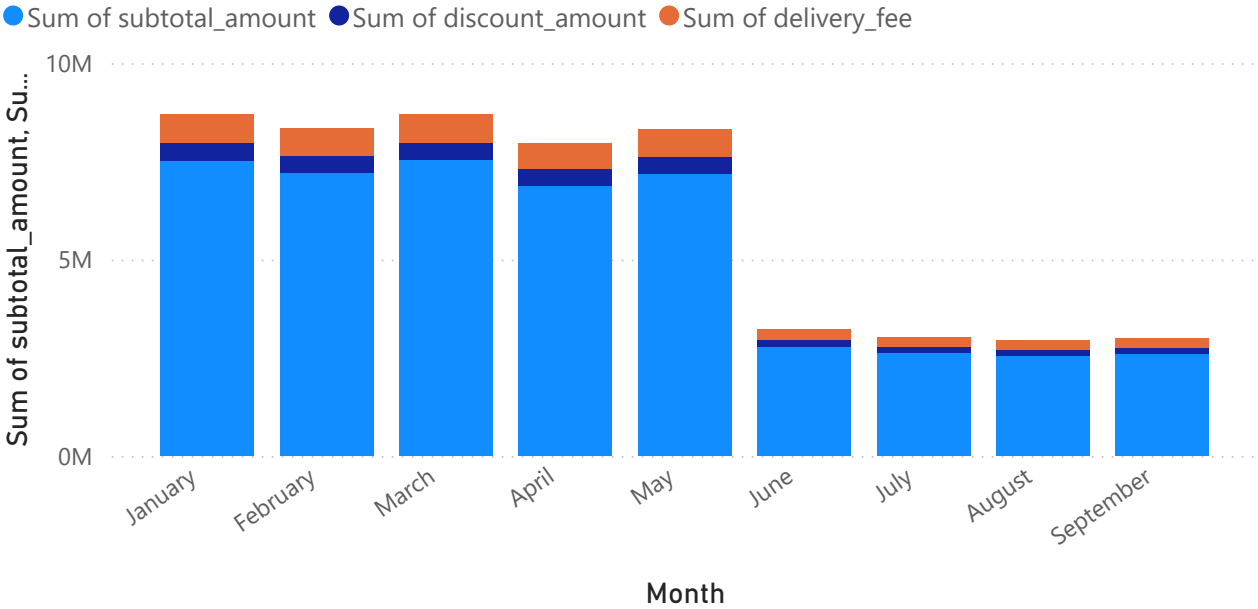


Sum of total_amount by Month

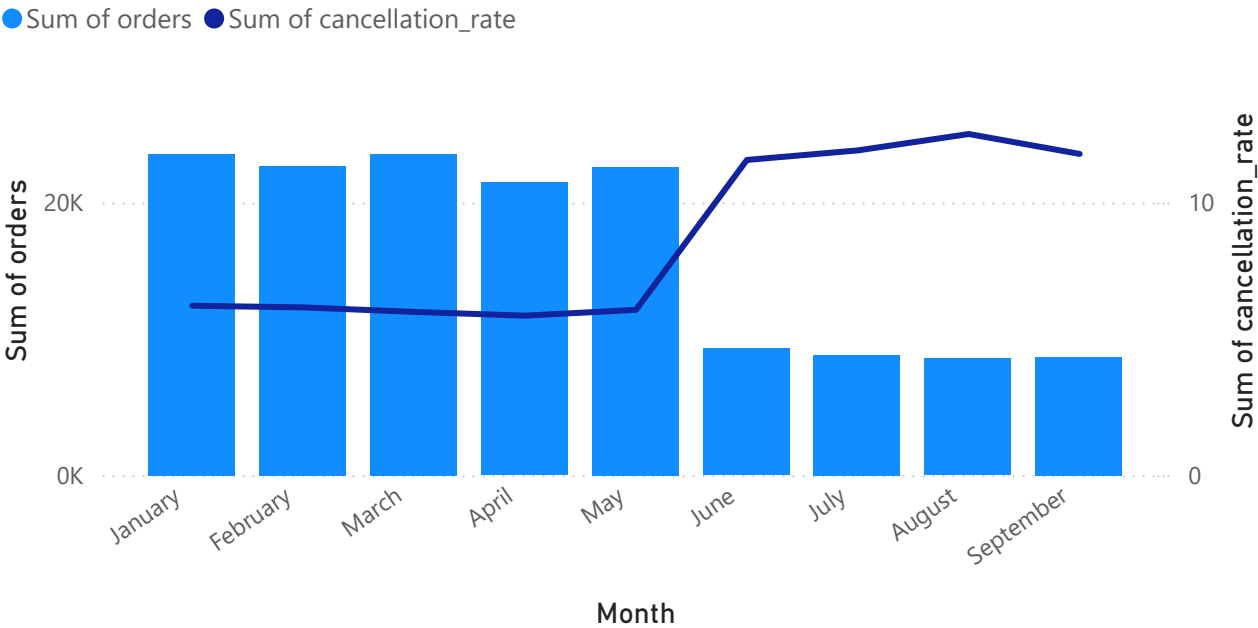


CRISIS EVENT: June 2025 - Viral incident + Delivery outage

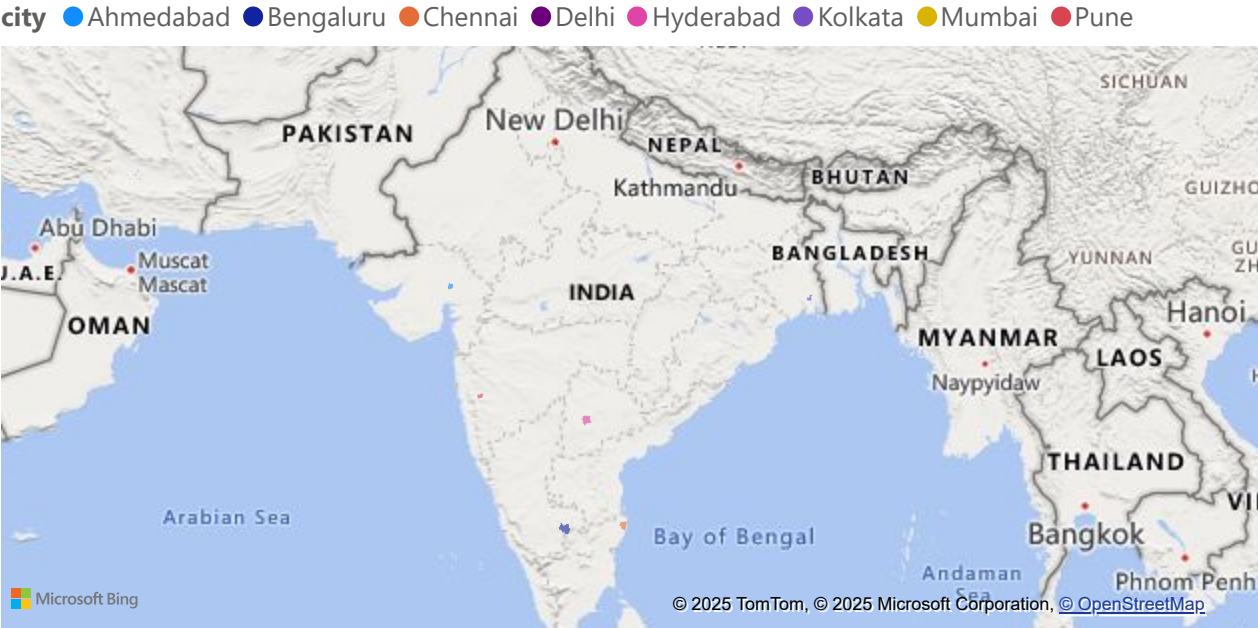
Sum of subtotal_amount, Sum of discount_amount and Sum of delivery_fee by Month



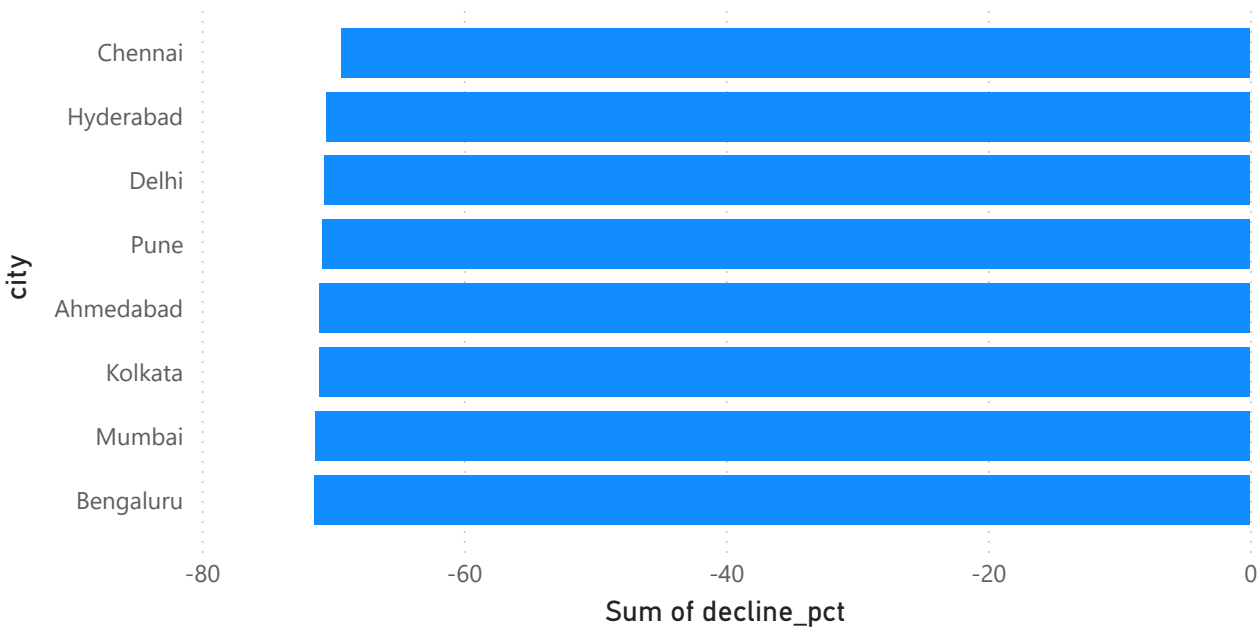
Sum of orders and Sum of cancellation_rate by Month



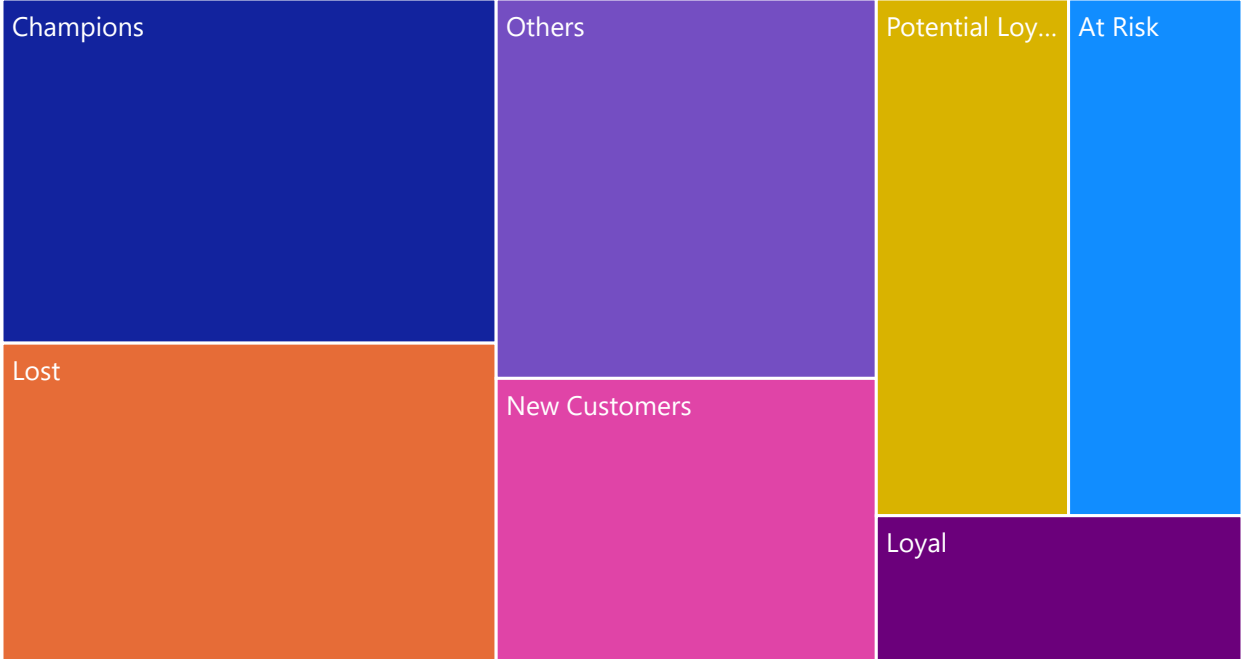
Average of decline_pct and Sum of decline_pct by city and city



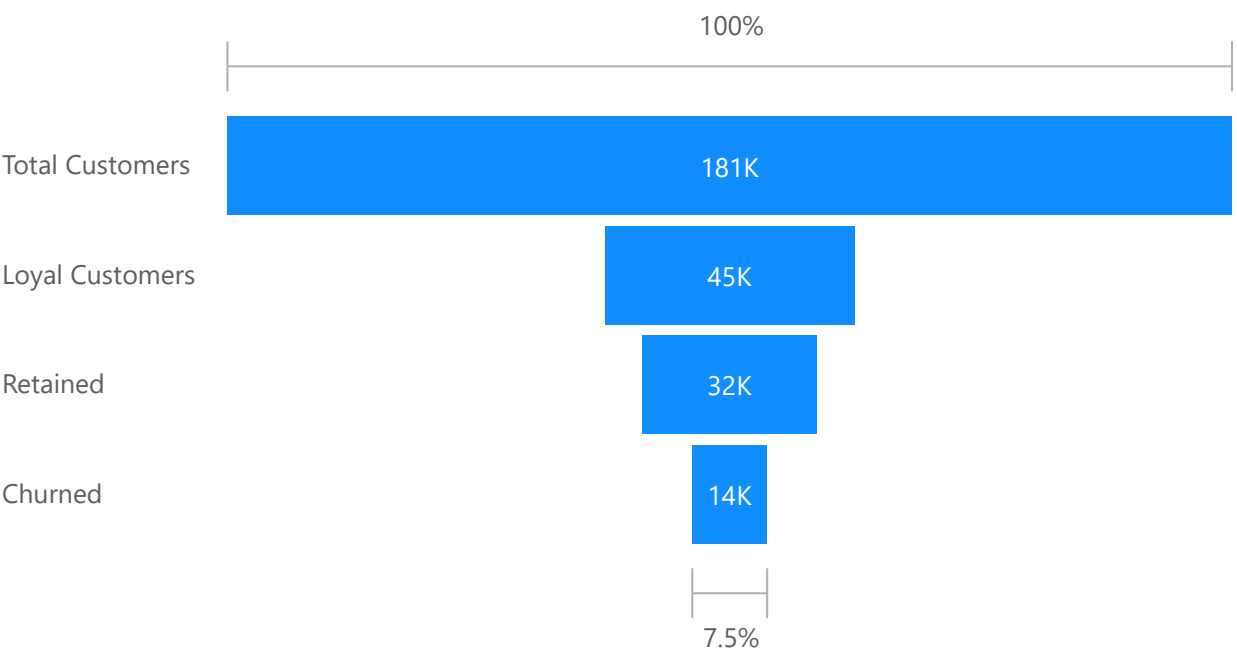
Sum of decline_pct by city



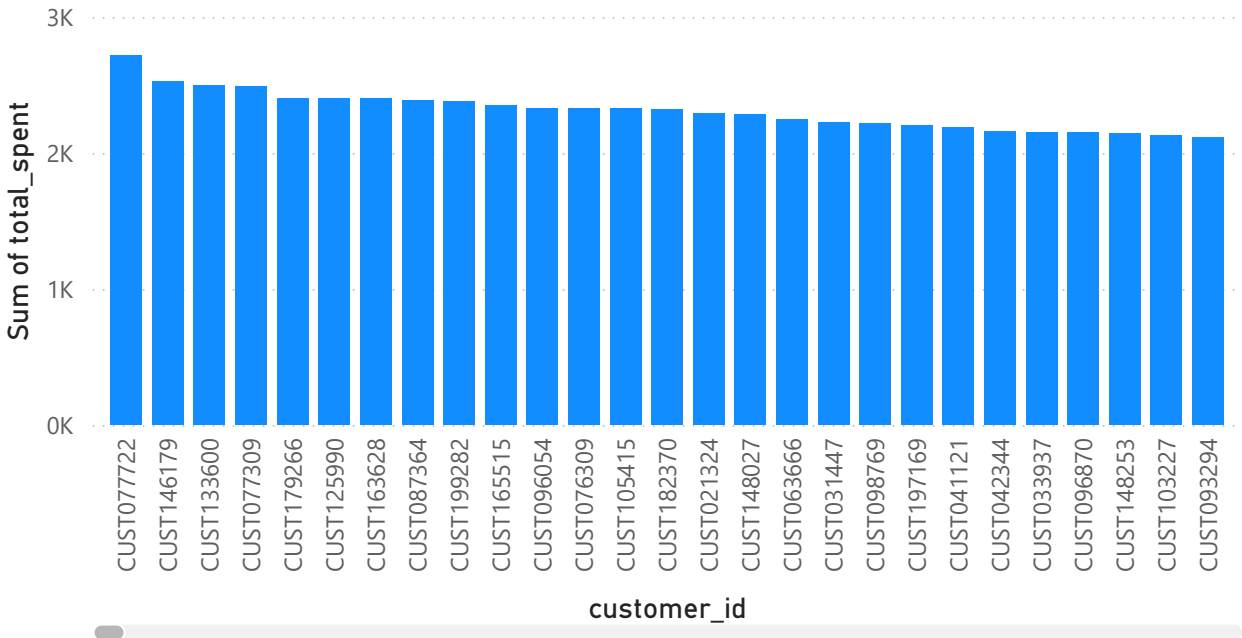
Count of customer_id by segment



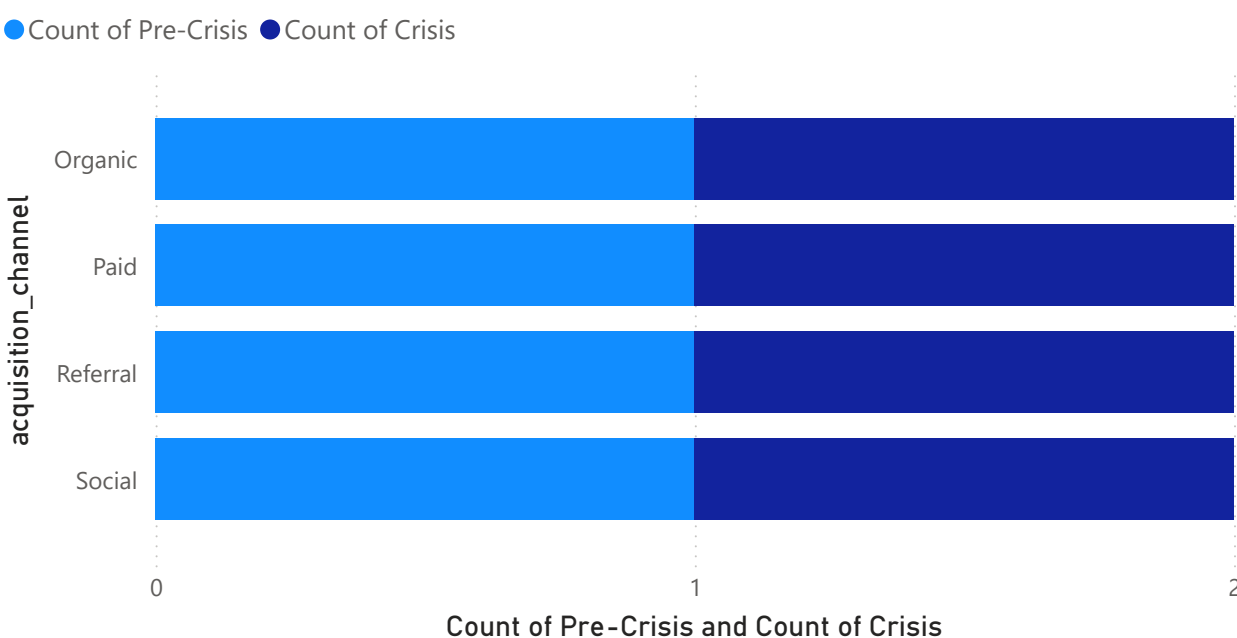
Sum of Customer_Count by Stage



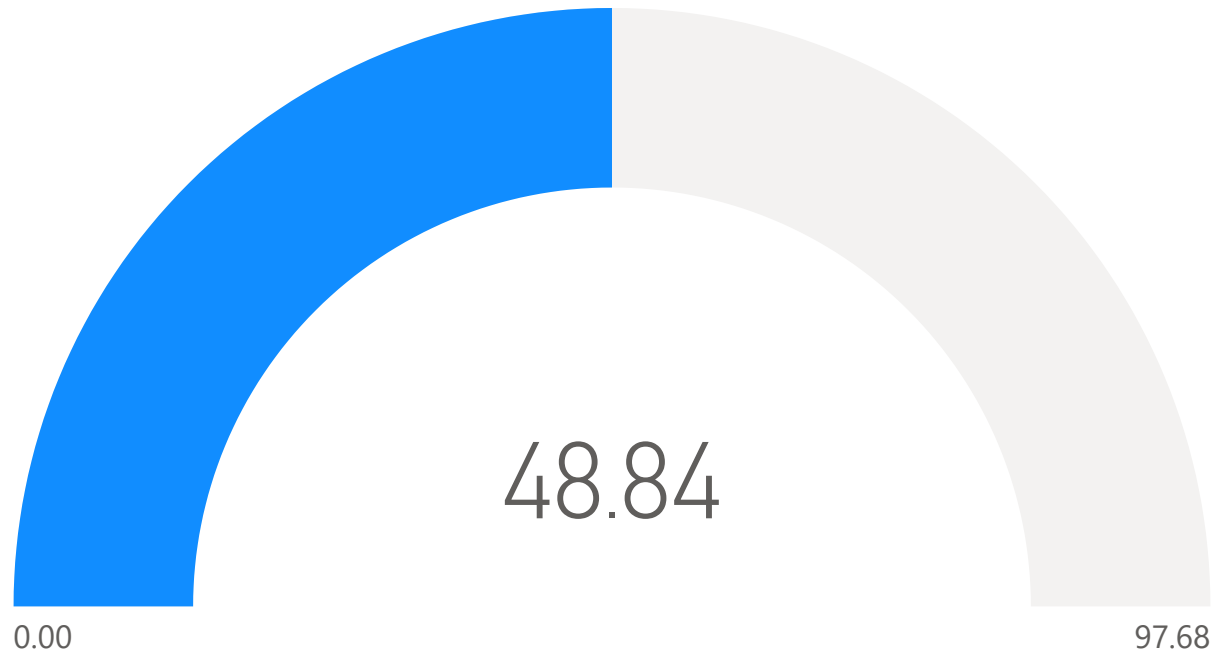
Sum of total_spent by customer_id



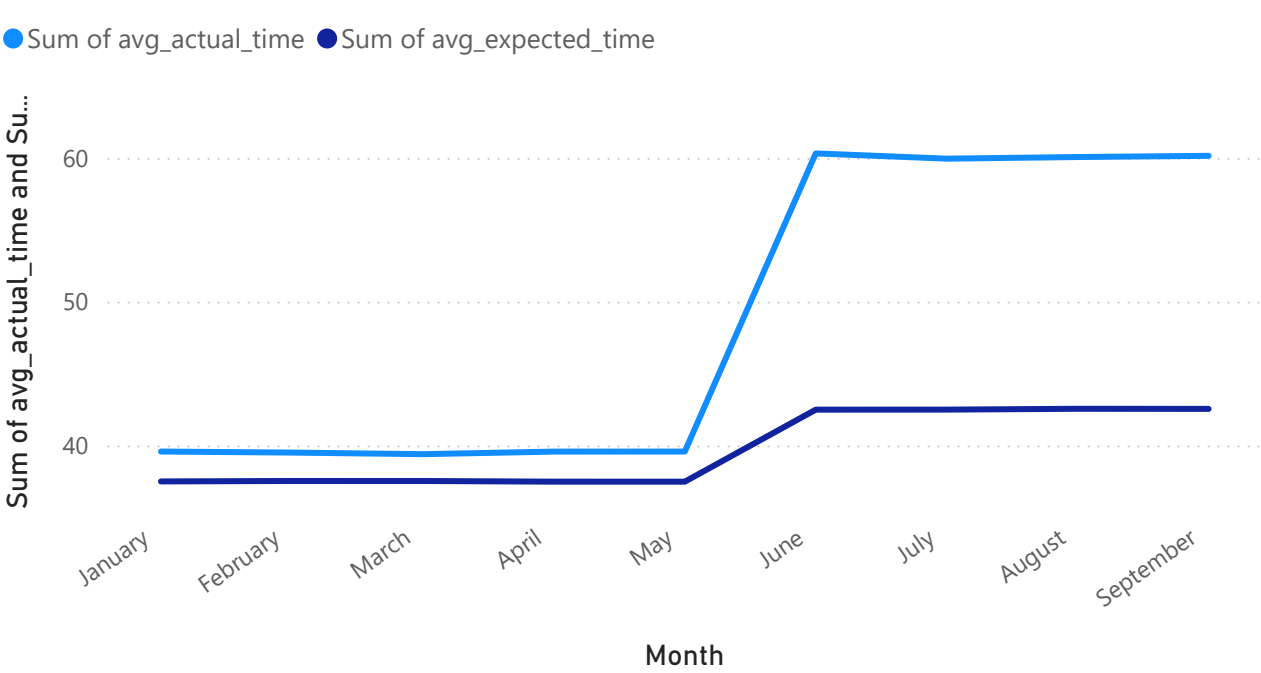
Count of Pre-Crisis and Count of Crisis by acquisition_channel



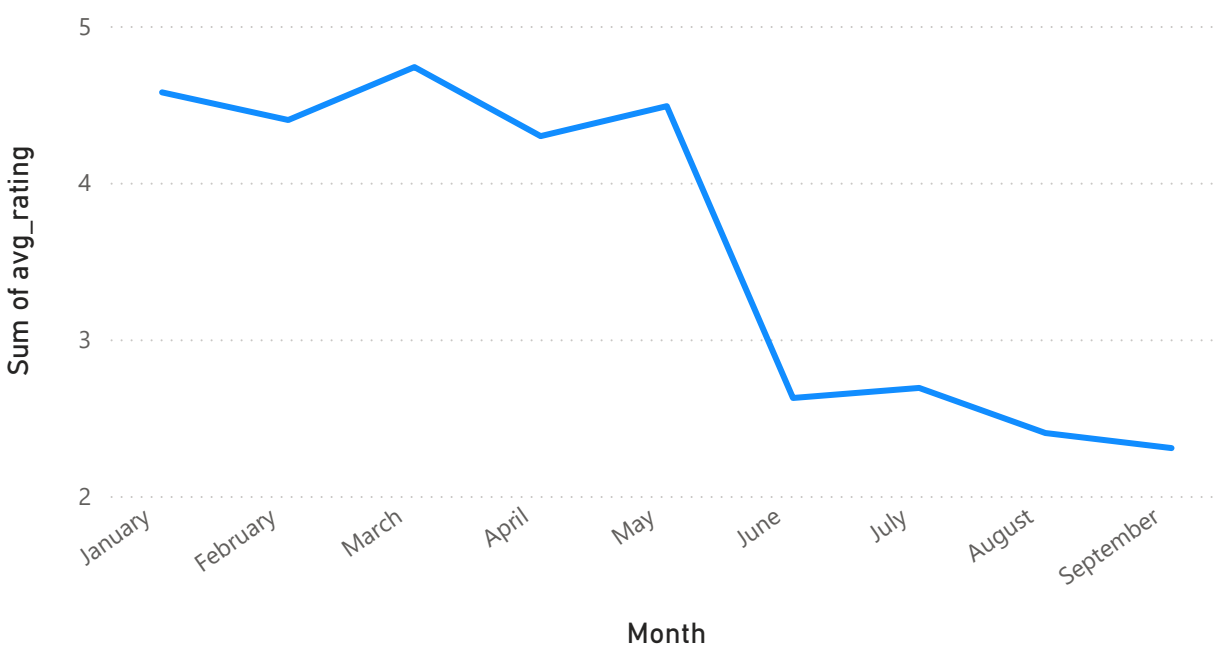
Sum of compliance_rate



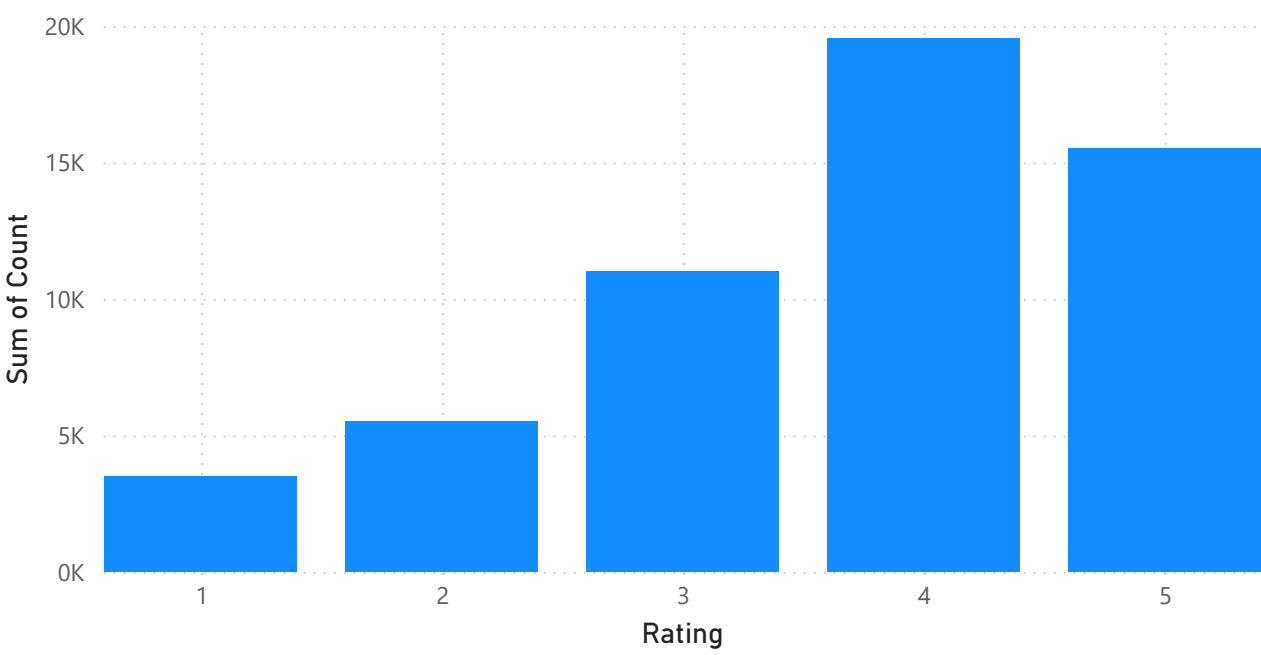
Sum of avg_actual_time and Sum of avg_expected_time by Month



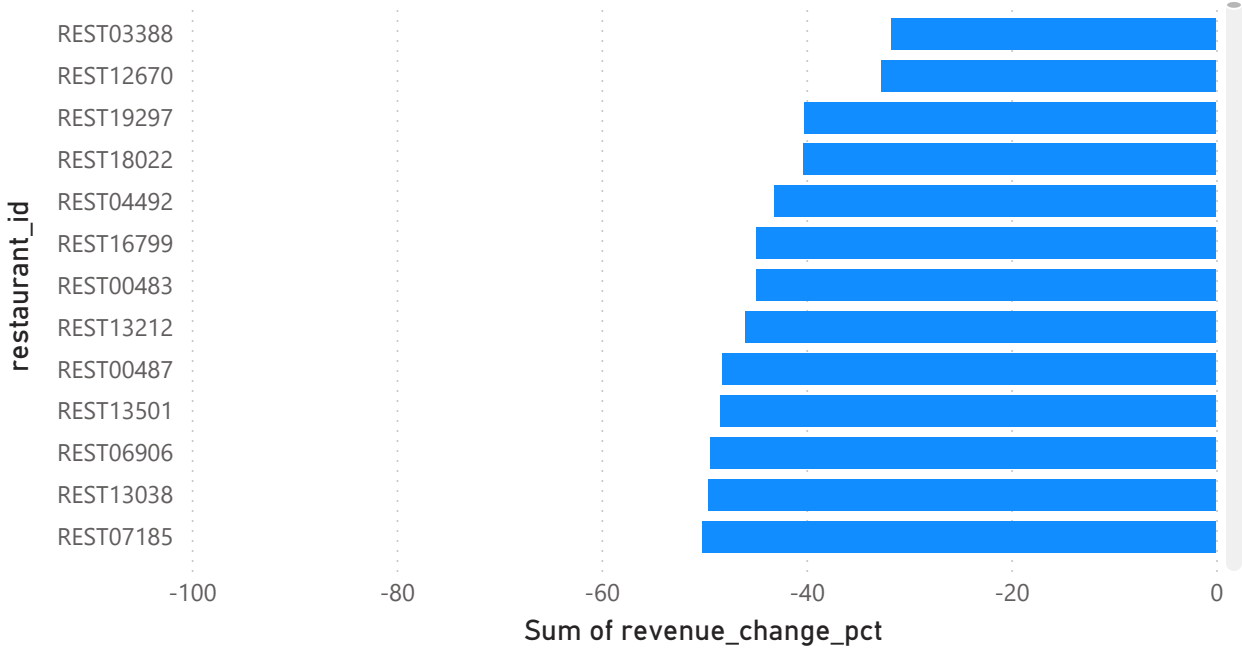
Sum of avg_rating by Month



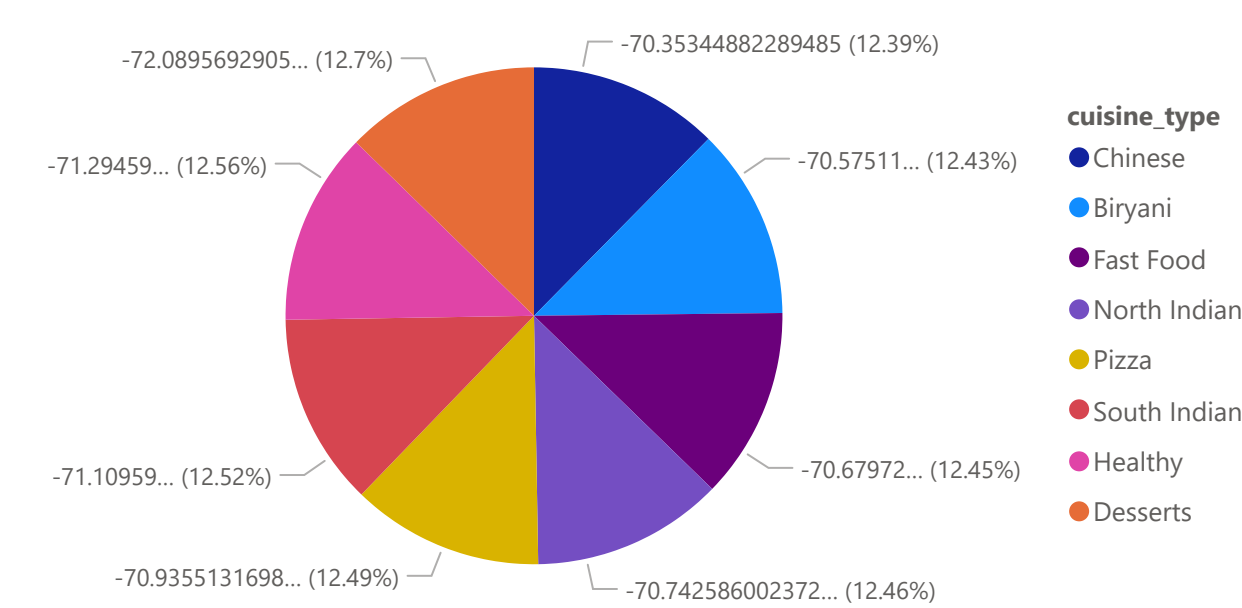
Sum of Count by Rating



Sum of revenue_change_pct by restaurant_id



Sum of change_pct by cuisine_type



RECOVERY PRIORITIES

HIGH IMPACT:

- Fix delivery operations & SLA compliance
- Targeted campaigns for High-Value Customers
- Reactivate churned loyal customers

MEDIUM IMPACT:

- Restaurant partnership rebuilding
- Referral program revitalization
- Food safety transparency campaign

Action	Impact	Priority
Fix delivery partner network	40% order recovery	High
HVC retention campaigns	25% revenue recovery	High
Restaurant quality program	15% trust rebuilding	Medium

Period

▼

All

▼

city

▼

All

▼