# Problem Statement

## Provide Insights for a Crisis Recovery to an Online Food Delivery Startup

**Domain:** Food Delivery & Consumer Analytics

**Function:** Crisis Recovery & Business Strategy

**QuickBite Express** is a Bengaluru-based food-tech startup (founded in 2020) that connects customers with nearby restaurants and cloud kitchens.

In June 2025, QuickBite faced a major crisis. **A viral social media** incident involving food safety violations at partner restaurants, combined with a **week-long delivery outage** during the monsoon season, triggered massive customer backlash. Competitors capitalized with aggressive campaigns, worsening the situation.

**The challenges were severe:**

- A large portion of active users disengaged within a short period.
- Daily orders saw a sharp decline compared to earlier months.
- Customer satisfaction scores fell sharply, signaling trust issues.
- Many partner restaurants shifted to competing platforms.
- Customer acquisition costs rose significantly.

QuickBite has allocated a major recovery budget, overhauled food safety protocols, and upgraded its delivery infrastructure.

The management expects detailed insights into the following:

1. Customer Segments: Identify which customers can be recovered and which need new strategies.
2. Order Patterns: Analyse order trends to uncover behavioral changes across phases (pre-crisis, crisis, recovery).
3. Delivery Performance: Assess delivery times, cancellations, and SLA compliance to pinpoint operational gaps.
4. Campaign Opportunities: Recommend targeted initiatives to rebuild trust and loyalty across demographics.
5. Restaurant Partnerships: Predict which partnerships are most valuable for long-term retention.
6. Feedback & Sentiment: Monitor real-time ratings, reviews, and sentiment to guide ongoing recovery efforts.

**Peter Pandey**, a data analyst , has been tasked with analysing the QuickBite dataset and providing actionable insights to guide the turnaround strategy.

## Task

Imagine yourself as **Peter Pandey**, a data analyst at QuickBite, and perform the following tasks:

1. Go through the metadata and analyse the datasets thoroughly. This is the most fundamental step.
2. Begin your analysis by referring to the provided questions and datasets. You can use any tool of your choice (Python, SQL, Power BI, Tableau, Excel) to analyse and answer these questions.
3. Design a **recovery dashboard** with your metrics and analysis. The dashboard should be self-explanatory and easy to understand.
4. Present your analysis and recommendations to the leadership team with actionable insights.
5. You may add additional research questions that strengthen your recommendations.
6. Be creative with your presentation — audio/video presentations will carry more weightage.

## Other Resources Provided

- Dataset required to answer preliminary analysis questions
- Metadata
- Supporting documents

## Note

1. We recommend you create a video presentation of ideally **15 minutes or less** for the business stakeholders. Additionally, make a **LinkedIn post** that includes relevant links, your video presentation, and a reflection on your experience while working on this challenge.
2. You can check out example presentations to gain inspiration: *Sample Presentation Link.*
3. Please see the detailed evaluation criteria provided in the "evaluation criteria" document.
4. After completing your LinkedIn post, submit the link in the input box provided on the challenge website.

All the best from Team Codebasics! 🚀
Feel free to reach out on the **Discord server** for any support: *Discord Link*