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Overview Dashboard

Key business trends across orders, revenue, cancellations, and city-level impact

Total\_Cancellations11K

Order Decrease %68.93

Customer CityAll

Total Orders by Month

20K10K0K

24K23K24K21K23K9K9K9K9K

JanuaryFebruaryMarchAprilMayJuneJulyAugustSeptember

"Top 5 Most Affected Cities"

customer.city

Bengaluru70Mumbai70Ahmedabad70Pune70Delhi70

Decrease %

Total Revenue by restaurant.city

restaurant.city

Bengaluru26.7M

Delhi16.1M

Mumbai16.1M

Hyderabad11.0M

Chennai10.8M

Kolkata9.9M

Ahmedabad8.9M

Pune8.5M

0M5M10M15M20M25M30M

Total Orders Cancelled during Crisis

6004002000

669369298248230168164153

BengaluruMumbaiDelhiChennaiHyderabadPuneKolkataAhmedabad

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fact\_order\_items

fact\_orders

fact\_ratings

Food Delivery Crisis Impact & Recovery Das...

Executive Summary

Overview Dashboard

Restaurant & Behavior Insights

Customer Loyalty & Retention

Page 3 of 9

Executive Summary

Overall performance overview with key data points

149K

107.89M

105K

20K

83.49M

24.41M

114K

35K

No Crisis and Other Impact Metrics

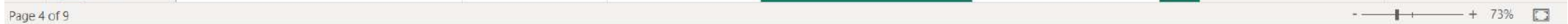
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Customer Loyalty & Retention Breakdown

Identifying loyal customers and those who stopped ordering during the crisis

restaurant.cuisine\_typeAll

Top 5 Most Affected Cities

| customer.city | PreCrisisOrders | CrisisOrders | Decrease % |
|---------------|-----------------|--------------|------------|
| Bengaluru     | 31277           | 9311         | 70.23      |
| Mumbai        | 17848           | 5322         | 70.18      |
| Ahmedabad     | 7648            | 2303         | 69.89      |
| Pune          | 8817            | 2662         | 69.81      |
| Delhi         | 15580           | 4704         | 69.81      |
| Total         | 81170           | 24302        | 70.06      |

Top 10 Most Affected Restaurants

| restaurant_name             | PreCrisisOrders | CrisisOrders | Decrease % |
|-----------------------------|-----------------|--------------|------------|
| Royal Curry Mahal           | 50              | 3            | 94.00      |
| Taste of Cafe Corner        | 50              | 4            | 92.00      |
| Fresh Tandoor Delight       | 54              | 5            | 90.74      |
| Flavours of Curry Cafe      | 53              | 5            | 90.57      |
| Urban Kitchen Zone          | 67              | 10           | 85.07      |
| Punjabi Curry Delight       | 58              | 9            | 84.48      |
| Flavours of Tandoor Central | 64              | 10           | 84.38      |
| Grand Biryani Hub           | 50              | 8            | 84.00      |
| Total                       | 9552            | 2689         | 71.85      |

Pre-Crisis Loyal Customers Lost During the Crisis (Orders ≥ 5)

| customer_id | PreCrisisOrders | CrisisOrders | Avg_Customer_Rating |
|-------------|-----------------|--------------|---------------------|
| CUST032044  | 5               |              | 4.87                |
| CUST032334  | 5               |              | 5.00                |
| CUST036233  | 5               |              | 4.54                |
| CUST041953  | 5               |              | 5.00                |
| CUST042658  | 5               |              | 4.70                |
| CUST061759  | 5               |              | 4.75                |
| CUST064951  | 6               |              | 4.60                |
| CUST069956  | 5               |              | 4.57                |
| Total       | 137             |              | 4.71                |

Impact of Crisis on Top 5% Customers: Drop in Orders & Ratings

| customer_id | PreCrisisOrders | CrisisOrders | OrderDrop | Avg_Rating_Crisis | TotalSpend_PreCrisis |
|-------------|-----------------|--------------|-----------|-------------------|----------------------|
| CUST125990  | 5               |              | 5         |                   | 7,620.28             |
| CUST111644  | 4               |              | 4         |                   | 7,497.65             |
| CUST167117  | 4               |              | 4         |                   | 7,269.30             |
| CUST065153  | 3               |              | 3         |                   | 6,815.31             |
| CUST050205  | 3               | 1            | 2         |                   | 6,750.62             |
| CUST151448  | 3               |              | 3         |                   | 6,732.42             |
| CUST077311  | 3               |              | 3         |                   | 6,604.46             |
| CUST107785  | 5               |              | 5         |                   | 5,988.32             |
| Total       | 11970           | 922          | 11048     | 2.48              | 1,50,43,638.69       |

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dim\_restaurant

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fact\_order\_items

fact\_orders

fact\_ratings

Merge1

Orders\_Cleaned

Food Delivery Crisis Impact & Recovery Das...

Executive Summary

Overview Dashboard

Restaurant & Behavior Insights

Customer Loyalty & Retention

Page 5 of 973%





