



# Food Delivery Crisis Impact & Recovery Dashboard

Data-driven insights to improve customer retention, delivery performance, and restaurant partnerships.

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# Executive Summary



Overall performance overview of Pre-Crisis vs Crisis period

## Performance Overview

149K

Total Orders

107.89M

Total\_Revenue

105K

Total\_customers

20K

Total\_restaurants

## Pre Crisis and Crisis Impact Metrics

83.49M

PreCrisis\_Revenue

24.41M

Crisis Revenue

114K

PreCrisisOrders

35K

CrisisOrders



# Overview Dashboard

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

Total\_Cancellations

**11K**

Order Decrease %

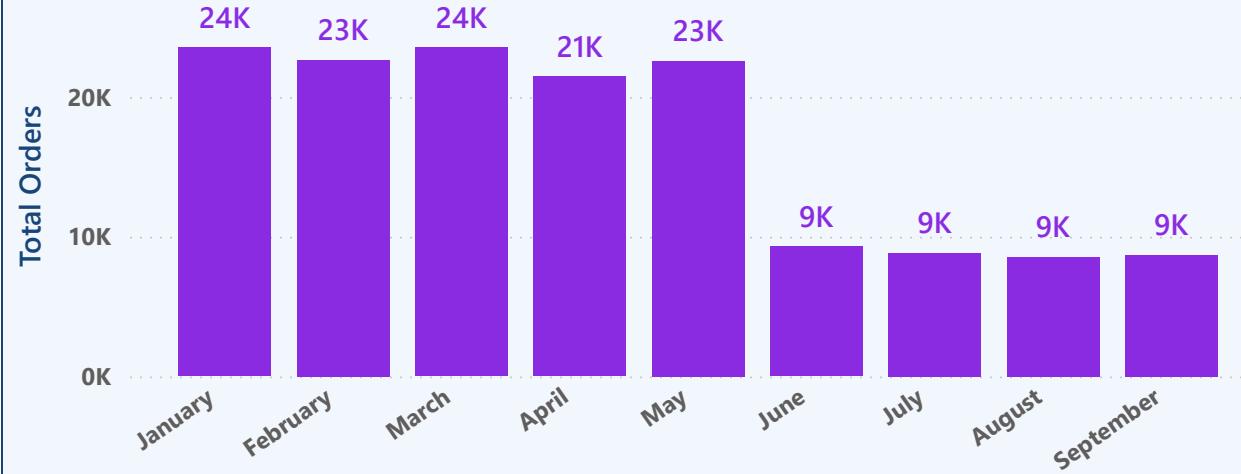
**68.93**

Customer City

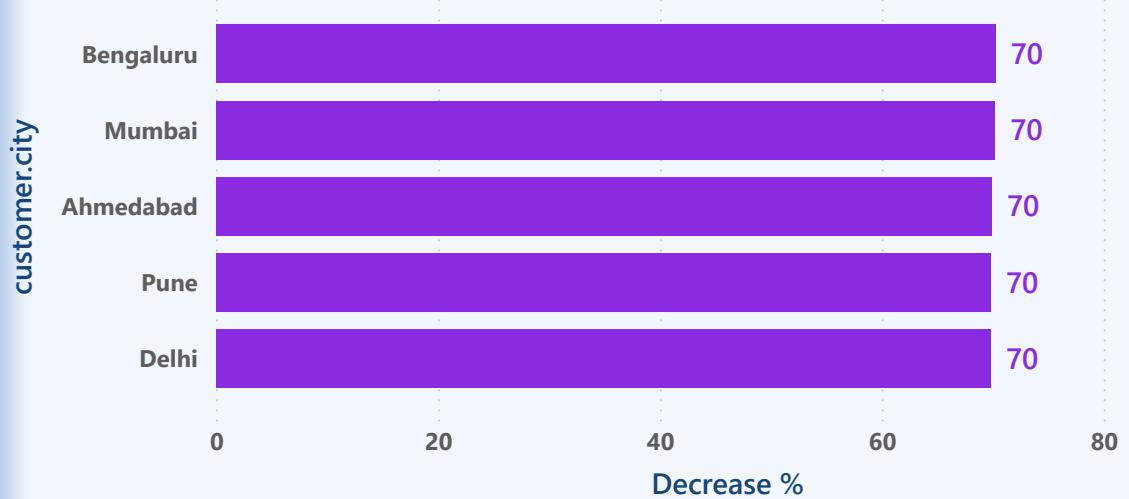
All



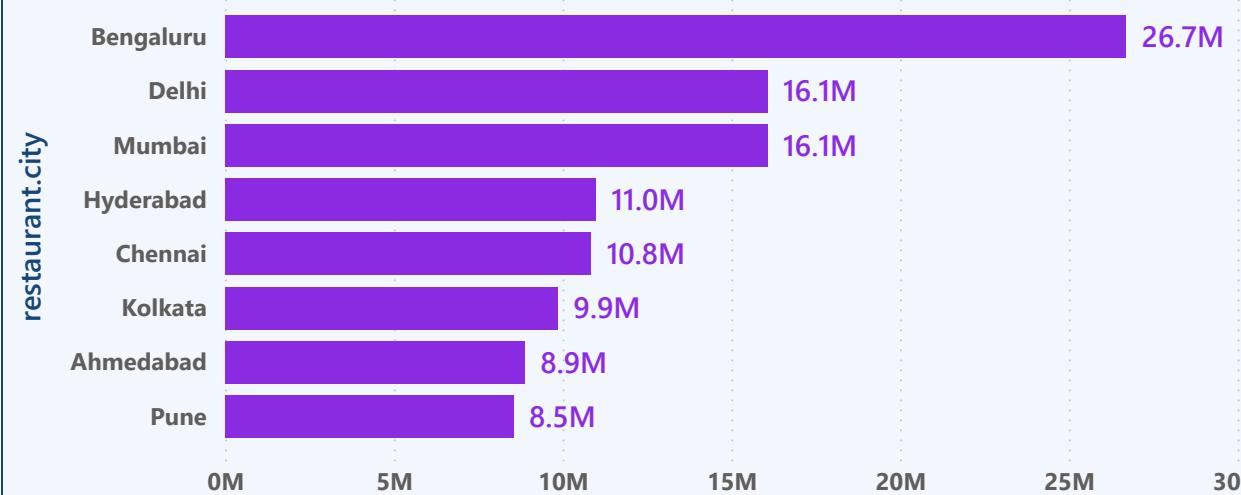
## Total Orders by Month



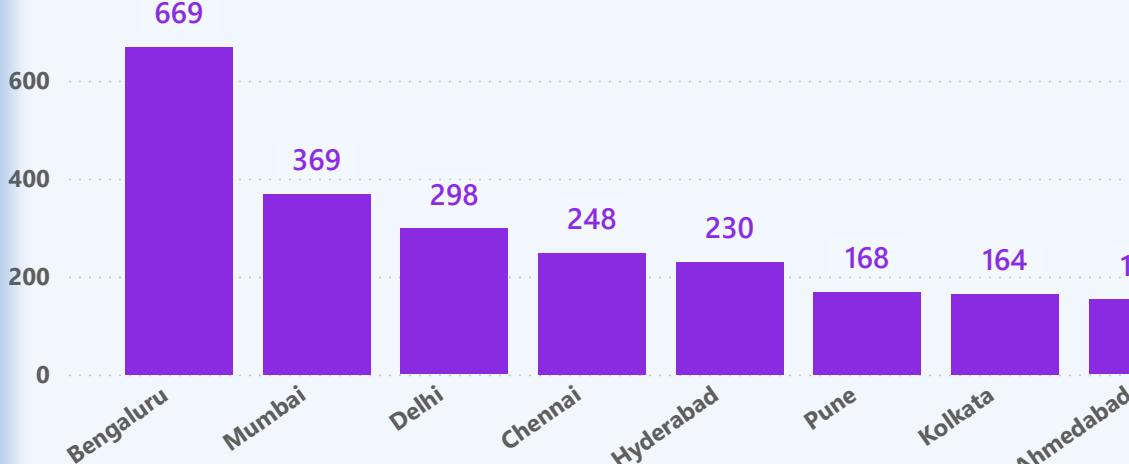
## "Top 5 Most Affected Cities"



## Total\_Revenue by restaurant.city



## Total Orders Cancelled during Crisis



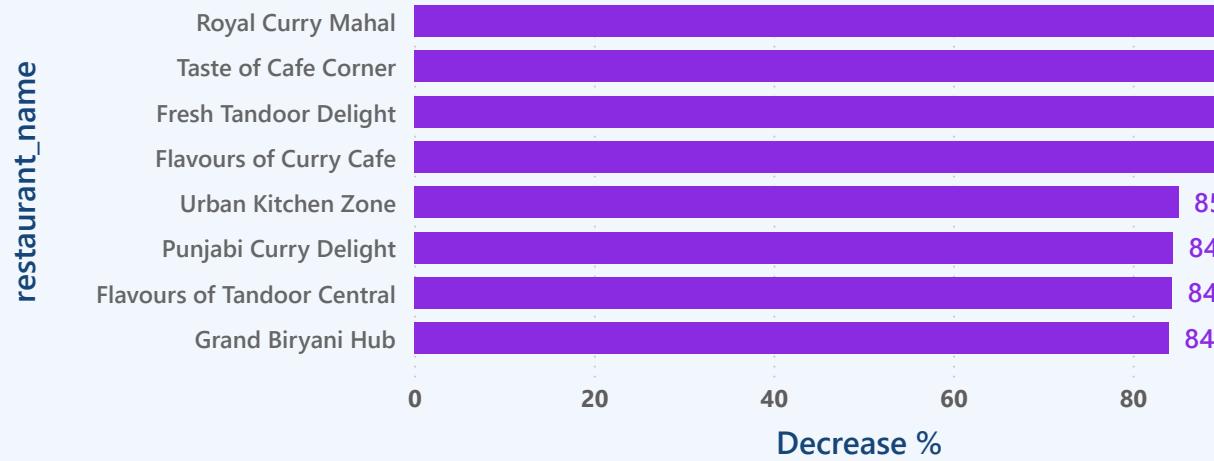
# Restaurant Impact & Behavioral Patterns

## Identifying high-risk restaurants, service gaps, delivery delays, and sentiment patterns

# Customer City

AII

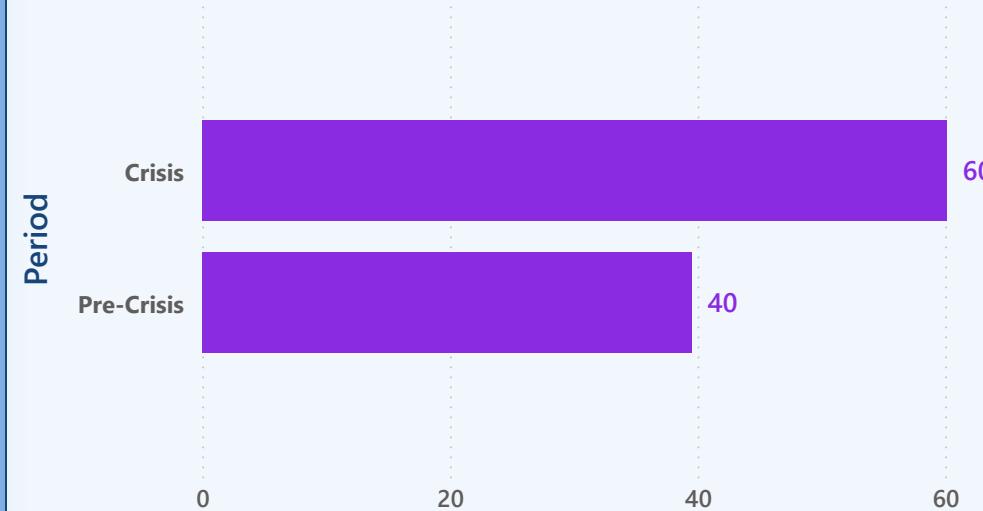
## **“Top 10 High-Volume Restaurants ( $\geq 50$ Pre-Crisis Orders) with Highest Decline During Crisis”**



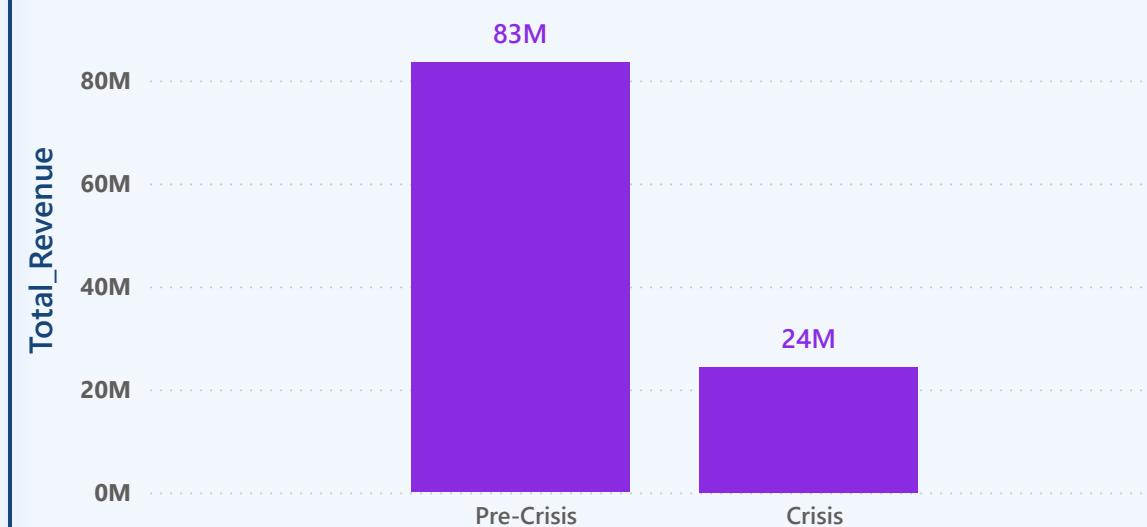
## “Most Frequent Negative Keywords During Crisis Period”



## Average Delivery Time: Pre-Crisis vs Crisis



## Total\_Revenue : Pre-Crisis vs Crisis



# Customer Loyalty & Retention Breakdown

Identifying loyal customers and those who stopped ordering during the crisis

restaurant.cuisine\_type

All

## "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

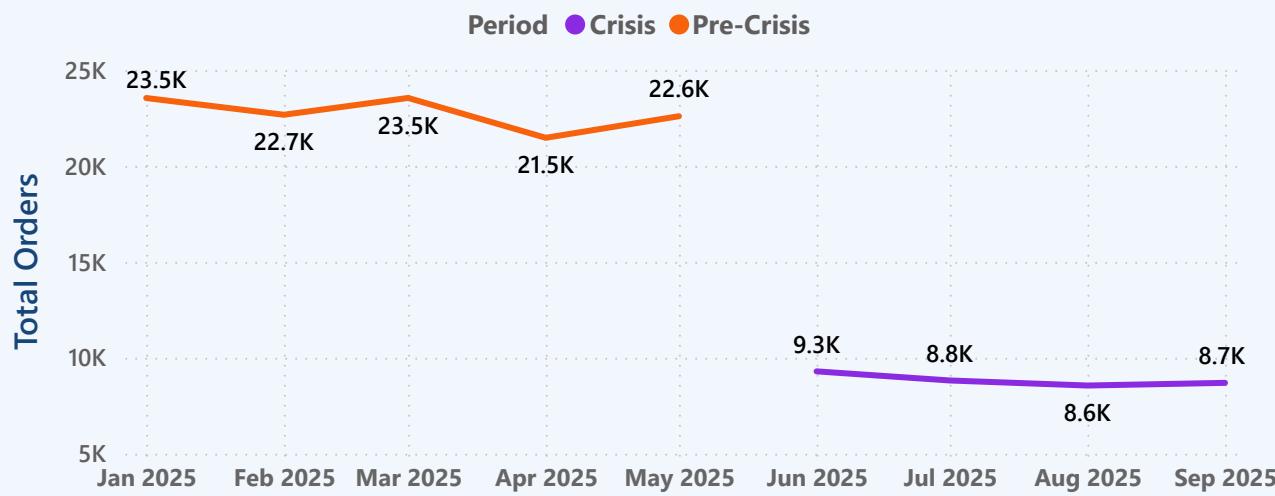
customer_id	PreCrisisOrders	CrisisOrders	OrderDrop	Avg_Rating_Crisis	TotalSpend_PreCrisis
CUST125990	5		5		7,620.28
CUST111644	4		4		7,497.65
CUST167117	4		4		7,269.30
CUST065153	3		3		6,815.31
CUST050205	3	1	2		6,750.62
CUST151448	3		3		6,732.42
CUST077311	3		3		6,604.46
CUST107785	5		5		5,988.32
Total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

# Detailed Trend Analysis

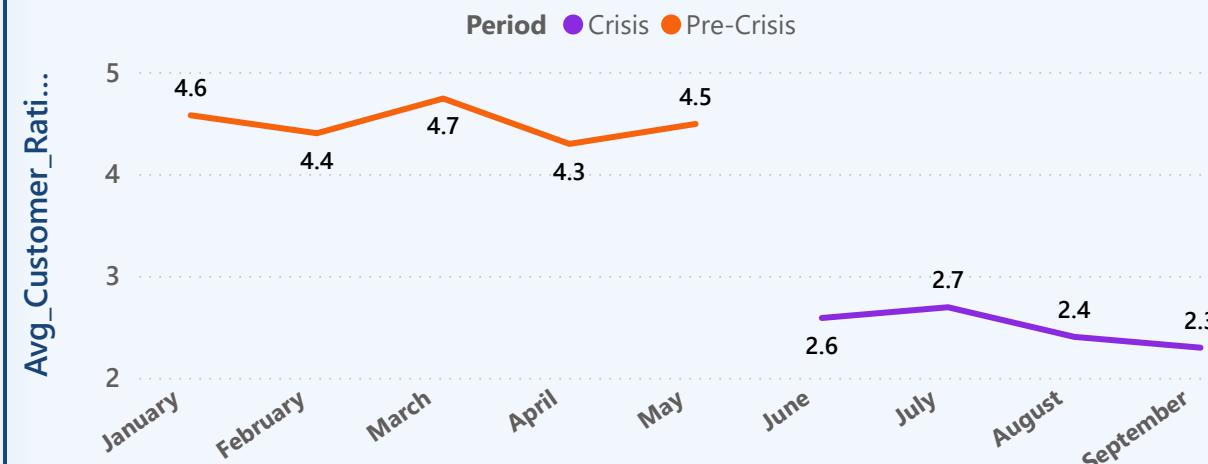


Month-by-month deep dive into orders, delivery, cancellations, and customer ratings

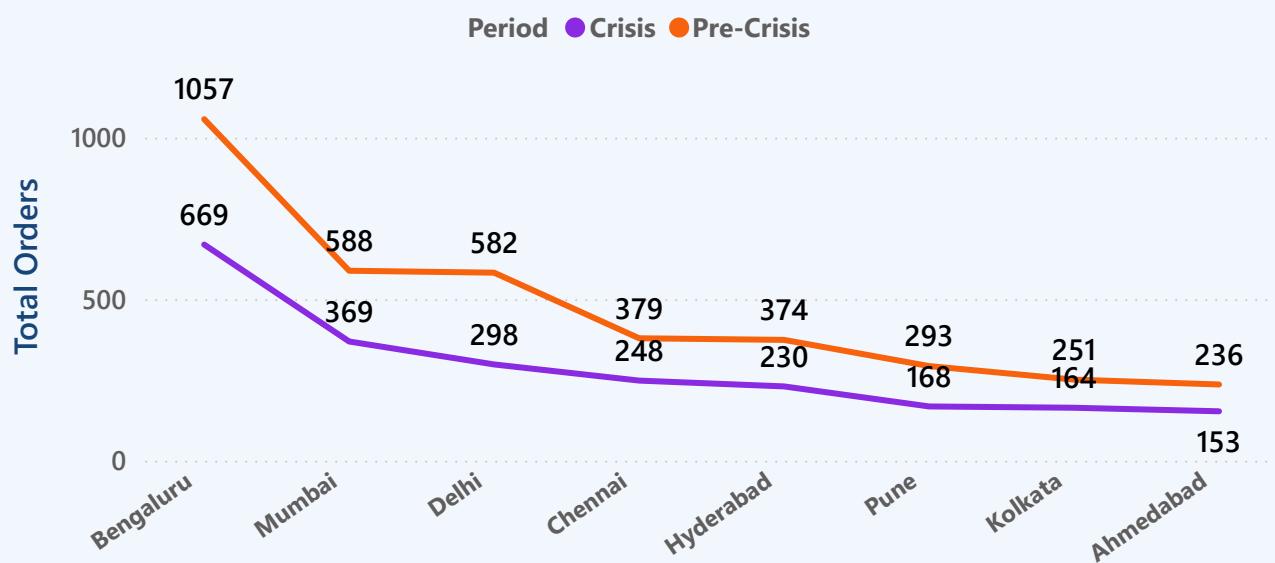
## Monthly Trend of Total Orders: Pre-Crisis vs Crisis



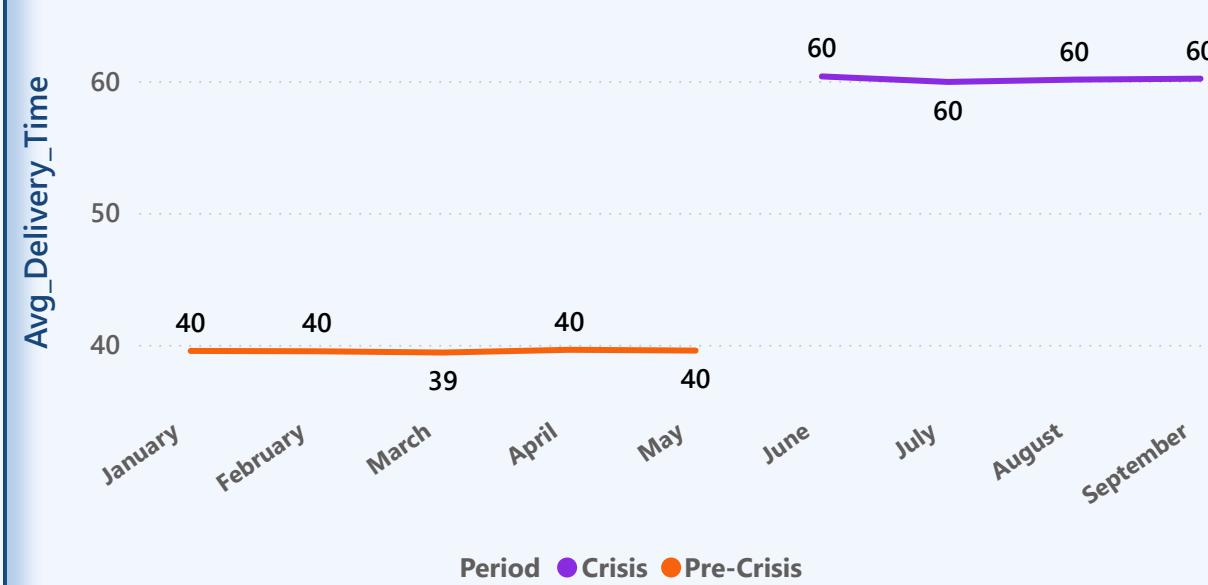
## "Month-by-Month Average Customer Rating (Pre-Crisis vs Crisis)"



## City-Wise Cancelled Orders: Pre-Crisis vs Crisis Comparison



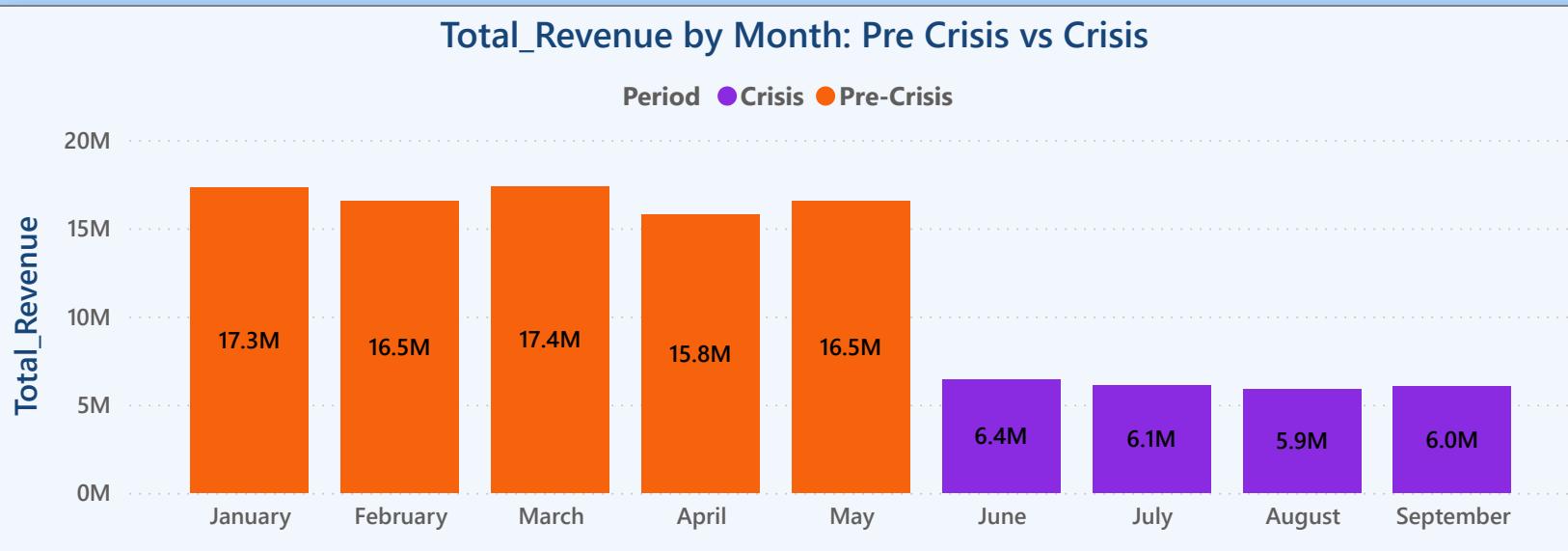
## Monthly Trend of Average Delivery Time: Pre-Crisis vs Crisis



# Revenue Insights & Loss Analysis



## Total\_Revenue by Month: Pre Crisis vs Crisis



Average\_Revenue\_Decrease%

**70.76**

## Restaurant Wise Revenue and Decrease%

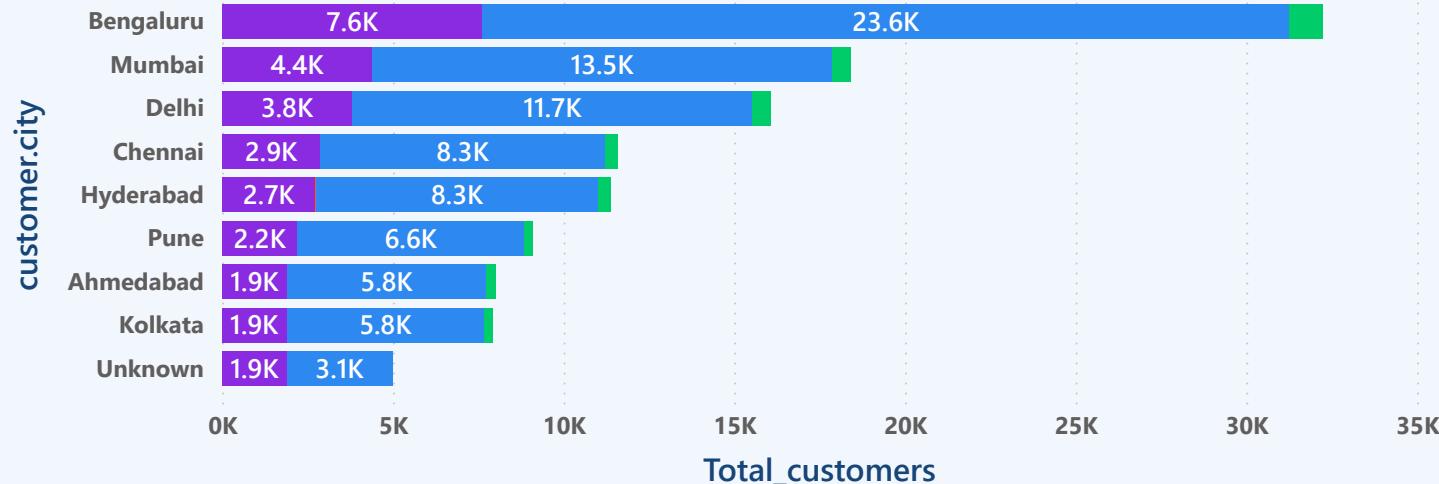
restaurant_name	PreCrisis_Revenue	Crisis_Revenue	Total_Revenue	Revenue_Decrease_%
Annapurna Biryani Adda	23,041.44	1,224.61	24,266.05	94.69
Annapurna Biryani Bhojanalay	27,062.18	10,414.89	37,477.07	61.51
Annapurna Biryani Cafe	18,781.92	6,678.41	25,460.33	64.44
Annapurna Biryani Central	7,003.28	1,840.09	8,843.37	73.73
Annapurna Biryani Clouds	20,273.80	8,486.24	28,760.04	58.14
Annapurna Biryani Corner	27,488.58	4,621.09	32,109.67	83.19
Annapurna Biryani Darbar	20,366.12	4,635.35	25,001.47	77.24
Annapurna Biryani Delight	42,230.48	9,065.07	51,295.55	78.53
Annapurna Biryani Heaven	3,820.70	1,140.14	4,960.84	70.16
Total	834,85,286.89	2,44,08,363.82	10,78,93,650.71	70.76

# Strategic Recovery Recommendations – Deep Insights →

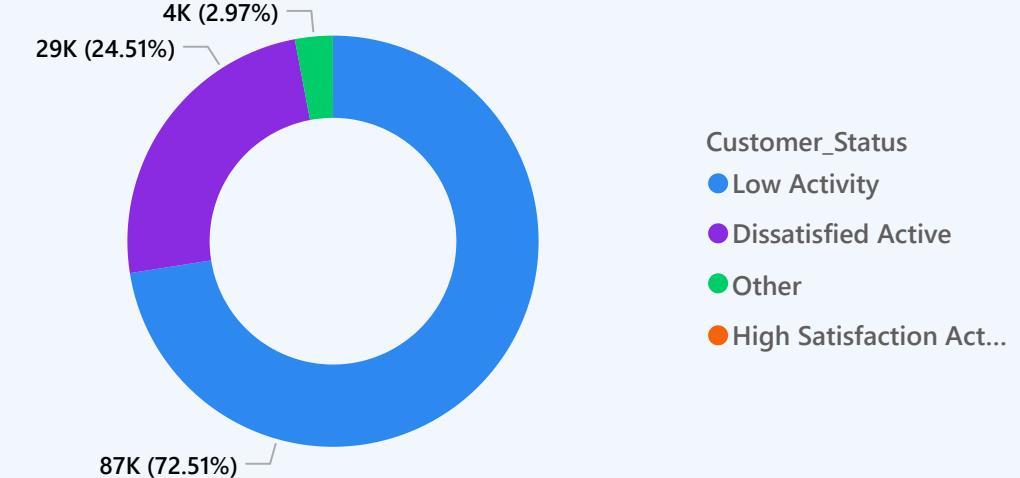
Data-backed actions for customer recovery, restaurant retention, and performance improvement

## Customer Distribution by City & Engagement Status

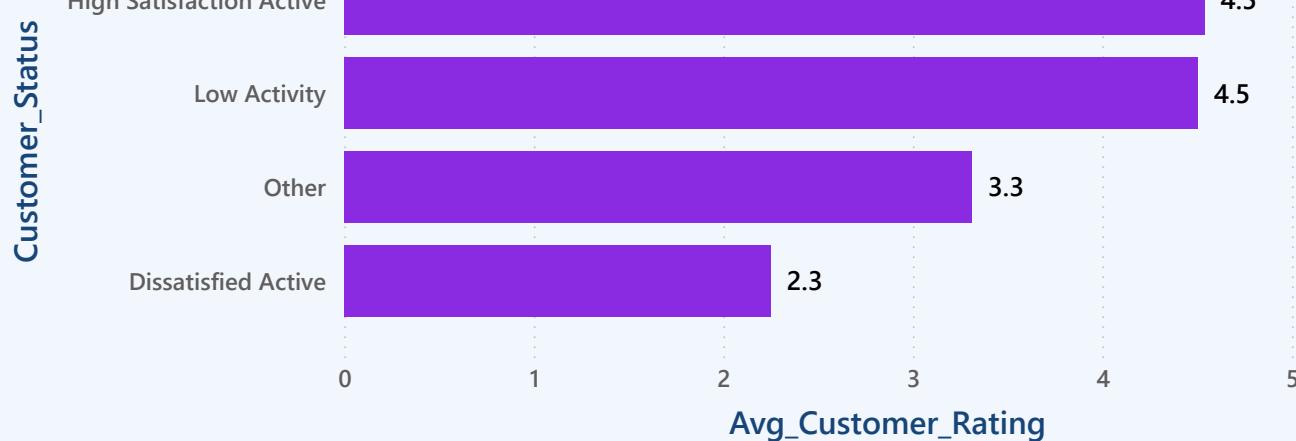
Customer\_Status ● Dissatisfied Active ● High Satisfaction Active ● Low Activity ● Other



## Customer Segmentation by Activity Level



## Average Ratings Across Customer Segments



## Order Volume Comparison Across Time Periods



# Strategic Recovery KPIs – Performance Snapshot

Key metrics that highlight delivery issues, customer sentiment, and retention opportunities

## Delivery Performance

**36.16%**

OnTime\_Delivery\_Percentage

**5.64**

Avg\_Delivery\_Delay

**58**

Total\_Loyal\_Customers

**19K**

HighRating\_Inactive\_Custo...

**49**

Loyal\_Customers\_Stopped

## Customer Risk Recovery KPIs

**29K**

AtRisk\_Customers

**8**

Recoverable\_Customers

**87K**

LowActivity\_Customers

**0.52**

Avg\_Sentiment

## Customer Sentiment KPI