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New visual calculation New measure Quick measure

Calculations

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Filters

Visualizations

Data

Customer_Summary dim_customer dim_delivery_partner_ dim_menu_item dim_restaurant fact_delivery_perform... fact_order_items fact_orders fact_ratings Merge1 Orders_Cleaned

Food Delivery Crisis Impact & Recovery Dashboard

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

Presented By : k. Sabari Vasan

Executive Summary Overview Dashboard Restaurant & Behavior Insights Customer Loyalty & Retention

Food Delivery Crisis Impact & Recovery D...

Page 1 of 9

73%

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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
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Pre Crisis and Crisis Impact Metrics

83.49M PreCrisis_Revenue	24.41M Crisis_Revenue	114K PreCrisisOrders	35K CrisisOrders
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Executive Summary

Overview Dashboard

Restaurant & Behavior Insights

Customer Loyalty & Retention

Page 2 of 9

73%

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Overview Dashboard

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

Total Orders by Month

Month	Total Orders
January	24K
February	23K
March	24K
April	21K
May	23K
June	9K
July	9K
August	9K
September	9K

Total_Cancellations 11K Order Decrease % 68.93 Customer City All

Top 5 Most Affected Cities

City	Decrease %
Bengaluru	70
Mumbai	70
Ahmedabad	70
Pune	70
Delhi	70

Total_Revenue by restaurant.city

City	Revenue
Bengaluru	26.7M
Delhi	16.1M
Mumbai	16.1M
Hyderabad	11.0M
Chennai	10.8M
Kolkata	9.9M
Ahmedabad	8.9M
Pune	8.5M

Total Orders Cancelled during Crisis

City	Cancelled Orders
Bengaluru	669
Mumbai	369
Delhi	298
Chennai	248
Hyderabad	230
Pune	168
Kolkata	164
Ahmedabad	153

Filters

Visualizations

Data

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Executive Summary

149K 107.89M 105K 20K

83.49M 24.41M 114K 35K

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Customer City All

Restaurant Impact & Behavioral Patterns

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

"Top 10 High-Volume Restaurants (≥ 50 Pre-Crisis Orders) with Highest Decline During Crisis"

Restaurant Name	Decrease %
Royal Curry Mahal	94
Taste of Cafe Corner	92
Fresh Tandoor Delight	91
Flavours of Curry Cafe	91
Urban Kitchen Zone	85
Punjabi Curry Delight	84
Flavours of Tandoor Central	84
Grand Biryani Hub	84

Average Delivery Time: Pre-Crisis vs Crisis

Period	Average Delivery Time
Crisis	60
Pre-Crisis	40

"Most Frequent Negative Keywords During Crisis Period"

Total Revenue : Pre-Crisis vs Crisis

Period	Total Revenue
Pre-Crisis	83M
Crisis	24M

Customer Loyalty & Retention

Food Delivery Crisis Impact & Recovery Dashboard

Executive Summary

Overview Dashboard

Restaurant & Behavior Insights

Customer Loyalty & Retention

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fact_ratings

Merge1

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Page 4 of 9

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Customer Loyalty & Retention Breakdown

Identifying loyal customers and those who stopped ordering during the crisis

"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 Birvani 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
CUST115148	3	3			6,732.42
CUST077311	3	3			6,604.46
CUST107785	5	5			5,988.32
Total	11970	922	11048	2.48	150,43,638.69

Customer Loyalty & Retention

Food Delivery Crisis Impact & Recovery Dashboard

Executive Summary

Overview Dashboard

Restaurant & Behavior Insights

Customer Loyalty & Retention

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Filters Visualizations Data

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Cross-report On

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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	Crisis (Total Orders)	Pre-Crisis (Total Orders)
Jan 2025	23.5K	23.5K
Feb 2025	22.7K	23.5K
Mar 2025	23.5K	23.5K
Apr 2025	21.5K	23.5K
May 2025	22.6K	23.5K
Jun 2025	9.3K	23.5K
Jul 2025	8.8K	23.5K
Aug 2025	8.5K	23.5K
Sep 2025	8.7K	23.5K

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

Month	Crisis (Avg. Customer Rating)	Pre-Crisis (Avg. Customer Rating)
January	4.6	4.6
February	4.4	4.4
March	4.7	4.7
April	4.3	4.3
May	4.5	4.5
June	2.6	2.6
July	2.7	2.7
August	2.4	2.4
September	2.3	2.3

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

City	Crisis (Cancelled Orders)	Pre-Crisis (Cancelled Orders)
Bengaluru	1057	669
Mumbai	669	588
Delhi	588	369
Chennai	369	582
Hyderabad	582	298
Pune	298	379
Kolkata	379	248
Ahmedabad	248	374
Bangalore	374	230
Mumbai	230	168
Delhi	168	251
Chennai	251	164
Hyderabad	164	236
Bangalore	236	153

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

Month	Crisis (Avg. Delivery Time)	Pre-Crisis (Avg. Delivery Time)
January	40	40
February	40	40
March	39	39
April	40	40
May	40	40
June	60	60
July	60	60
August	60	60
September	60	60

Visualizations

- Build visual
- Customer_Summary
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- dim_menu_item
- dim_restaurant
- fact_delivery_perform...
- fact_order_items
- fact_ratings
- Merge1
- Orders_Cleaned

Data

- Search
- Filters on this page
- Add data fields here
- Filters on all pages
- Add data fields here
- Values
- Add data fields here
- Drill through
- Cross-report
- Keep all filters
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Customer Loyalty & Retention Breakdown

Detailed Trend Analysis

Revenue Insights & Loss Analysis

Strategic Recovery Recommendations

Strategic Re

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Revenue Insights & Loss Analysis

Total Revenue by Month: Pre Crisis vs Crisis

Month	Pre-Crisis Revenue	Crisis Revenue
January	17.3M	
February	16.5M	
March	17.4M	
April	15.8M	
May	16.3M	
June		6.4M
July		6.1M
August		5.9M
September		6.0M

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	10,414.09	37,477.07	61.51
Annapurna Biryani Cafe	10,781.92	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	83,485,286.89	24,408,363.02	107,893,650.71	70.76

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Detailed Trend Analysis

Strategic Recovery Recommendations

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Page 7 of 9

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Strategic Recovery Recommendations – Deep Insights

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

Customer Distribution by City & Engagement Status

City	Dissatisfied Active	High Satisfaction Active	Low Activity	Other
Bengaluru	7.5K	23.6K	13.5K	5K
Mumbai	4.4K	13.5K	11.7K	3K
Delhi	3.8K	11.7K	8.3K	2.9K
Chennai	2.9K	8.3K	6.6K	2.7K
Hyderabad	2.7K	8.3K	5.8K	2.2K
Pune	2.2K	6.6K	5.8K	1.9K
Ahmedabad	1.9K	5.8K	5.8K	1.9K
Kolkata	1.9K	5.8K	3.1K	1.9K
Unknown	3.1K			

Total_customers

Customer Segmentation by Activity Level

Activity Level	Percentage
Low Activity	87K (72.51%)
Dissatisfied Active	29K (24.51%)
Other	4K (2.97%)
High Satisfaction Active	

Customer_Status

Average Ratings Across Customer Segments

Customer_Status	Avg_Customer_Rating
High Satisfaction Active	4.5
Low Activity	4.5
Other	3.3
Dissatisfied Active	2.3

Order Volume Comparison Across Time Periods

Period	Year	Total Orders
Crisis	2025	35K
Pre-Crisis	2025	114K

Customer_Status

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Page 8 of 9

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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

Loyalty & Retention Summary

- 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

Customer Sentiment KPI

- 0.52 Avg_Sentiment

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Page 9 of 9

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