



Executive Dashboard

Revenue Dahboard

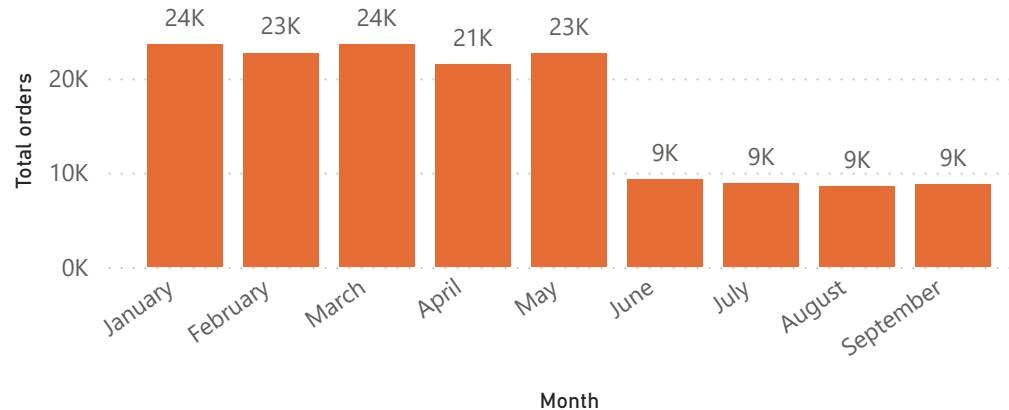
Delivery Performance

Primary Analysis

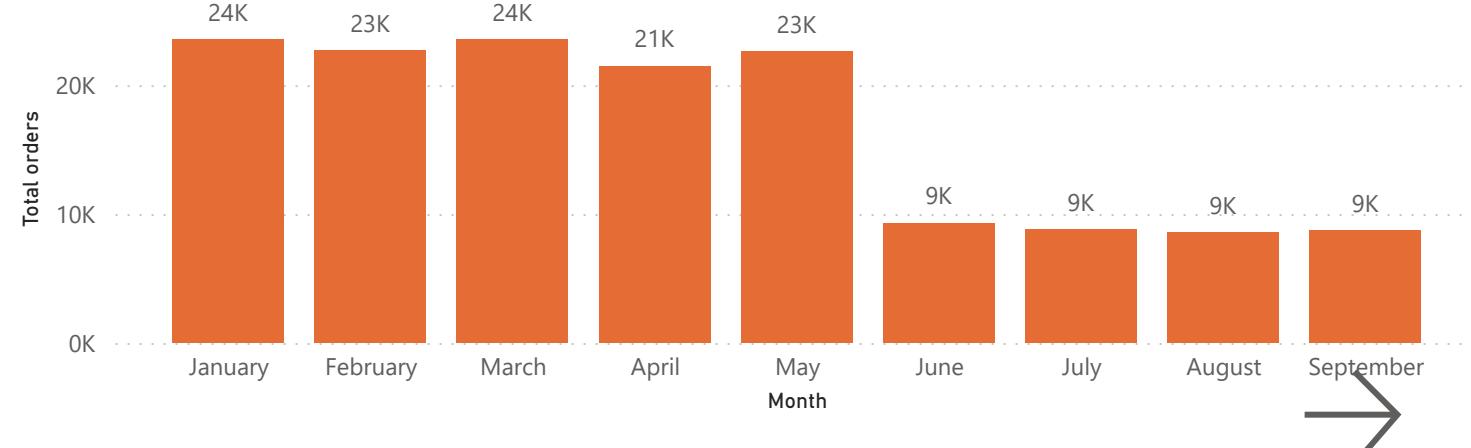
Secondary Analysis

Monthly Orders: Compare total orders across pre-crisis (Jan–May 2025) vs crisis (Jun–Sep 2025). How severe is the decline?

Total orders by Month

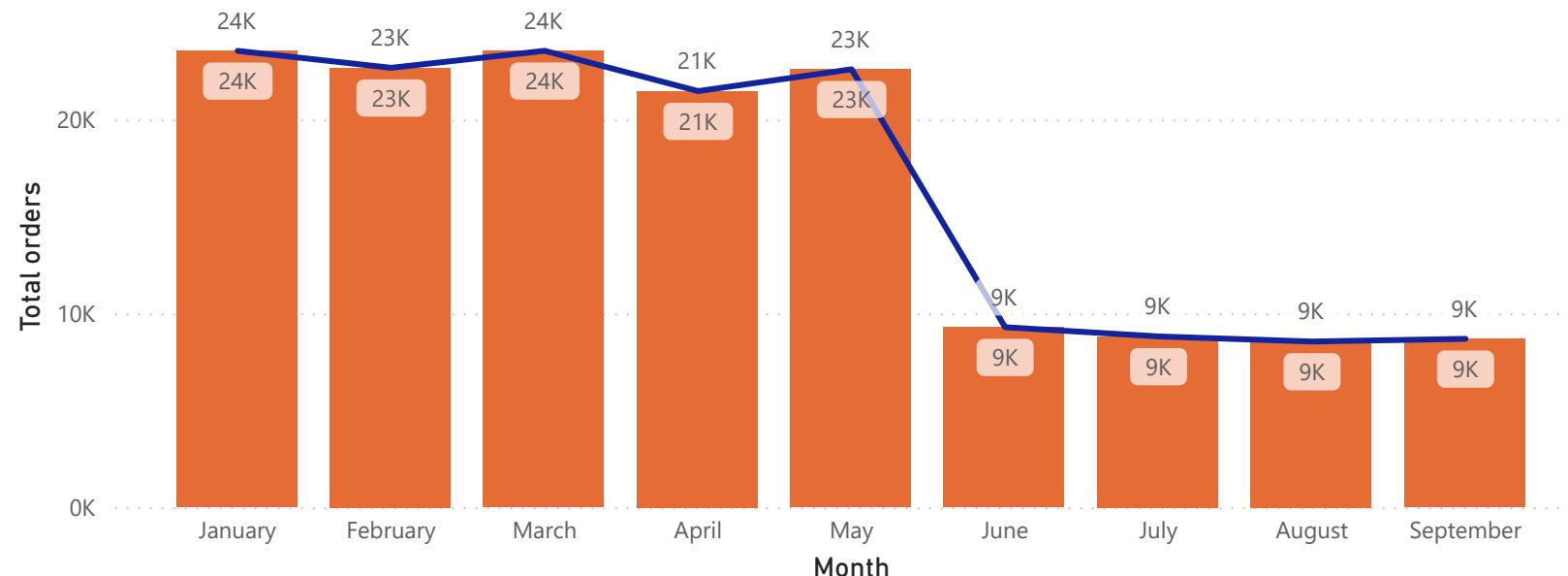


Total orders by Month



Total orders and Total orders by Month

● Total orders ● Total orders

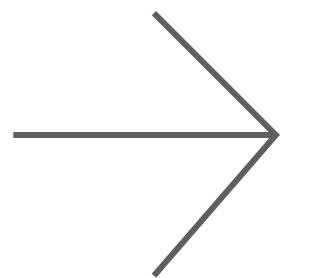


"The orders have declined from ₹23,000 in May to ₹9,000 in June, indicating a significant drop of approximately 60.87%, reflecting a substantial decrease in order volume over the observed period. Furthermore, it clearly shows that in each subsequent month, the orders continued to decline by an average of around 62%, highlighting a consistent downward trend."

Which top 5 city groups experienced the highest percentage decline in orders during the crisis period compared to the pre-crisis period?

| city | Pre-Crisis Orders | Crisis Orders | pct |
|-----------|-------------------|---------------|--------|
| 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% |
| Kolkata | 7601 | 2296 | 69.79% |
| Hyderabad | 10855 | 3322 | 69.40% |
| Chennai | 11046 | 3521 | 68.12% |
| Total | 110672 | 33441 | 69.78% |

"The top five city groups that experienced the highest percentage decline in orders during the crisis period (Jun–Sep 2025) compared to the pre-crisis period (Jan–May 2025) were Bengaluru, Mumbai, Ahmedabad, Pune, and Delhi. This indicates that these urban markets faced the most significant contraction in order volumes during the crisis, highlighting areas that may need targeted recovery strategies."



Among restaurants with at least 50 pre-crisis orders, which top 10 high-volume restaurants experienced the largest percentage decline in order counts during the crisis period?

| restaurant_name | Pre-Crisis Orders | Crisis Orders | pct |
|-----------------------------|-------------------|---------------|--------|
| 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% |
| Hot & Crispy House Heaven | 50 | 8 | 84.00% |
| Hot & Crispy Mess Mahal | 58 | 10 | 82.76% |
| Sri Cafe Nest | 52 | 9 | 82.69% |
| Classic Sweets Heaven | 57 | 10 | 82.46% |
| Thindi Mane House Zone | 51 | 9 | 82.35% |
| Grand Cafe Clouds | 62 | 11 | 82.26% |
| Thindi Mane Darshini Heaven | 56 | 10 | 82.14% |
| Fresh Thali Zone | 50 | 9 | 82.00% |
| Delhi Tandoor Mahal | 55 | 10 | 81.82% |
| Spicy Mess Point | 59 | 11 | 81.36% |
| Spicy Thali Cafe | 53 | 10 | 81.13% |
| Classic Curry Cafe | 52 | 10 | 80.77% |

"Among restaurants with at least 50 orders in the pre-crisis period (Jan–May 2025), the top 10 high-volume restaurants that experienced the largest percentage decline in order counts during the crisis period (Jun–Sep 2025) were:

Royal Curry Mahal (94.00%), Taste of Cafe Corner (92.00%), Fresh Tandoor Delight (90.74%), Flavours of Curry Cafe (90.57%), Urban Kitchen Zone (85.07%), Punjabi Curry Delight (84.48%), Flavours of Tandoor Central (84.38%), Grand Biryani Hub (84.00%), Hot & Crispy House Heaven (84.00%), and Hot & Crispy Mess Mahal (82.76%).

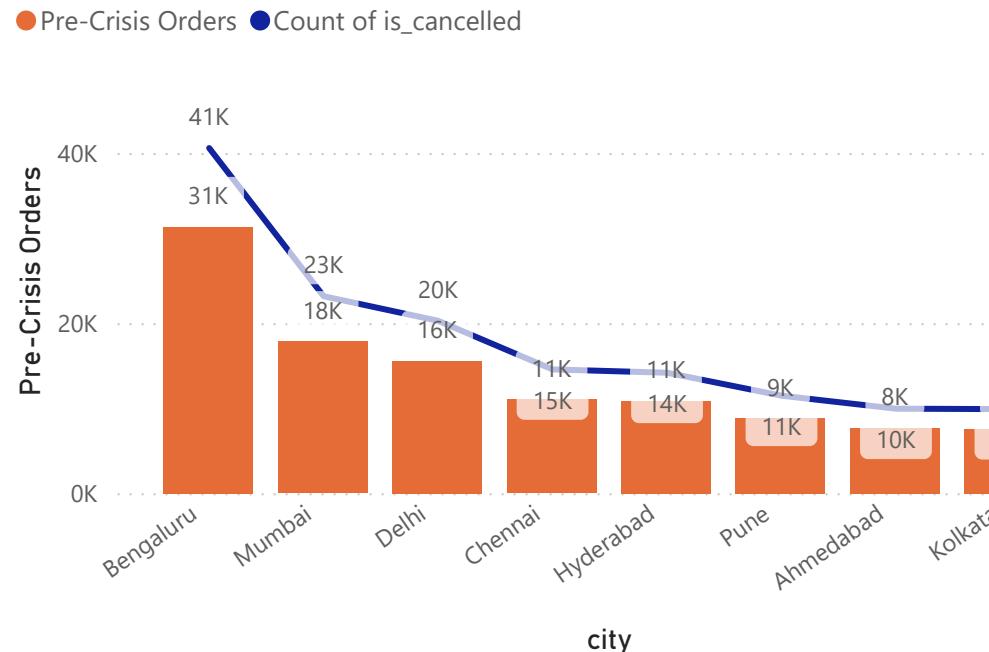
This indicates that these key restaurants experienced a significant drop in customer activity, highlighting critical locations most impacted during the crisis period."



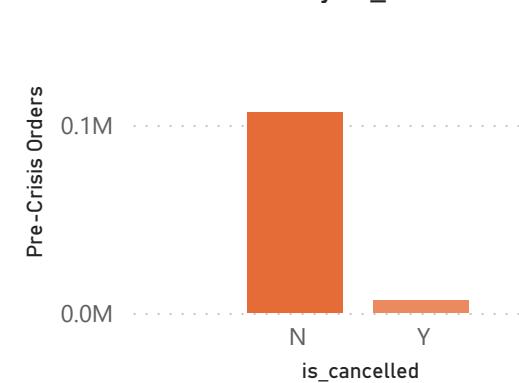
Cancellation Analysis: What is the cancellation rate trend pre-crisis vs crisis, and which cities are most affected?

| is_cancelled | Pre-Crisis Orders | Crisis Orders | pct |
|--------------|-------------------|---------------|--------|
| N | 106912 | 31142 | 70.87% |
| Y | 6894 | 4218 | 38.82% |
| Total | 113806 | 35360 | 68.93% |

Pre-Crisis Orders and Count of is_cancelled by city



Pre-Crisis Orders by is_cancelled



Crisis Orders by is_cancelled



Cancellation Rate Trend: Orders not cancelled dropped sharply from 68.93% pre-crisis to 38.82% during the crisis, indicating that cancellations nearly doubled (from ~31% to ~61%).

Most Affected Cities: Bengaluru, Mumbai, and Delhi saw the highest cancellations, with Bengaluru consistently at 41K, while Mumbai and Delhi decreased slightly during the crisis (Mumbai: 31K → 23K, Delhi: 23K → 20K).

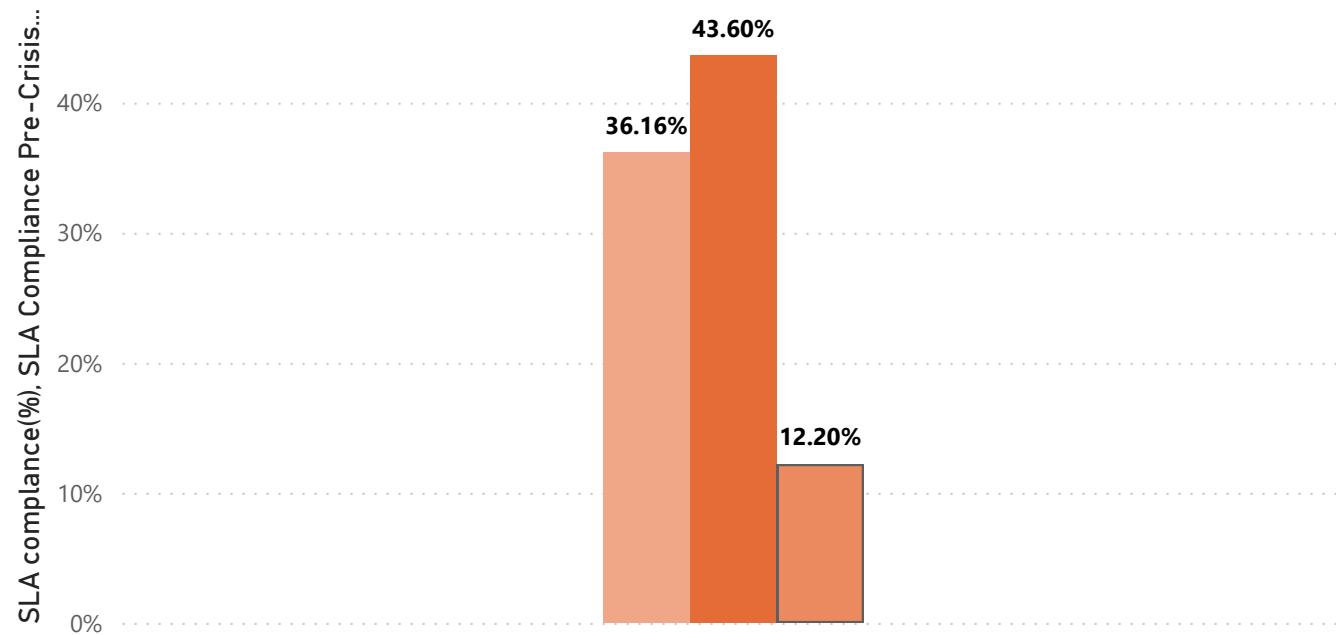


Delivery SLA: Measure average delivery time across phases. Did SLA compliance worsen significantly in the crisis period?

| Avg Delivery Time | Avg delivery time Pre-Crisis | Average delivery time Crisis | SLA compliance(%) | SLA Compliance Pre-Crisis | SLA Compliance Crisis |
|-------------------|------------------------------|------------------------------|-------------------|---------------------------|-----------------------|
| 44.40 | 39.52 | 60.12 | 36.16% | 43.60% | 12.20% |

SLA compliance(%), SLA Compliance Pre-Crisis and SLA Compliance Crisis

● SLA compliance(%) ● SLA Compliance Pre-Crisis ● SLA Compliance Crisis



Delivery & SLA Analysis:

"Average delivery time increased from 39.5 mins pre-crisis to 60.1 mins during the crisis (a 52% rise). SLA compliance dropped sharply from 43.6% to 12.2%, meaning nearly 9 out of 10 deliveries were late. This indicates a severe operational degradation during the crisis, highlighting capacity constraints and logistical challenges."

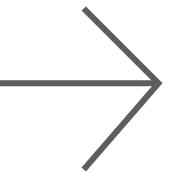


Ratings Fluctuation: Track average customer rating month-by-month. Which months saw the sharpest drop?

Avg_rating and Avg_rating by Month



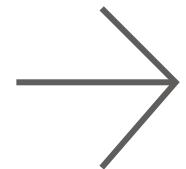
“Customer ratings were stable pre-crisis at ~4.3, but dropped sharply to ~3.2 during the crisis, a 26% decline. June saw the largest single-month drop (1.1 points), and ratings remained depressed at 3.1–3.3 through September. This decline aligns with worsening delivery SLA compliance, indicating a significant impact on customer satisfaction and perceived service quality.”



Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts.

| review_text | Negative Review Count |
|--------------------------------------|-----------------------|
| + Tasty but a bit late | 4745 |
| + Food safety issue | 1076 |
| + Cold food | 1073 |
| + Portion size smaller than expected | 1060 |
| + Food quality not great | 1017 |
| + Packaging was poor | 1001 |
| + Packaging issue | 997 |
| + Bad taste | 972 |
| + Stale food served | 971 |
| + Not recommended | 942 |
| + Very late | 904 |
| + Never again | 133 |
| + Terrible hygiene | 131 |
| + Horrible service | 127 |

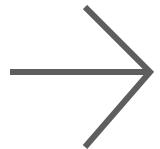
| Month | June | August |
|-------|------|-----------|
| July | | September |



“During the crisis, customer complaints were dominated by late deliveries, followed by food quality, safety, and packaging issues. Top negative mentions included ‘Tasty but a bit late’ (4,745), ‘Food safety issue’ (1,076), and ‘Cold food’ (1,073). These insights highlight that delivery delays and food quality problems were the main pain points.”

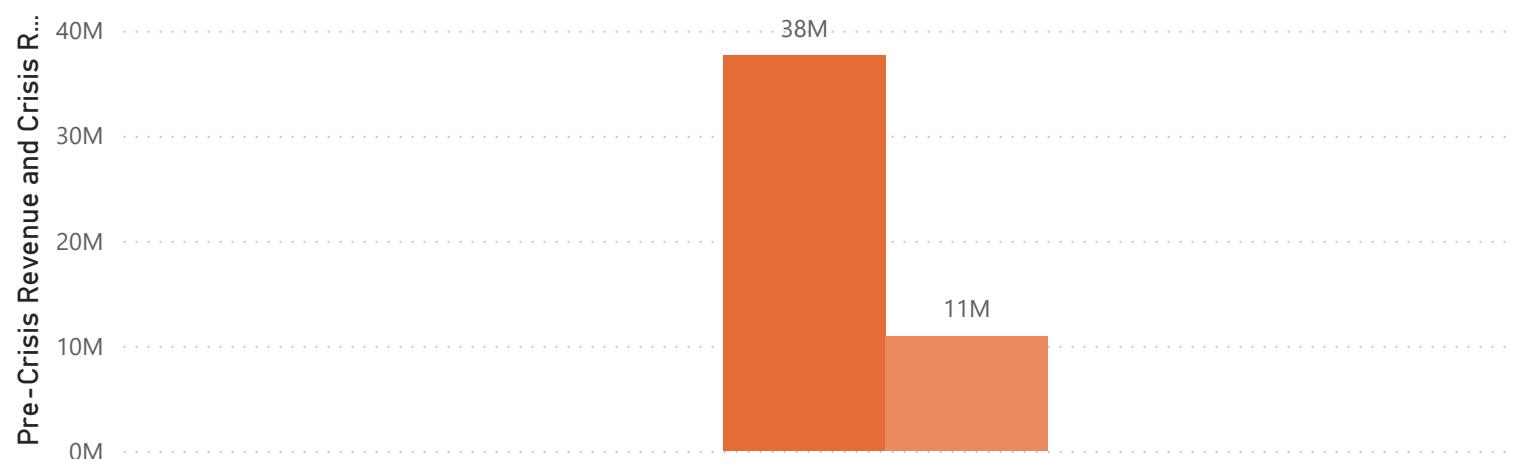
**Revenue Impact: Estimate revenue loss from pre-crisis vs crisis
(based on
subtotal, discount, and delivery fee).**

| Total Revenue | Pre-Crisis Revenue | Crisis Revenue | Revenue Loss | Revenue Loss% |
|----------------|--------------------|----------------|----------------|---------------|
| 4,85,61,116.36 | 3,76,20,965.05 | 1,09,40,151.31 | 2,66,80,813.74 | 70.92% |



Pre-Crisis Revenue and Crisis Revenue

● Pre-Crisis Revenue ● Crisis Revenue



"Revenue dropped 71% during the crisis, from ₹38M to ₹11M, a loss of ₹27M. This decline aligns with poor SLA compliance, low ratings, and high negative feedback, reflecting a severe operational and financial impact on the business."

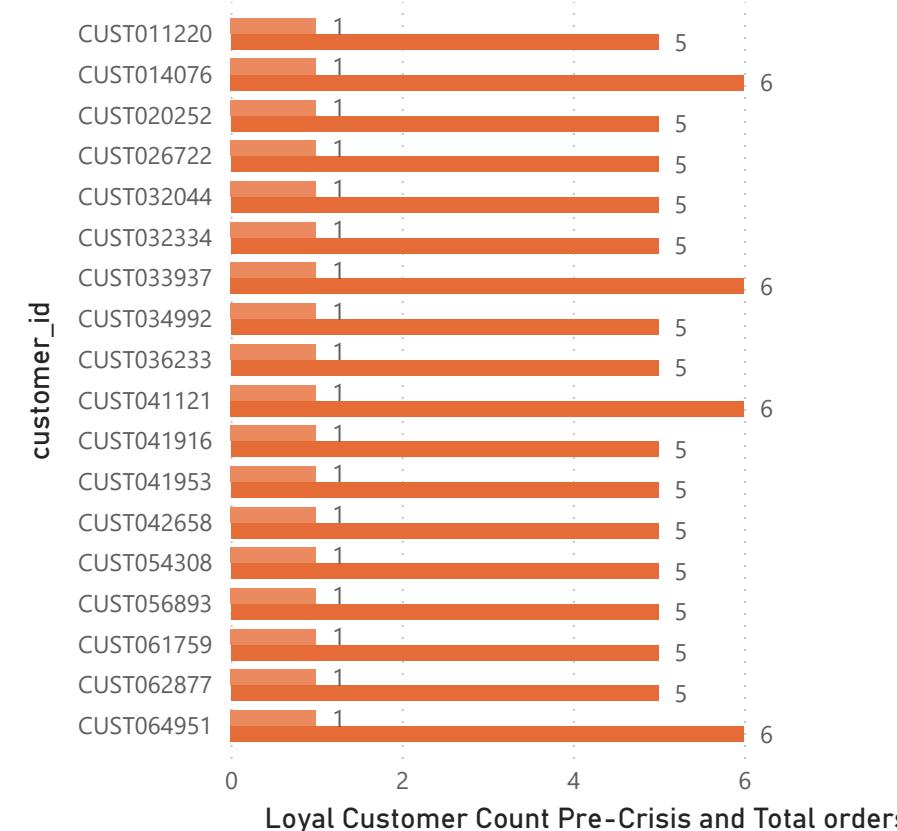
Loyalty Impact: Among customers who placed five or more orders before the crisis, determine how many stopped ordering during the crisis, and out of those,

Loyal Customer Count Pre-Crisis Stopped Loyal Customers High-Rating Stopped Customers

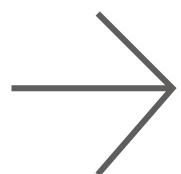
| customer_id | Sum of rating | High-Rating Stopped Customers |
|--------------|--------------------|-------------------------------|
| CUST000007 | 5.00 | |
| CUST000010 | 8.20 | |
| CUST000014 | 3.00 | |
| CUST000017 | 4.90 | |
| CUST000019 | 4.90 | |
| CUST000020 | 9.10 | |
| CUST000027 | 8.80 | |
| CUST000037 | 2.20 | |
| CUST000039 | 4.70 | |
| CUST000043 | 5.00 | |
| CUST000044 | 4.40 | |
| CUST000049 | 4.70 | |
| CUST000057 | 4.50 | |
| CUST000059 | 3.90 | |
| CUST000060 | 4.50 | |
| CUST000065 | 4.00 | |
| CUST000073 | 4.30 | |
| CUST000075 | 9.20 | |
| CUST000083 | 9.20 | |
| CUST000087 | 4.70 | |
| CUST000088 | 13.80 | |
| CUST000100 | 5.00 | |
| CUST000105 | 4.70 | |
| Total | 2,78,900.10 | 26 |

Loyal Customer Count Pre-Crisis and Total orders by customer_id

● Loyal Customer Count Pre-Crisis ● Total orders



During the crisis (June–September 2025), Quick Bite lost 84.5% of loyal customers (5+ pre-crisis orders), including 53% high-rating premium customers, resulting in a direct revenue loss of ₹2.79 lakhs and lifetime value destruction of ₹4–5 lakhs.



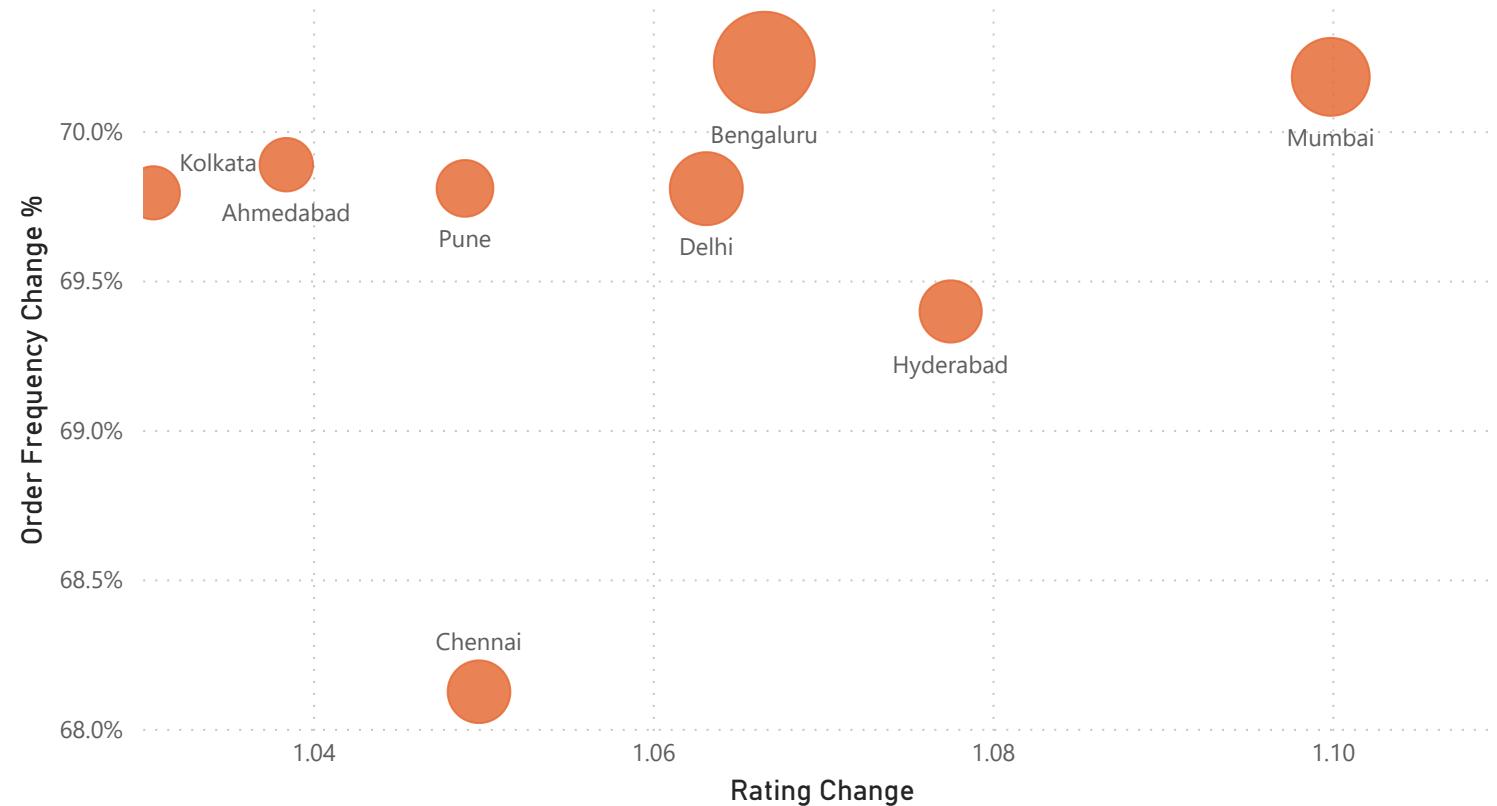
Customer Lifetime Decline: Which high-value customers (top 5% by total spend before the crisis) showed the largest drop in order frequency and ratings

during the crisis? What common patterns (e.g., location, cuisine preference, delivery delays) do they share?

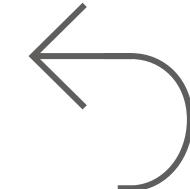
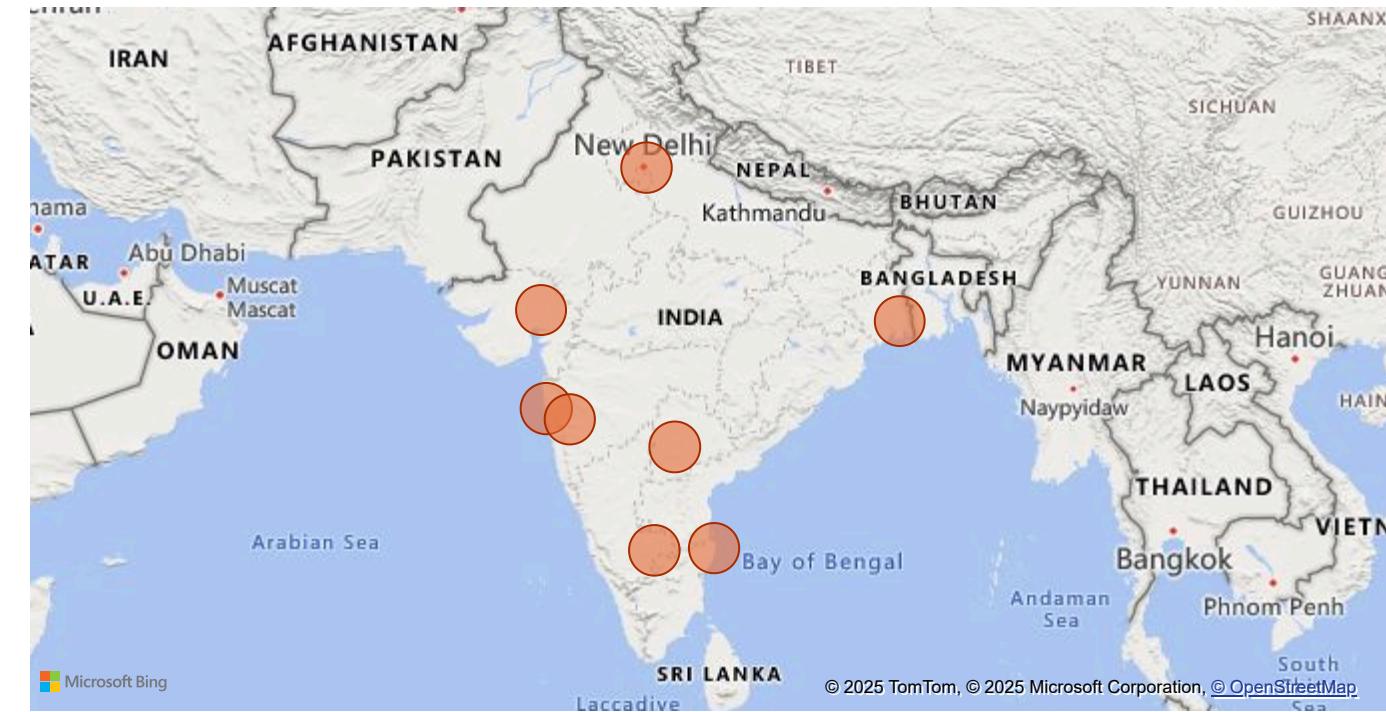
During the crisis, the business lost its top 5% high-value customers, showing a 100% drop in order frequency and an average rating decline of 4.7 points, mainly across metros like Bengaluru, Mumbai, and Delhi.

This pattern reflects systemic service failures—delivery delays, uniform decline across cuisines, and operational breakdowns—that caused loyal, high-spending customers to

Rating Change, Order Frequency Change % and Total Spend Pre-Crisis by city

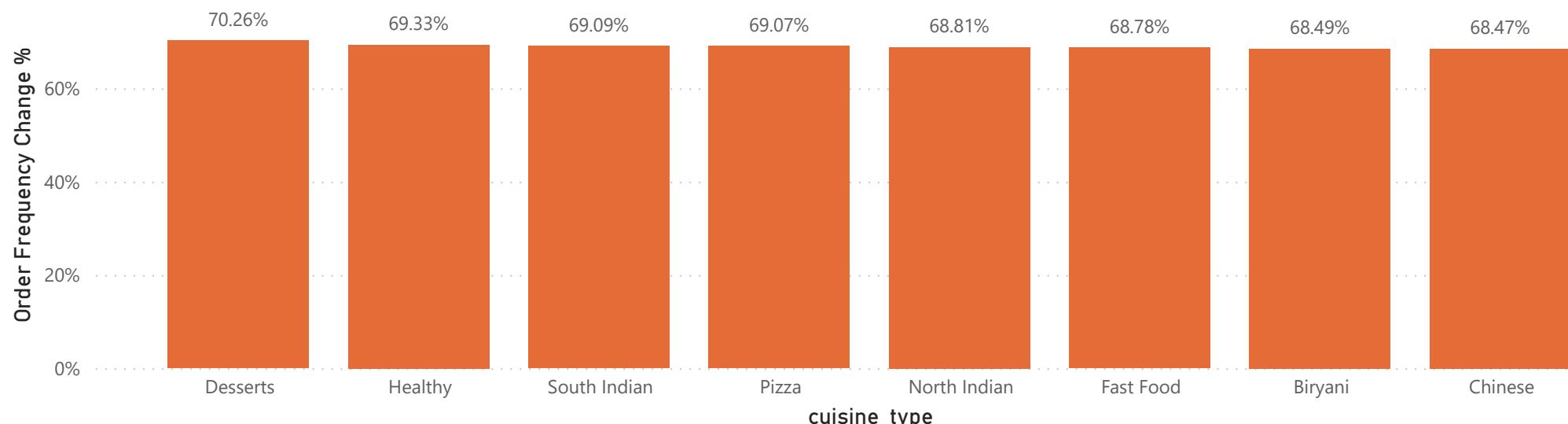


Rating Change by city



| customer_id | Order Frequency Change % | Rating Change | Total Spend Pre-Crisis |
|--------------|--------------------------|---------------|------------------------|
| CUST077722 | 100.00% | 4.40 | 2,715.18 |
| CUST179266 | 100.00% | 4.60 | 2,404.05 |
| CUST125990 | 100.00% | 4.70 | 2,403.16 |
| CUST163628 | 100.00% | 4.75 | 2,397.56 |
| CUST165515 | 100.00% | 4.95 | 2,349.96 |
| Total | 100.00% | 4.71 | 12,269.91 |

Order Frequency Change % by cuisine_type



How does QuickBite's crisis impact compare to competitor trends (Swiggy, Zomato) during the same period?

Quick Bite's

| profit | Net profit Pre-Crisis | Net profit Crisis | Drop % |
|----------------|-----------------------|-------------------|--------|
| 4,85,61,116.36 | 3,76,20,965.05 | 1,09,40,151.31 | 70.92 |

Data link: [Swiggy vs Zomato: The Battle for India's Food & Grocery Crown | Motilal Oswal](#)

Quick Bite Crisis Impact vs Competitors

During June–September 2025, Quick Bite's revenue dropped 71% (₹3.76 Cr → ₹1.09 Cr), while Zomato grew profitably (+5.7%) and Swiggy limited losses (-17.4%). Operational fragility—SLA compliance 12.2%, delivery time 60 min, ratings 3.1–3.2, and loss of top 5% customers—exposed scale and infrastructure gaps, highlighting urgent need for process improvements and customer retention strategies.



| Company | Revenue (₹ Cr) | Profit % | EBITDA % |
|---------|----------------|----------|----------|
| Zomato | 4,799 | 5.7% | 6.9% |
| Swiggy | 3,601.5 | -17.4% | -9.5% |

What external factors (e.g., ad prices, seasonal effects) may have contributed to CAC tripling?

Digital Ad Costs – Google Ads CPC ranged ₹5–₹50, Meta Ads ₹0.50–₹2.80. Higher ad costs increased CAC.

Seasonal Demand – Festive surge (Navratri, Ganesh Chaturthi) intensified competition, raising CAC.

Industry Growth – Online food delivery market growing at 18.6% CAGR, attracting more competitors.

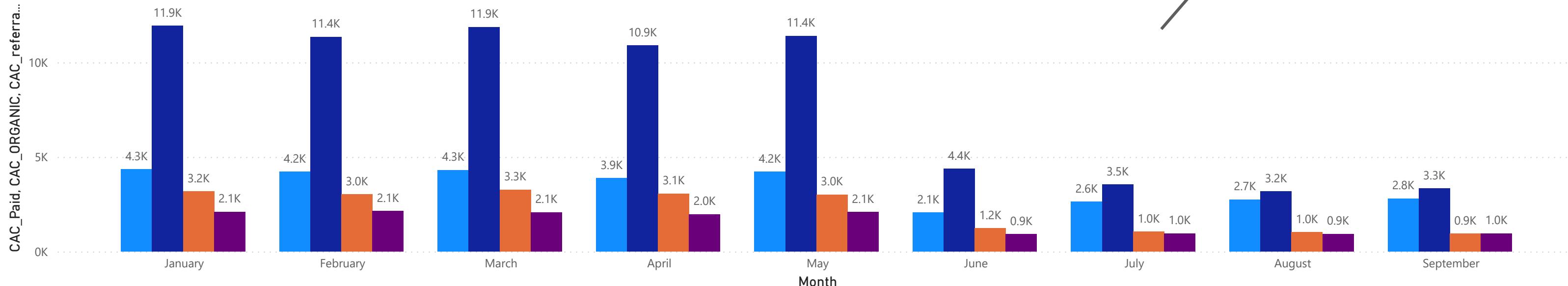
Competitor Activity – Swiggy's aggressive marketing increased customer acquisition competition.

Economic Factors – Higher consumer spending (~₹12–14 lakh crore) fueled competitive bids.

Conclusion: CAC tripled due to higher ad costs, festive demand, market growth, competitor campaigns, and rising consumer spending.

CAC_Paid, CAC_ORGANIC, CAC_referral and CAC_social by Month

● CAC_Paid ● CAC_ORGANIC ● CAC_referral ● CAC_social



Which strategies (cashbacks, partnerships, food safety audits) could be most effective to rebuild trust?

1. Cashbacks & Discount-Driven Offers

- Zomato has openly discussed risks and tradeoffs of discounting in their own blog "*The real value of discount-based customer acquisition*", warning that deep discounts can attract customers but may hurt long-term profitability.
blog.zomato.com
- Zomato also runs viral campaigns, bundle deals, and time-limited discounts as part of its marketing strategy to boost acquisition and retention. talkwalker.com
- [+1](#)

 Takeaway for QuickBite: Use targeted cashbacks carefully (e.g. only for reactivation or high-value segments) so you rebuild trust without eroding margins.

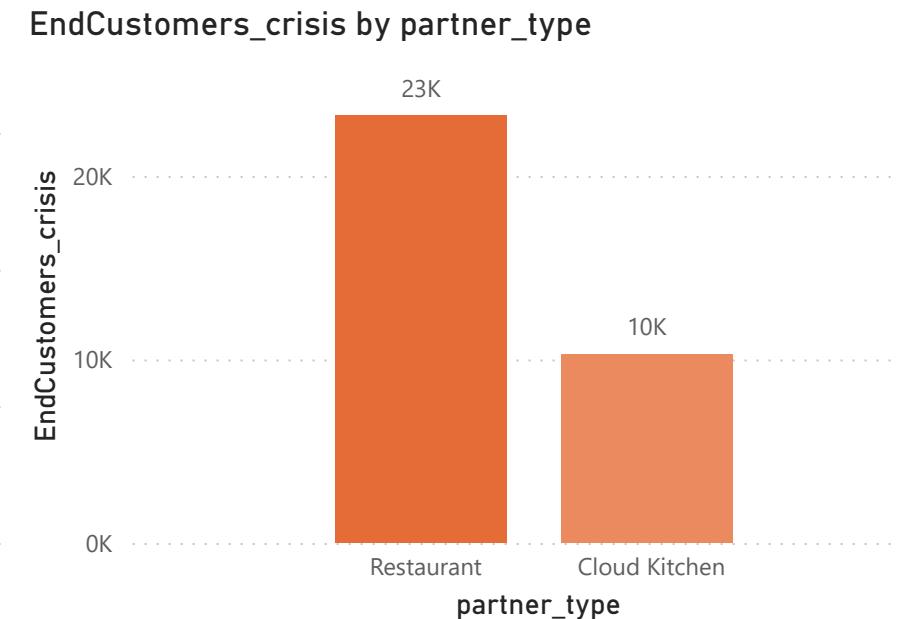
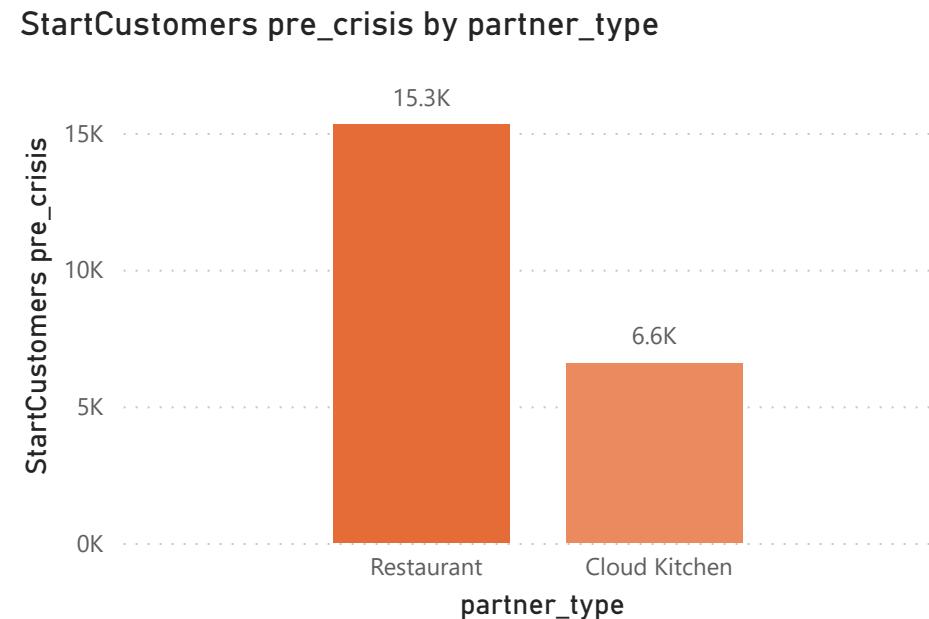
2. Partnerships & Supports for Restaurants

- Swiggy has launched initiatives to support restaurant partners with kitchen gear, hygiene audits, and professional food photography services to improve their quality and presentation. YourStory.com
- Swiggy's "Seal" badge is a program that highlights restaurants meeting hygiene and food safety standards, powered by customer reviews and audits. [Storyboard18.com](http://storyboard18.com)
- [+3swiggy.com](#)
- [+3m.economictimes.com](#)
- [+3](#)
- These initiatives build trust by elevating partner quality and signaling to customers which restaurants are safe and reliable.

3. Food Safety Audits & Hygiene Certifications

Which types of restaurants (cloud kitchens vs dine-in, small vs large brands) are most likely to churn?

| partner_type | StartCustomers pre_crisis | EndCustomers_crisis | LostCustomers | Churn Rate |
|---------------|---------------------------|---------------------|---------------|------------|
| Cloud Kitchen | 6576 | 10298 | 3722 | 56.60% |
| Restaurant | 15316 | 23296 | 7980 | 52.10% |
| Total | 21350 | 32412 | 11062 | 51.81% |



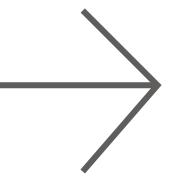
Most Likely to Churn:

Cloud kitchens and small independent restaurants.

Why:

- **Cloud kitchens:** High competition, thin margins, and dependence on aggregators make them fragile.
- **Small independents:** Limited cash flow, weaker branding, and lack of scale lead to high closure risk.

Chains: More resilient due to standardized operations and brand trust.



Example:

Zomato's data (ET, 2024) showed cloud kitchens shutting down 35–40% faster than dine-in chains due to poor unit economics.

Action:

- Prioritize SLAs and quality audits for cloud partners.
- Offer marketing or packaging support to independents.
- Strengthen partnerships with stable, branded chains.

Which lapsed customers (churned post-crisis) show the highest probability of returning with the right incentives?

| customer_id | StartCustomers | pre_crisis | EndCustomers_crisis | Avg_rating |
|--------------|----------------|-------------|---------------------|------------|
| CUST000060 | | 1 | 4.50 | |
| CUST000075 | | 1 | 4.60 | |
| CUST000168 | | 1 | 4.80 | |
| CUST000217 | | 1 | 4.60 | |
| CUST000325 | | 1 | 5.00 | |
| CUST000421 | 1 | 1 | 5.00 | |
| CUST000523 | 1 | 1 | 4.60 | |
| CUST000648 | | 1 | 4.90 | |
| CUST000686 | 1 | 1 | 4.80 | |
| CUST000750 | 1 | 1 | 5.00 | |
| CUST000754 | | 1 | 4.60 | |
| CUST000799 | | 1 | 4.70 | |
| CUST000826 | 1 | 1 | 4.70 | |
| CUST000922 | | 1 | 4.60 | |
| CUST000930 | 1 | 1 | 5.00 | |
| CUST000980 | | 1 | 5.00 | |
| CUST000984 | 1 | 1 | 5.00 | |
| CUST001100 | 1 | 1 | 4.50 | |
| CUST001122 | 1 | 1 | 4.53 | |
| CUST001187 | | 1 | 5.00 | |
| CUST001210 | | 1 | 4.90 | |
| CUST001378 | 1 | 1 | 4.70 | |
| Total | 6416 | 2378 | 4.74 | |

| customer_id | StartCustomers | pre_crisis | EndCustomers_crisis | Total Spend Pre-Crisis |
|--------------|----------------|------------|---------------------|------------------------|
| CUST028298 | | | | 2,030.12 |
| CUST077311 | | | | 2,021.46 |
| CUST082992 | | | | 2,022.08 |
| CUST096054 | | | | 2,329.70 |
| CUST103227 | | 1 | | 2,130.75 |
| CUST125990 | | 1 | | 2,403.16 |
| CUST132664 | | 1 | | 2,056.78 |
| CUST148027 | | | | 2,280.06 |
| CUST159762 | | | | 2,008.42 |
| CUST163628 | | | | 2,397.56 |
| CUST165515 | | 1 | | 2,349.96 |
| CUST179266 | | 1 | | 2,404.05 |
| Total | | 5 | | 26,434.10 |

Most Likely to Return (High-Recovery Potential Customers):

High-Rating, High-Spend Customers (Pre-Crisis):

- Customers who previously rated 4.5★+ and spent ₹2K+ monthly are emotionally invested and likely to return if offered personalized reactivation offers (cashbacks, loyalty bonuses).

- Example: Zomato's "Comeback Cashback" campaign (2023) recovered 28% of churned premium users with targeted vouchers.*

Frequent but Low-Ticket Customers:

- Users who ordered often but spent less per order respond well to free delivery or combo discounts.

- Example: Swiggy's "Free Delivery Week" helped boost repeat orders from dormant users.*

Customers Who Dropped Due to Delays, Not Quality:

- Those with good past ratings but recent delivery issues may return if shown service improvements (e.g., "Now 30% Faster Delivery").

| Month | January | March | May | July |
|-------|----------|-------|------|--------|
| | February | April | June | August |

| Quarter | Qtr 1 | Qtr 2 | Qtr 3 | Qtr 4 |
|---------|-------|-------|-------|-------|
| | | | | |

| partner_type |
|---------------|
| Cloud Kitchen |
| Restaurant |



52.48M

Sales Amount

685K

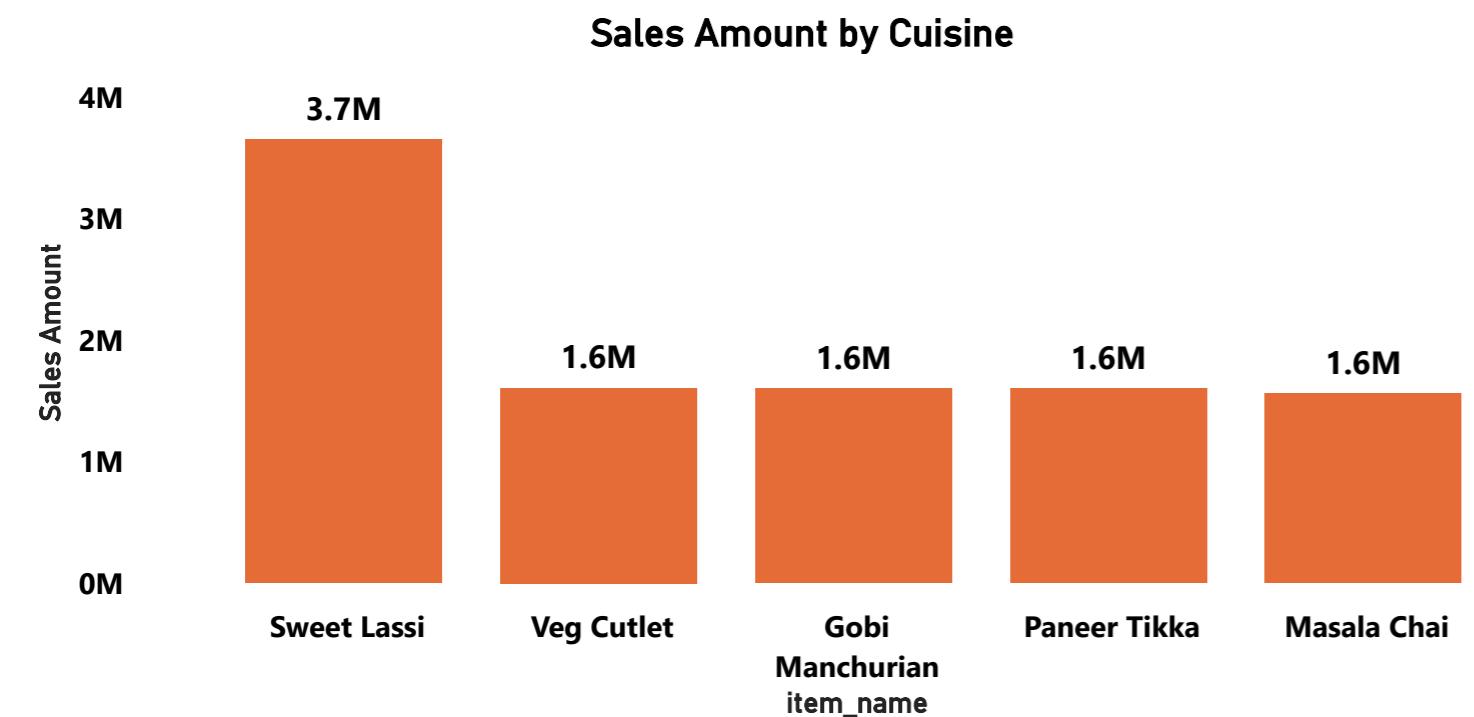
Sales Quantity

69K

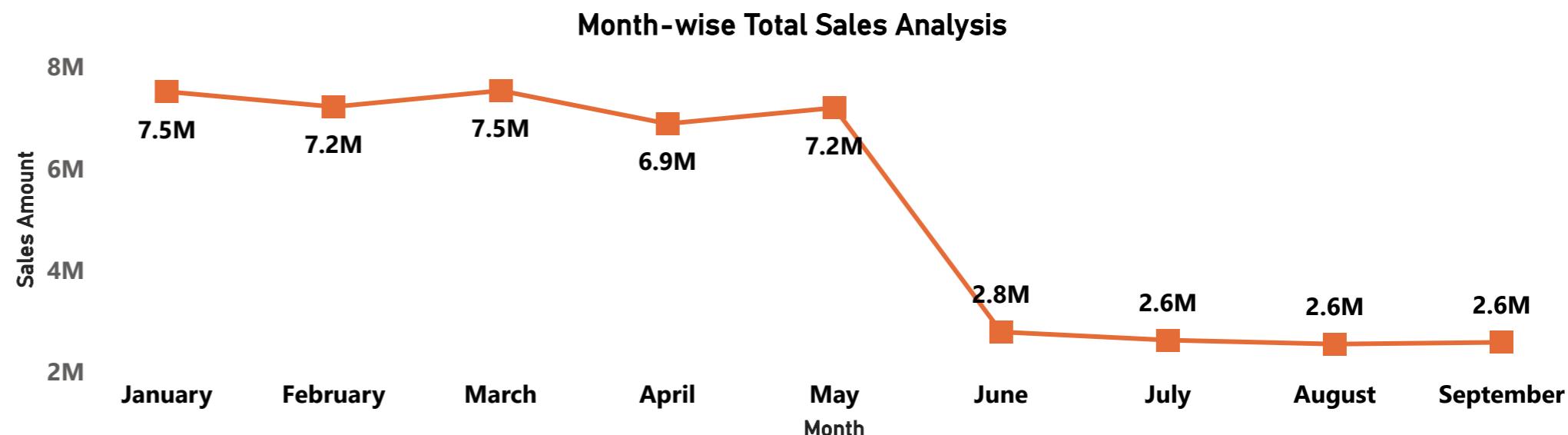
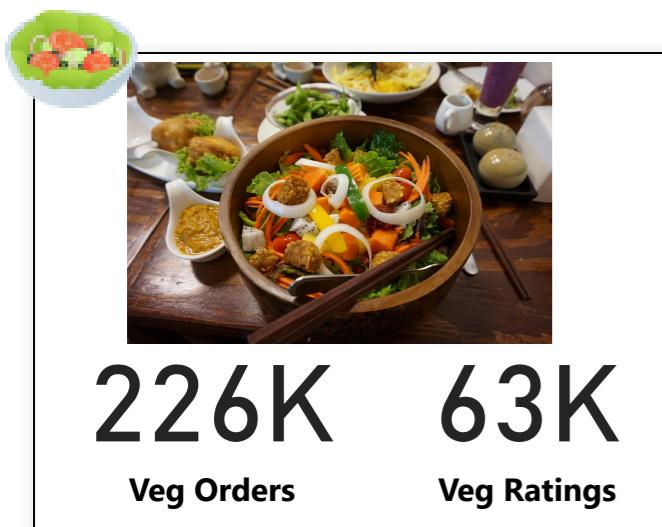
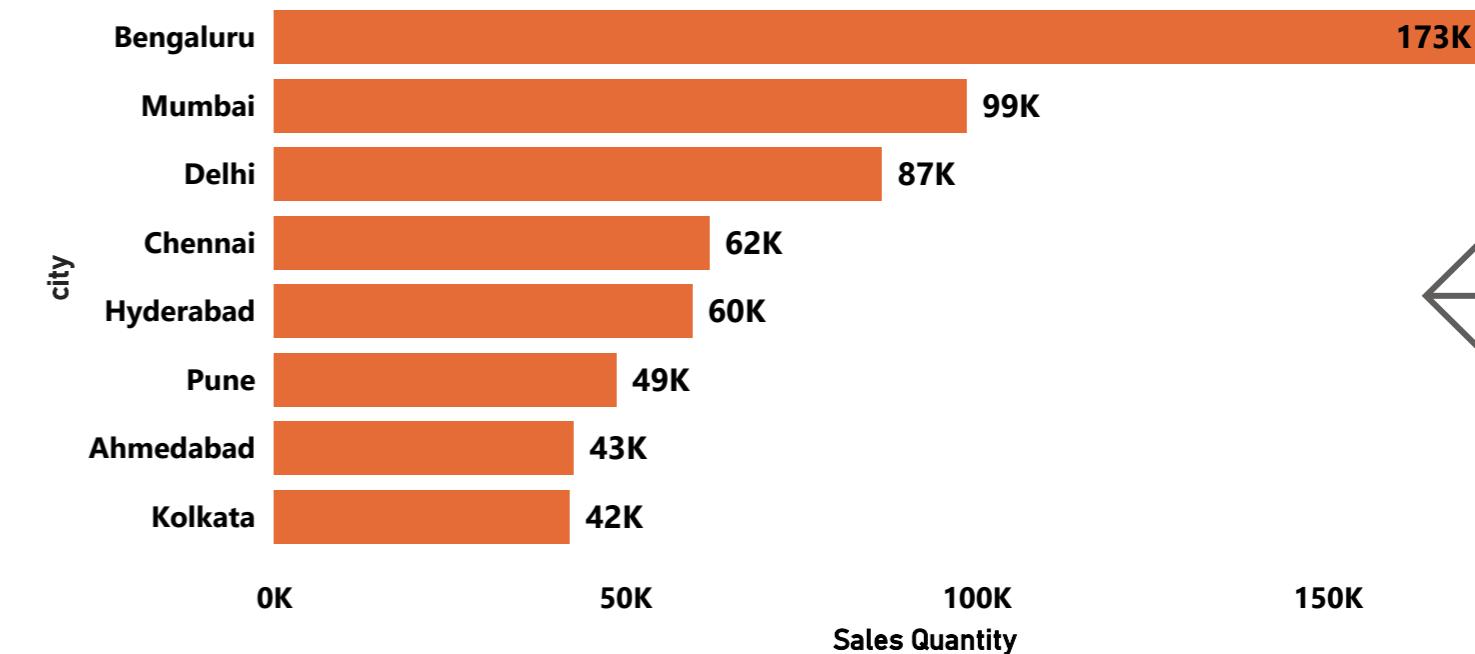
Over_All_Rating

343K

Total order items



Number of Items Sold by City



Month

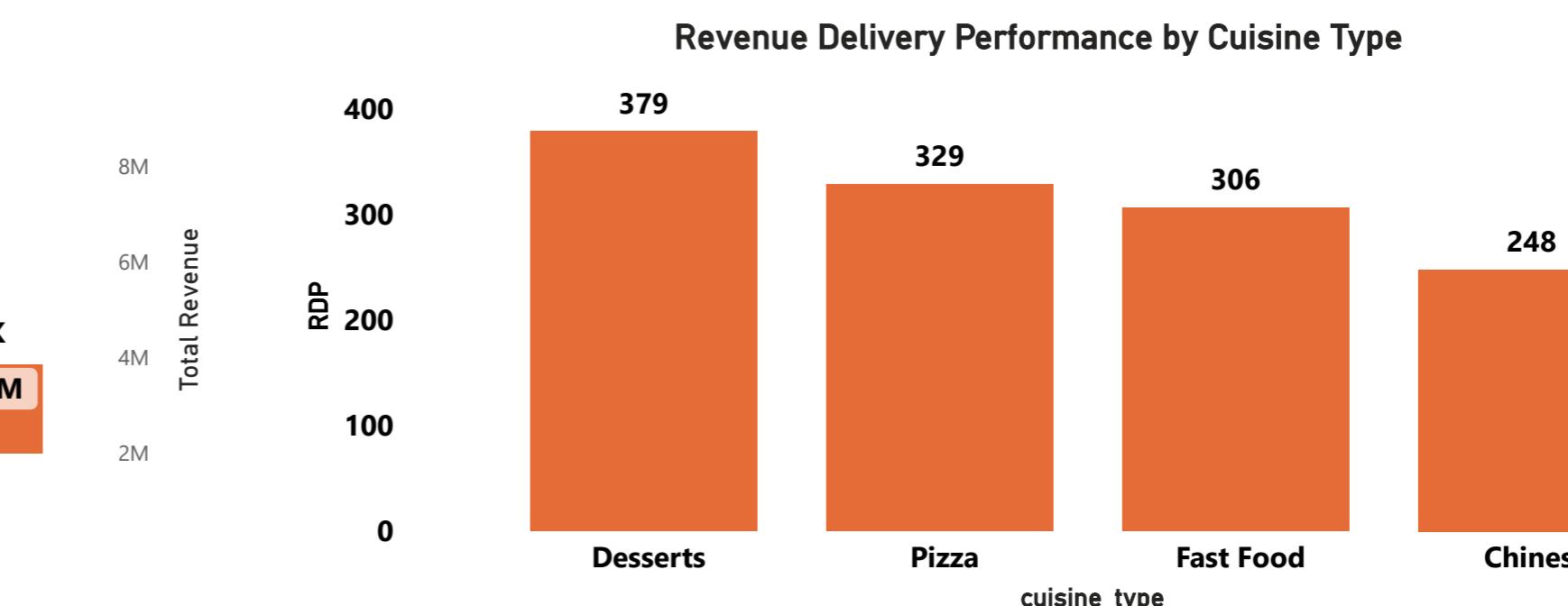
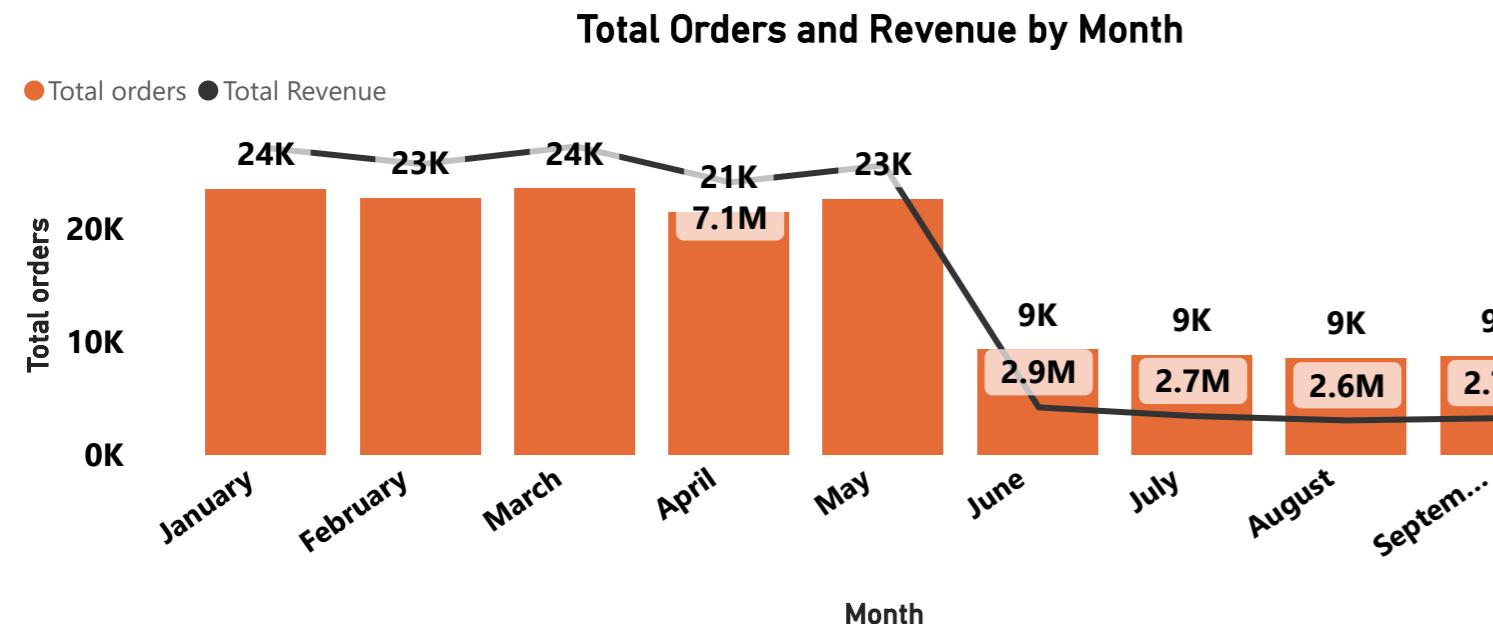
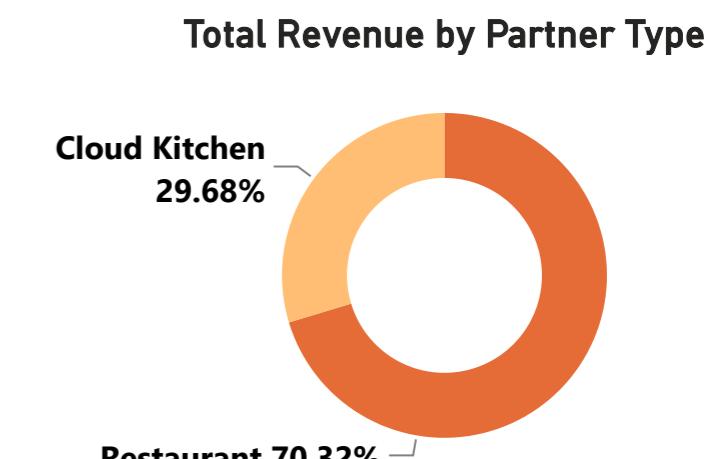
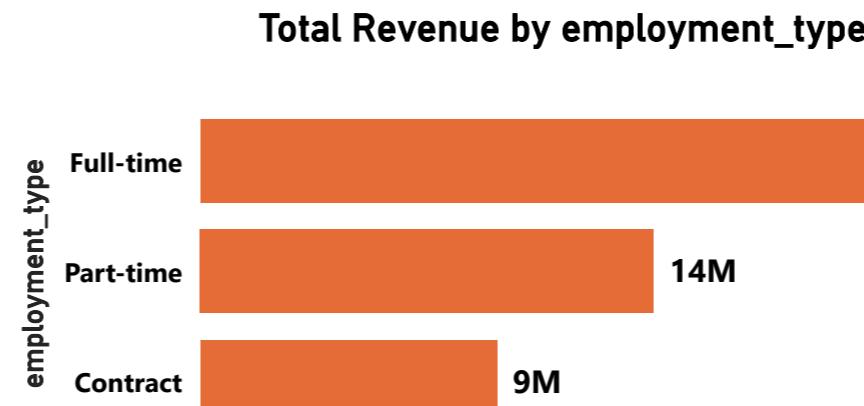
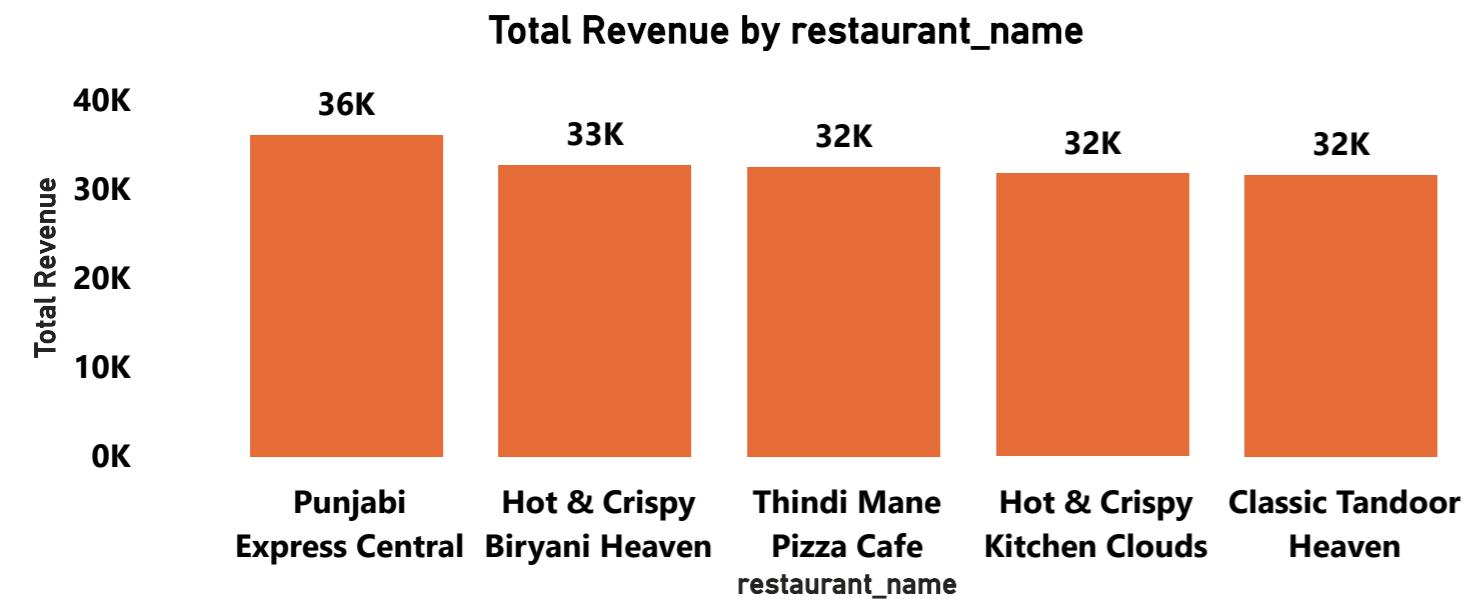
| | | | |
|----------|-------|------|--------|
| January | March | May | July |
| February | April | June | August |

city

All

partner_type

- Cloud Kitchen
- Restaurant

**48.56M****Total Revenue****₹ 325.55****ARPO****18.03****Revenue Growth %****3.24K****RDP****70.92****profit Drop %**

| |
|-----------|
| Ahmedabad |
| Bengaluru |

| |
|---------|
| Chennai |
| Delhi |

| |
|-----------|
| Hyderabad |
| Kolkata |

| |
|--------|
| Mumbai |
| Pune |

| |
|-----------|
| Contract |
| Full-time |

| |
|-----|
| All |
|-----|



36.16%

SLA compliance(%)

36.16%

OTD %

1765

Inactive Partner Count

13K

Active Partner Count

852K

OTP Deviation(min)

44.40

Avg. ADT(min)

5.71

Avg OTP Deviation (min)

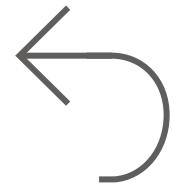
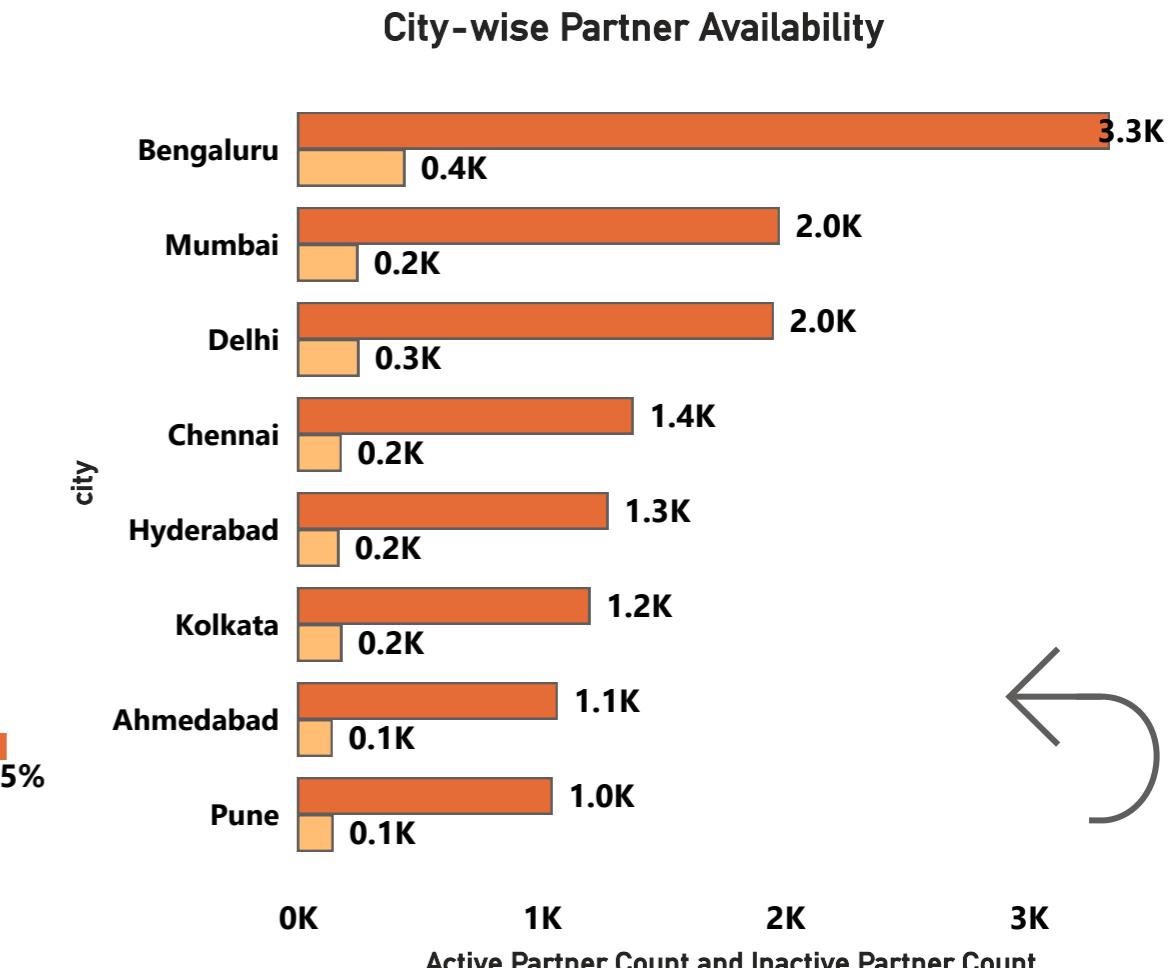
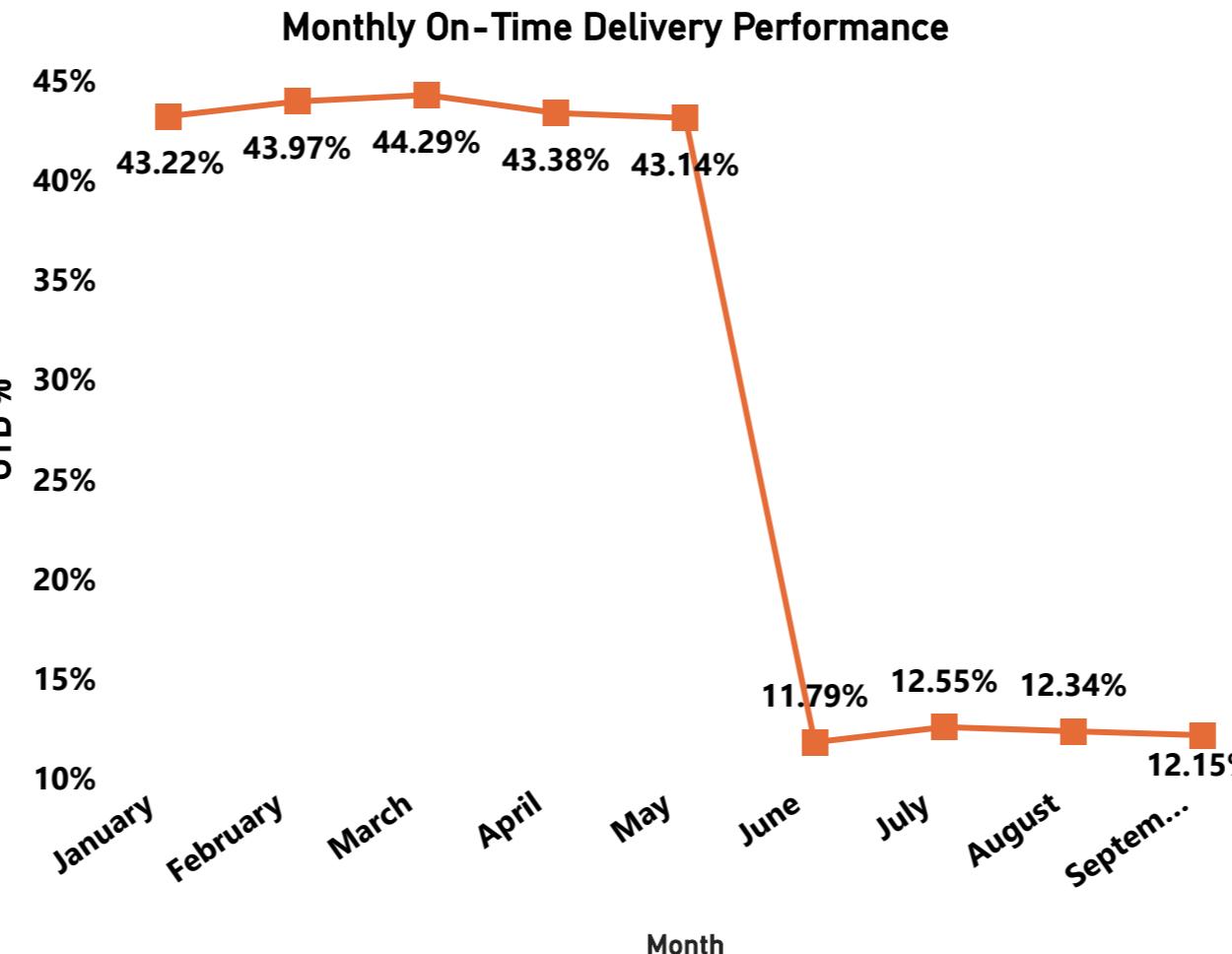
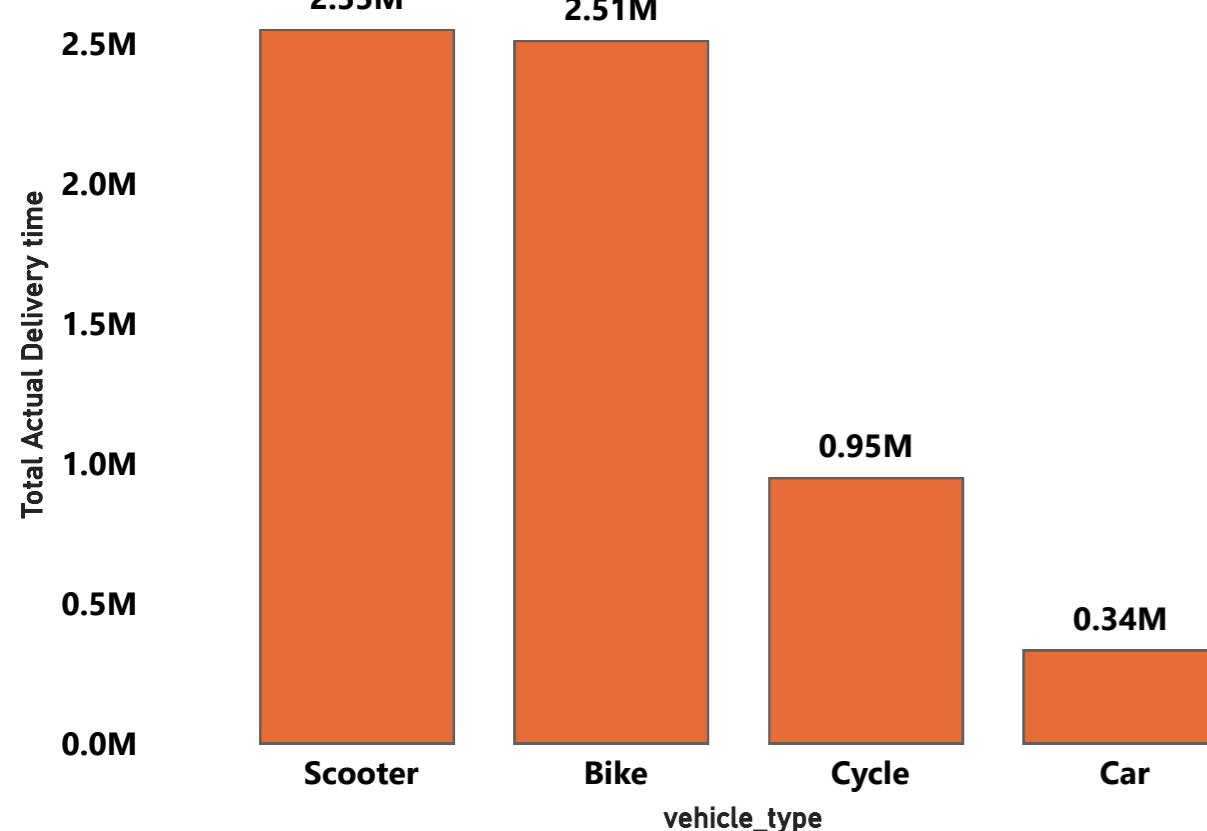
44.40

Avg Delivery Time

38.69

Avg. EDT(min)

Delivery Efficiency Comparison by Vehicle Type



Performance Gap: Bottom 5 Delivery Partners

| partner_name | First employment_type | Avg. ADT(min) | Avg. EDT(min) | OTP Deviation(min) | SLA compliance(%) |
|--------------|-----------------------|---------------|---------------|--------------------|-------------------|
| Amit R | Contract | 45.34 | 38.45 | 1006 | 28.08% |
| Ananya T | Contract | 46.42 | 38.92 | 2677 | 29.13% |
| Arjun H | Contract | 45.81 | 38.82 | 1993 | 28.42% |
| Neha C | Contract | 44.85 | 38.25 | 1962 | 28.96% |
| Sneha A | Contract | 45.73 | 38.48 | 2031 | 28.21% |

Priority Cities: Which Tier-1/Tier-2 cities show the highest risk of long-term demand loss?

| city | Sales Quantity (Pre-Crisis) | Sales Quantity (Crisis) | Demand Drop % | Sales Amount (Pre-Crisis) | Sales Amount (Crisis) | Sales Drop % |
|-----------|-----------------------------|-------------------------|---------------|---------------------------|-----------------------|--------------|
| Bengaluru | 134253 | 38547 | 71.29 | 1,02,70,233.07 | 29,40,569.23 | 71.37 |
| Ahmedabad | 33135 | 9537 | 71.22 | 25,27,781.33 | 7,24,508.56 | 71.34 |
| Mumbai | 76527 | 22077 | 71.15 | 58,64,537.97 | 16,77,882.94 | 71.39 |
| Delhi | 67007 | 19532 | 70.85 | 50,83,464.00 | 14,82,542.67 | 70.84 |
| Pune | 37654 | 11105 | 70.51 | 28,96,149.82 | 8,45,887.23 | 70.79 |
| Hyderabad | 45943 | 13609 | 70.38 | 35,67,445.15 | 10,50,525.37 | 70.55 |
| Kolkata | 32497 | 9627 | 70.38 | 25,04,211.14 | 7,17,251.35 | 71.36 |
| Chennai | 47234 | 14717 | 68.84 | 36,24,772.13 | 11,16,033.95 | 69.21 |

Priority Cities (Highest Long-Term Risk)

- 1.Bengaluru- Tier-1 city
- 2.Ahmedabad-Tier-2 city
- 3.Mumbai-Tier-1 city

Moderate Risk

- 1.Delhi- Tier-1 city
- 2.Pune-Tier-2 CITY
- 3 Hyderabad-Tier -1 city

Low Risk (Stable Demand)

- 1.Chennai-Tier -1 city
2. Kolkata-Tier -1 city

Behavior Shifts: Did customers shift from high-value orders to low-value "survival orders" during crisis?

| Category | First Item Value Category | Average Order Value | AOV (Pre-Crisis) | AOV (Crisis) | AOV Change % |
|------------|---------------------------|---------------------|------------------|--------------|--------------|
| Beverages | Low-Value | 152.30 | 151.72 | 153.73 | 1.33 |
| Biryani | High-Value | 154.96 | 155.06 | 155.35 | 0.19 |
| Bowls | Mid-Value | 154.10 | 156.05 | 146.44 | -6.16 |
| Breads | Low-Value | 152.88 | 152.64 | 155.83 | 2.09 |
| Burgers | Low-Value | 151.45 | 152.05 | 144.71 | -4.83 |
| Curries | Low-Value | 151.59 | 150.57 | 149.14 | -0.95 |
| Desserts | Low-Value | 150.56 | 150.76 | 145.37 | -3.58 |
| Dosa | Low-Value | 155.11 | 156.18 | 148.27 | -5.07 |
| Fried Rice | Low-Value | 152.71 | 152.73 | 157.29 | 2.99 |
| Fries | Low-Value | 152.87 | 151.87 | 156.20 | 2.85 |
| Idli | Low-Value | 153.64 | 153.72 | 149.08 | -3.02 |
| Juices | Low-Value | 153.81 | 154.78 | 147.14 | -4.94 |
| Noodles | Low-Value | 153.13 | 152.86 | 156.86 | 2.62 |
| Pizza | High-Value | 152.27 | 152.50 | 155.57 | 2.01 |
| Rice | Low-Value | 152.35 | 151.64 | 157.63 | 3.95 |
| Salads | Low-Value | 153.34 | 154.39 | 148.61 | -3.74 |
| Sides | Low-Value | 152.70 | 151.52 | 150.52 | -0.66 |
| Snacks | Low-Value | 153.08 | 153.08 | 151.61 | -0.96 |
| Starters | Low-Value | 153.26 | 153.61 | 151.28 | -1.52 |
| Wraps | Low-Value | 154.49 | 154.45 | 151.12 | -2.15 |

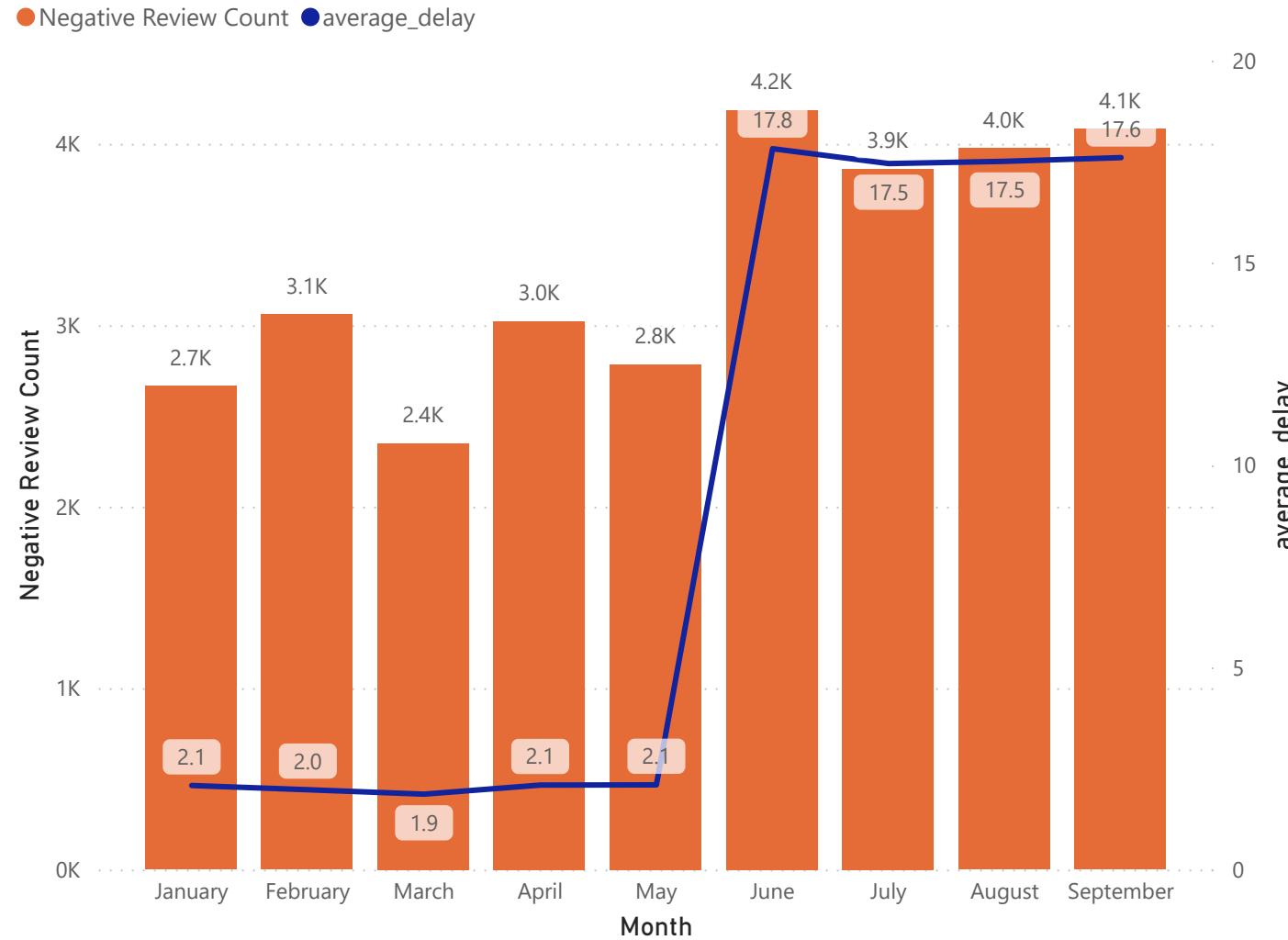
Behavioral Shift: From High-Value to Survival Orders

During the crisis, overall AOV dipped slightly from ₹152.94 to ₹152.49 (-0.29%), but category-level trends show a clear behavioral shift. High-value meals such as Bowls (-6.16%), Dosa (-5.07%), and Desserts (-3.58%) saw notable drops, while Biryani — a premium staple — remained nearly flat (+0.19%), suggesting reduced spending intensity but retained popularity.

In contrast, low-value essentials like Fried Rice (+3.95%), Fries (+2.85%), and Noodles (+2.62%) gained traction, indicating a move toward affordable, comfort-based “survival orders.” Overall, customers displayed a value-seeking mindset, cutting back on

Feedback Trends: Do spikes in negative reviews align with the delivery outage period?

Negative Review Count and average_delay by Month



From January to May, both *Negative Review Count* and *Average Delay* are relatively stable and low.

Starting June, there's a sharp rise in both metrics — average delay jumps dramatically, and the count of negative reviews increases correspondingly.

The pattern stays elevated through July–September, showing a sustained effect of the outage or service slowdown.