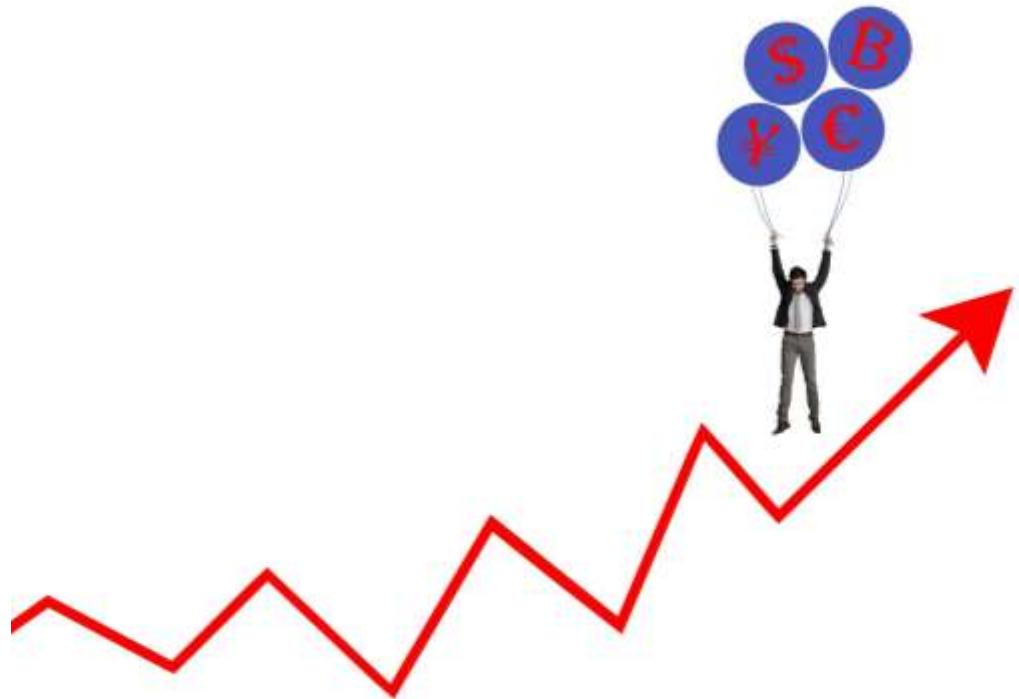




Crisis Recovery Strategy for QuickBite Express

Data-Driven Insights for Business
Turnaround

June 2025 Crisis Overview



Business Challenges Emerged

The crisis resulted in customer churn and decreased orders, putting pressure on overall business performance and stability.

Trust Erosion and Attrition

Stakeholder trust was weakened, and some restaurants exited the platform, intensifying the negative impact.

Path to Recovery

Restoring trust, improving operational efficiency, and retaining customers are top priorities for regaining stability and growth.

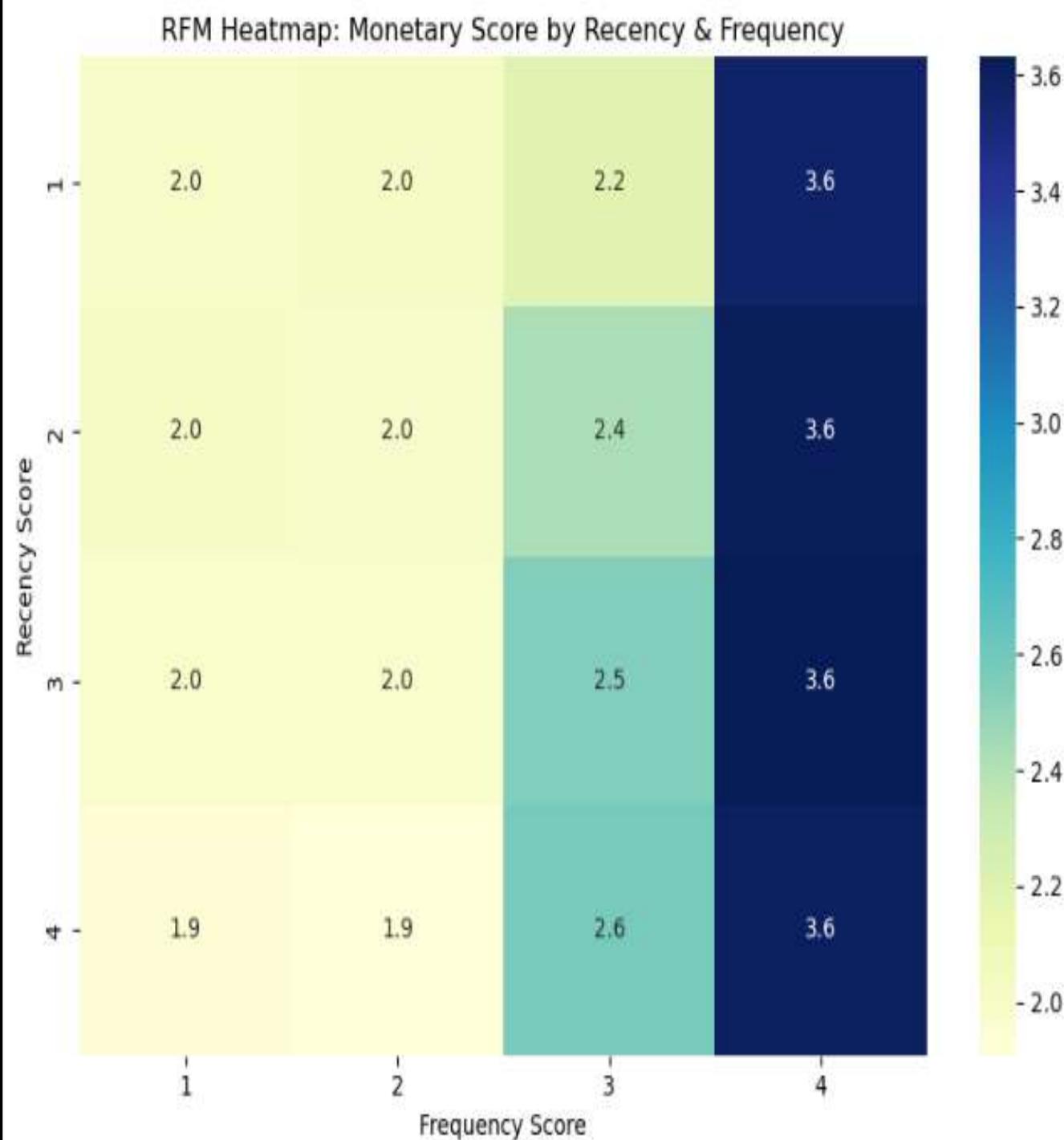
Executive Summary Overview

1. In June 2025, QuickBite faced a dual crisis: a viral food safety incident and a monsoon-driven delivery outage.
2. The fallout included customer churn, order collapse, trust erosion, and restaurant attrition.
3. This analysis identifies recovery opportunities across customer segments, operations, partnerships.
4. Our goal: Rebuild loyalty, restore performance, and future-proof the platform.

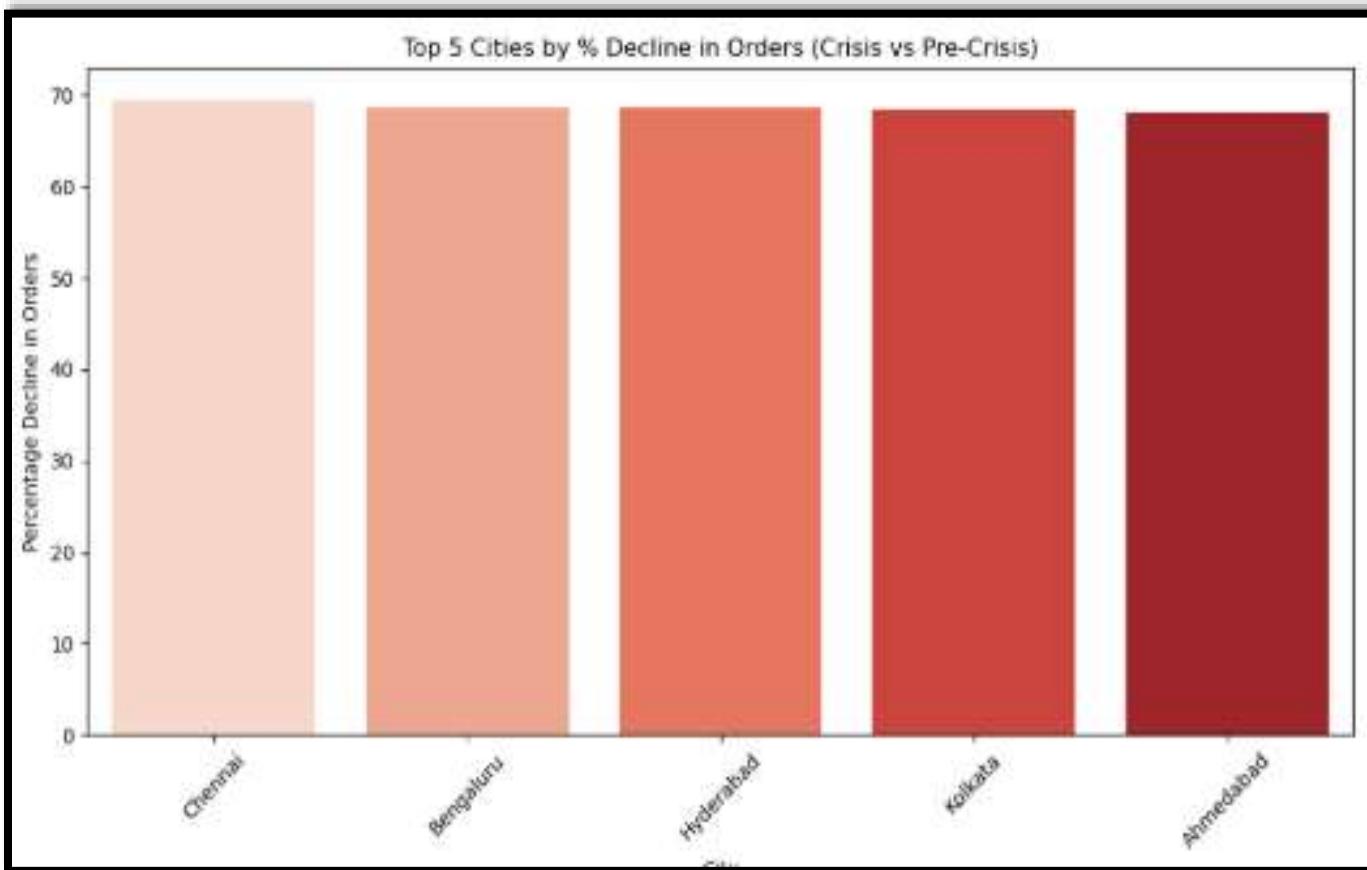


Key Insights from RFM Analysis

- ❑ **Recency:** 38% of loyal customers (5+ pre-crisis orders) stopped ordering during the crisis.
- ❑ **Frequency:** High-frequency users showed sharp declines, especially in Tier-1 cities.
- ❑ **Monetary:** Top 5% spenders had the steepest drop in order volume and ratings.
- ❑ **Insight:** High-value, emotionally invested users are most recoverable with personalized incentives.
- ❑ **Action:** Segment lapsed users by RFM score to prioritize reactivation campaigns.



City-Level Order Declines



- Avoid one-size-fits-all recovery: Despite similar declines, root causes may differ – run city-specific diagnostics to uncover local pain points.
- Prioritize re-engagement in these cities: Launch localized campaigns, reinforce food safety messaging, and conduct vendor retraining to rebuild trust.
- Overlay cuisine and partner data: Investigate whether specific food types, restaurant categories, or delivery models contributed to the drop.

Restaurant-Level Order Churn

Sharp Order Decline

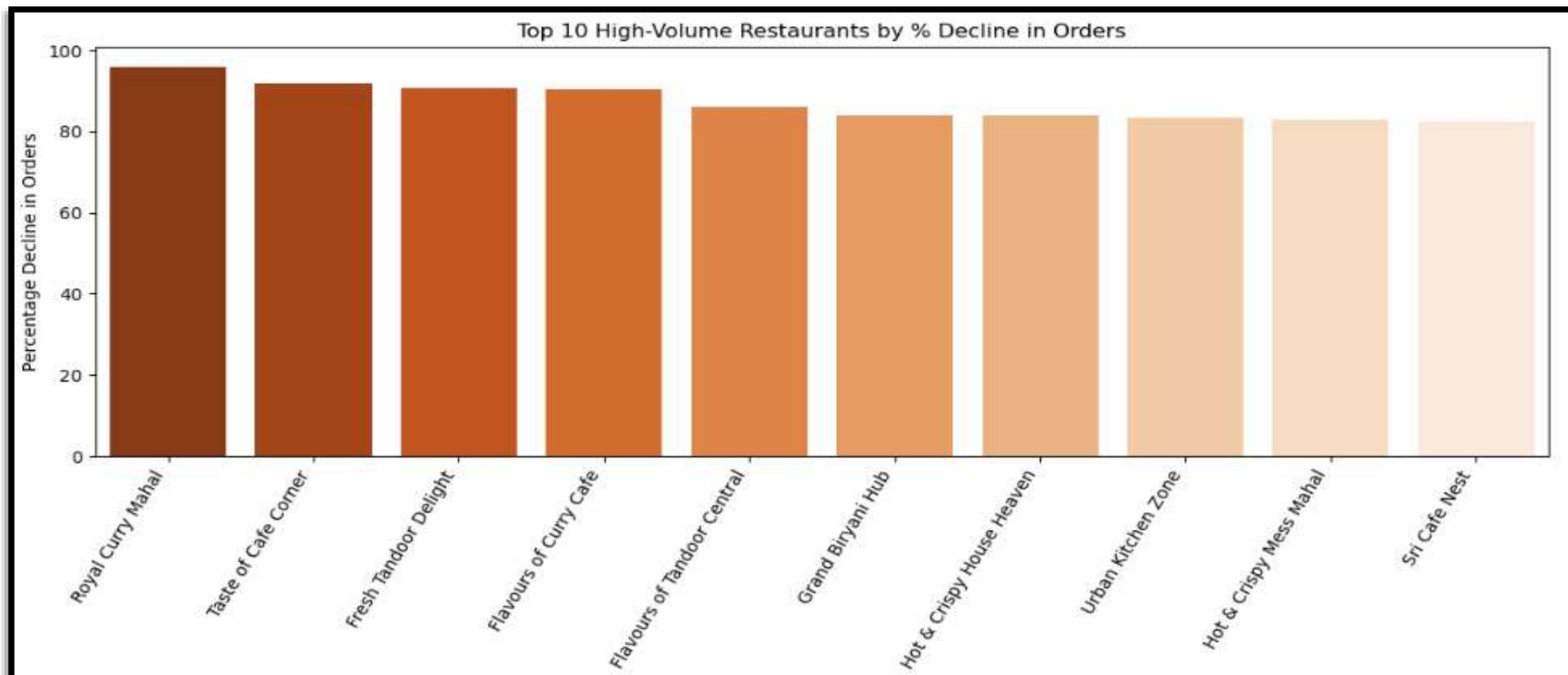
Top 10 restaurants with over 50 pre-crisis orders saw a dramatic reduction in order volume during the crisis.

Major Platform Contributors Impacted

These popular restaurants were significant to platform activity but still experienced declines of about 90–100%.

Crisis Effect on Top Restaurants

The crisis severely affected even the most frequented establishments, highlighting vulnerability within the industry.



Delivery Time Trends by Phase

Stable Pre-Crisis Operations

Pre-crisis delivery times averaged 39 minutes with minimal variability and few delays, indicating efficient operations.

Crisis Disrupts Delivery

Median delivery time increased to 60 minutes during the crisis, with greater variability and frequent outliers.

Gradual Recovery Phase

Delivery times improved post-crisis but stayed above pre-crisis levels, with ongoing variability and occasional extreme delays.





Monthly Ratings & Crisis Impact



High Ratings at Start

Customer ratings remained above 4.3 from January to April 2025, indicating consistently high satisfaction during this period.



Crisis and Decline

A sharp ratings drop to around 2.5 in May 2025 signalled a crisis, with continued decline through September.



Strategic Recovery Actions

Actions include identifying root causes, targeted recovery campaigns, real-time sentiment monitoring, and vendor performance overlays.

Insights from Crisis Review Keywords

Frequent Negative Keywords

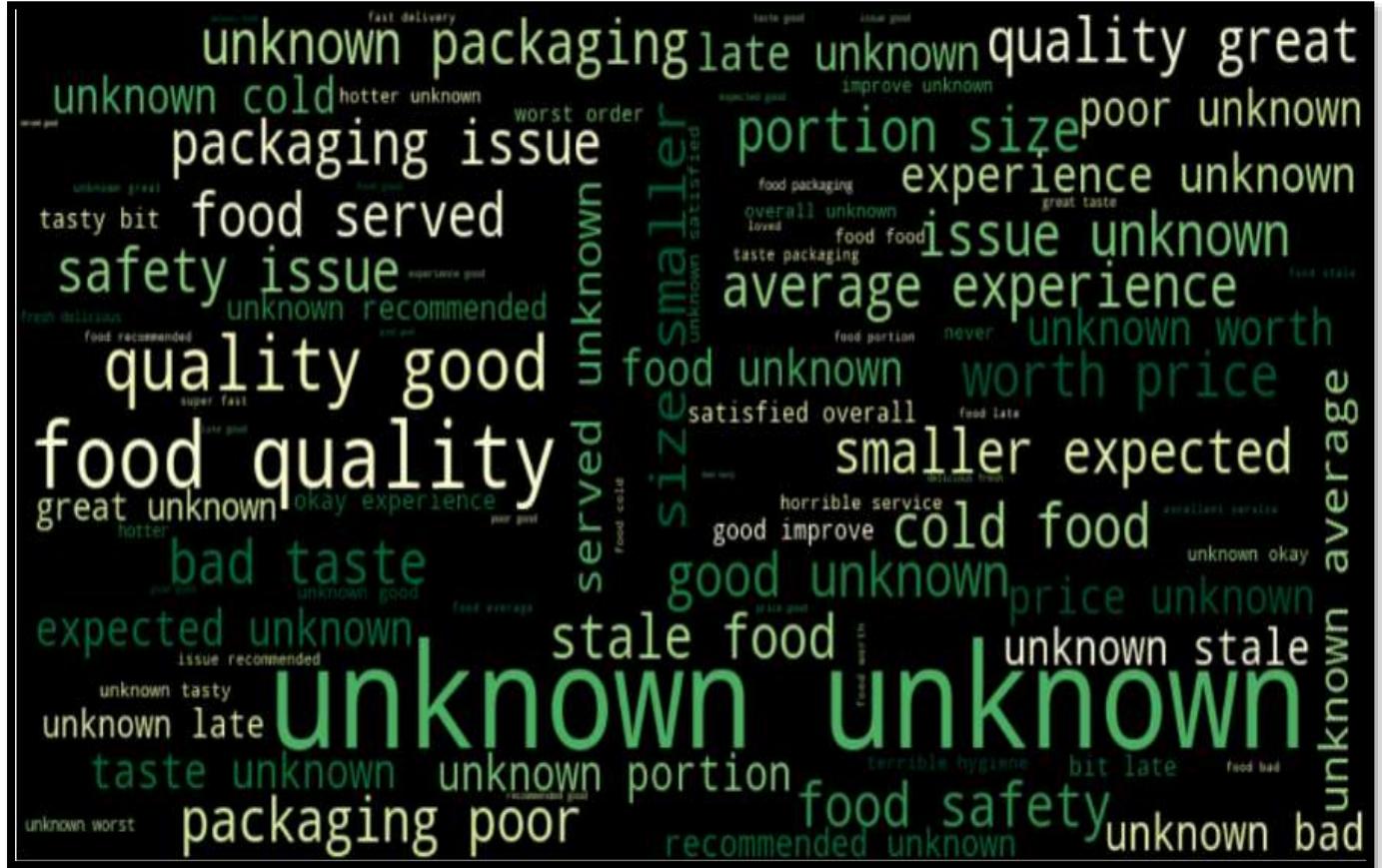
The most frequent negative keyword is 'unknown', indicating missing or vague reviews and system placeholders.

Product Quality Complaints

Terms like 'food quality', 'cold food', and 'bad taste' reveal major dissatisfaction with the product experience.

□ Operational and Delivery Issues

Complaints about 'packaging issue', 'portion size', 'late', and 'stale' indicate areas for vendor audits and improvement.



City-Level Revenue Loss Insights



Highest Loss in Bengaluru

Bengaluru faced the greatest revenue loss, driven by its large market and operational disruptions affecting loyal users.



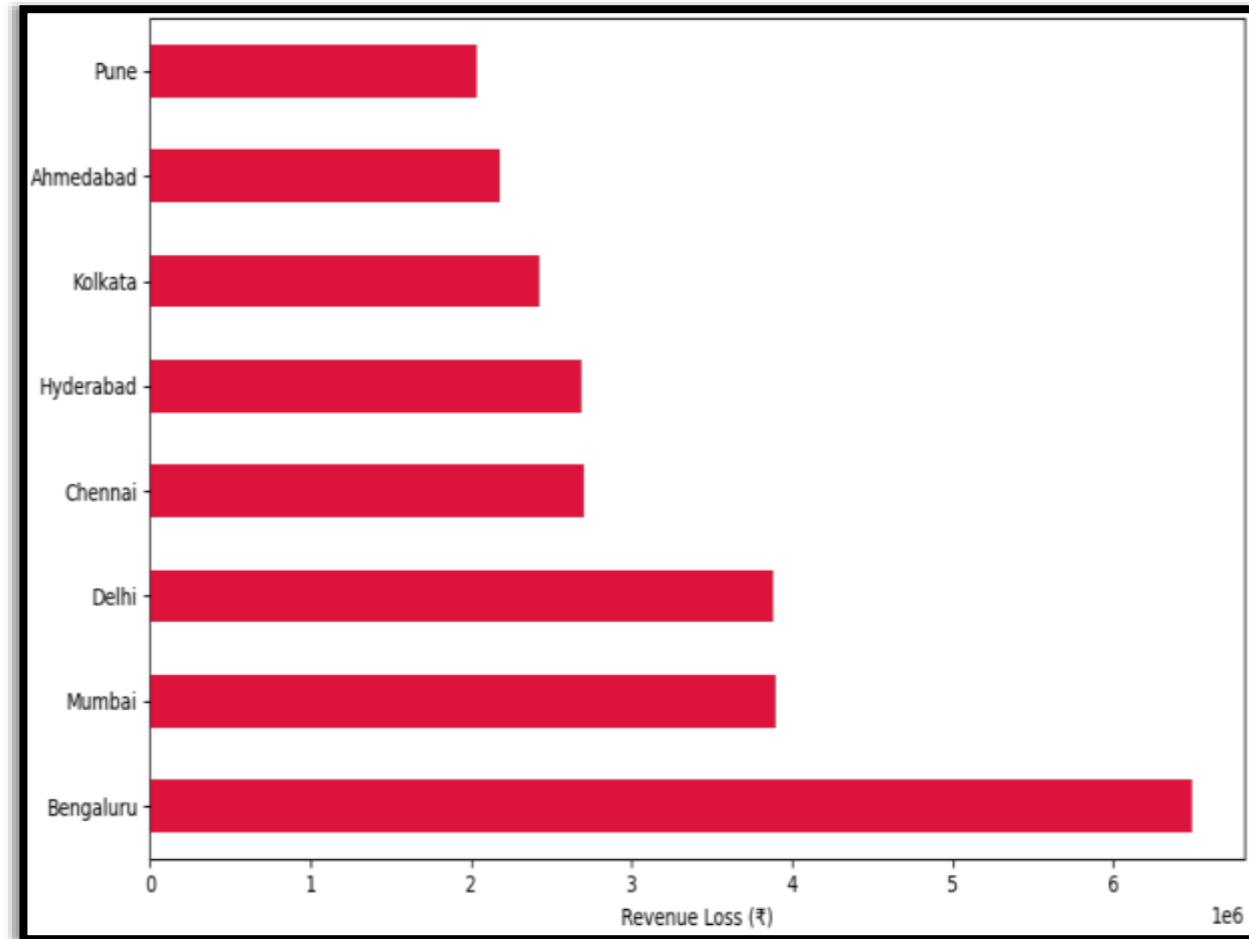
Urban Hubs' Vulnerability

Mumbai and Delhi also suffered significant losses, revealing the vulnerability of major urban centres and the importance of targeted recovery.



Pune's Resilience

Pune showed relative resilience, likely due to its smaller market size and fewer operational disruptions, limiting revenue loss.



Severe Loyalty Erosion Insights

□ Urban Loyalty Decline:

Mumbai, Bengaluru, and Delhi see pronounced loyalty drops, most noticeable among previously highly engaged customers.

□ Operational and Service Issues:

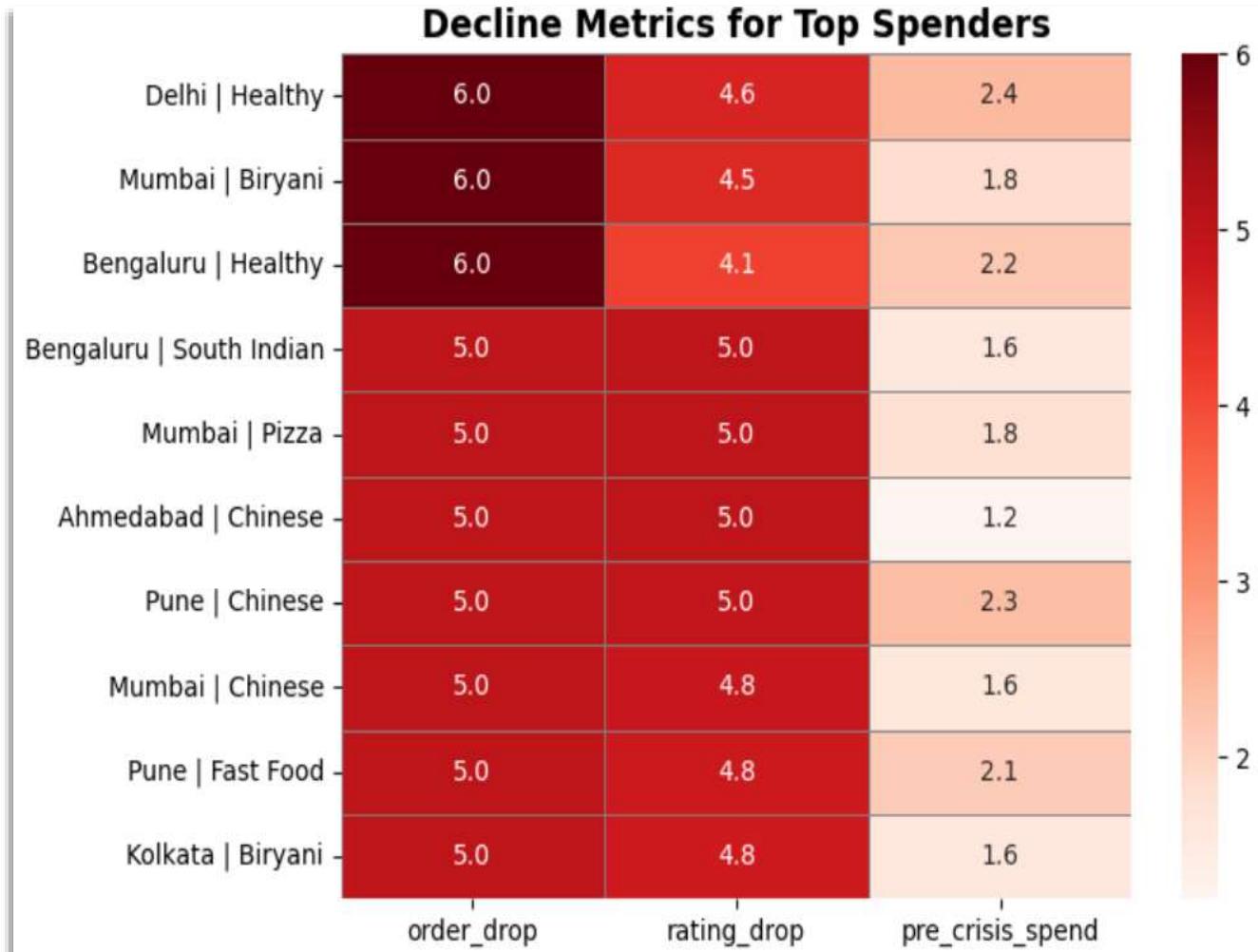
Delivery delays, hygiene concerns, and inconsistent health-focused options are major factors driving customer dissatisfaction.

□ Cuisine Vulnerabilities:

Healthy, Biryani, and Chinese cuisines have seen the highest loyalty drops, highlighting cuisine-specific problems.

□ Mumbai's Operational Challenges:

Mumbai's widespread but moderate loyalty drop hints at systemic operational issues rather than customer sentiment shifts.



Top Lapsed Customer Return Probability

High Spender Reactivation

Customers with high spending and stable ratings can be effectively reactivated through personalized outreach and exclusive offers.

Cashback for Discount Seekers

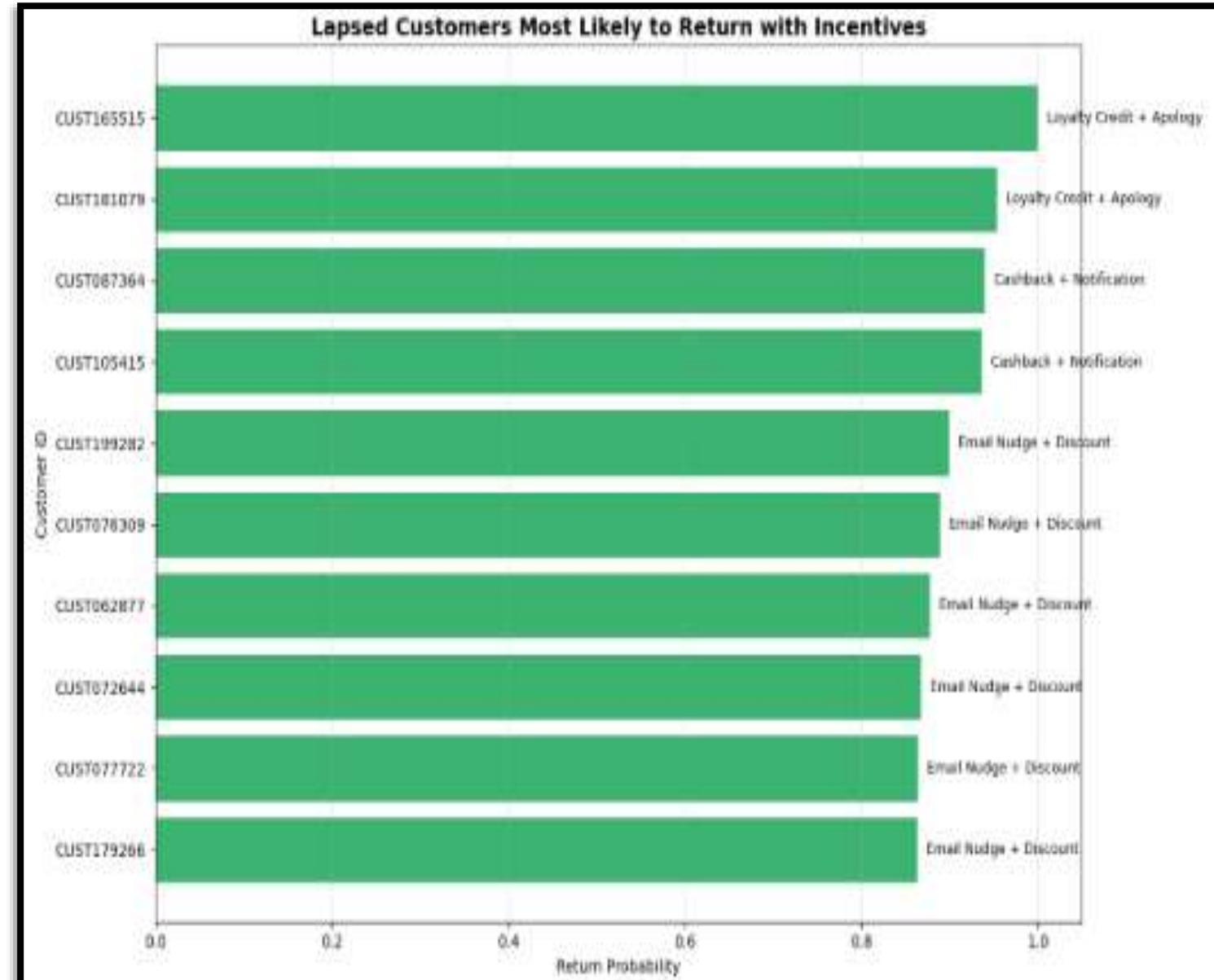
Discount-heavy users are motivated by cashback incentives and special rewards tailored to their purchasing behavior.

Apologies With Offers for Low Sentiment

Customers expressing low sentiment respond to sincere apologies paired with attractive promotional offers for re-engagement.

Waived Fees for Long-Distance Customers

Long-distance customers benefit from waived shipping fees or expedited delivery options, increasing their likelihood of returning.



CAC Surge: QuickBite vs Rivals



Rising Acquisition Costs

QuickBite's customer acquisition cost surged due to ad price inflation and market saturation, showing aggressive but inefficient marketing strategies.



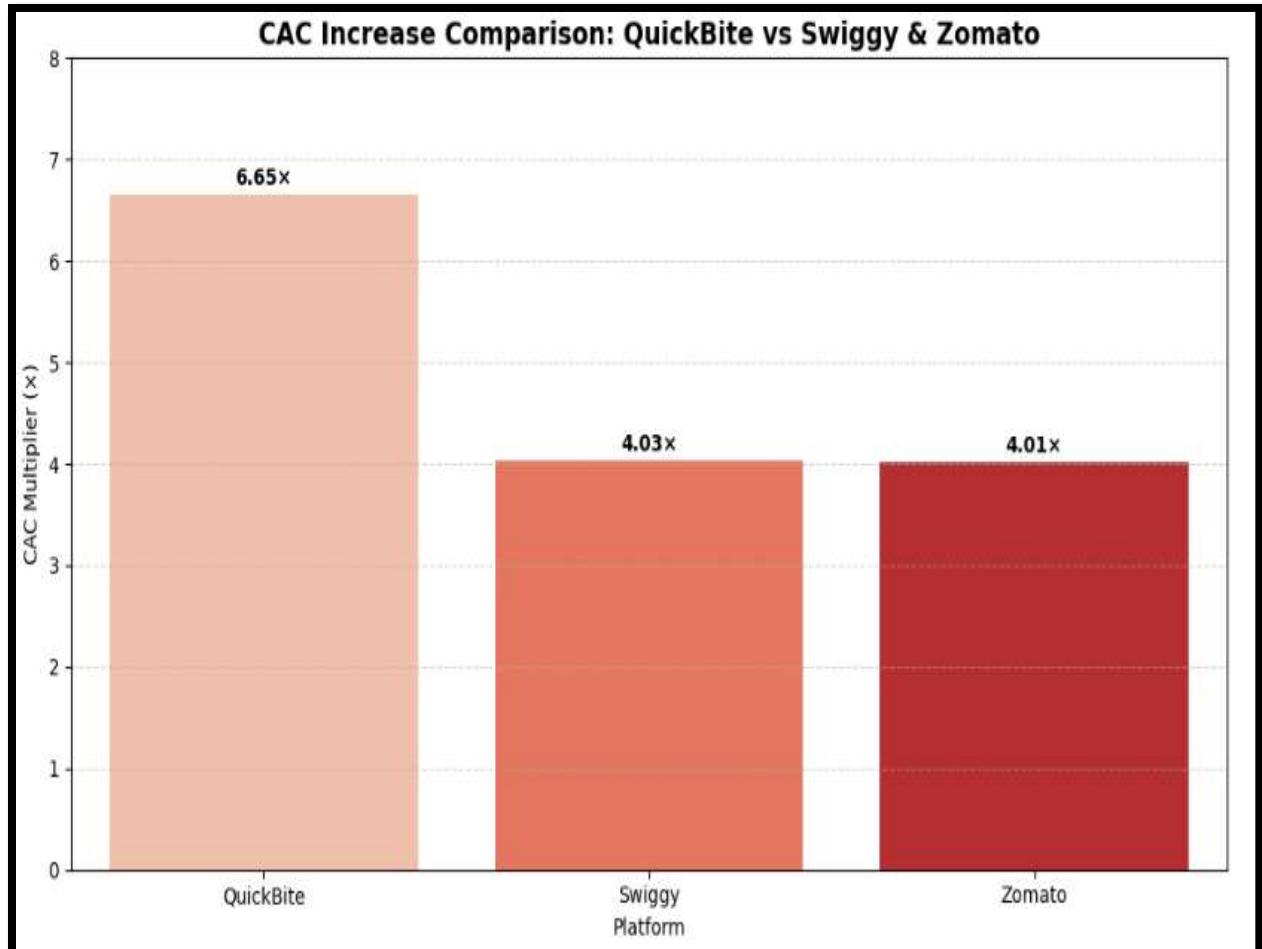
Competitor Stability

Swiggy and Zomato maintained steadier CACs by using precise targeting and benefiting from stronger customer loyalty.

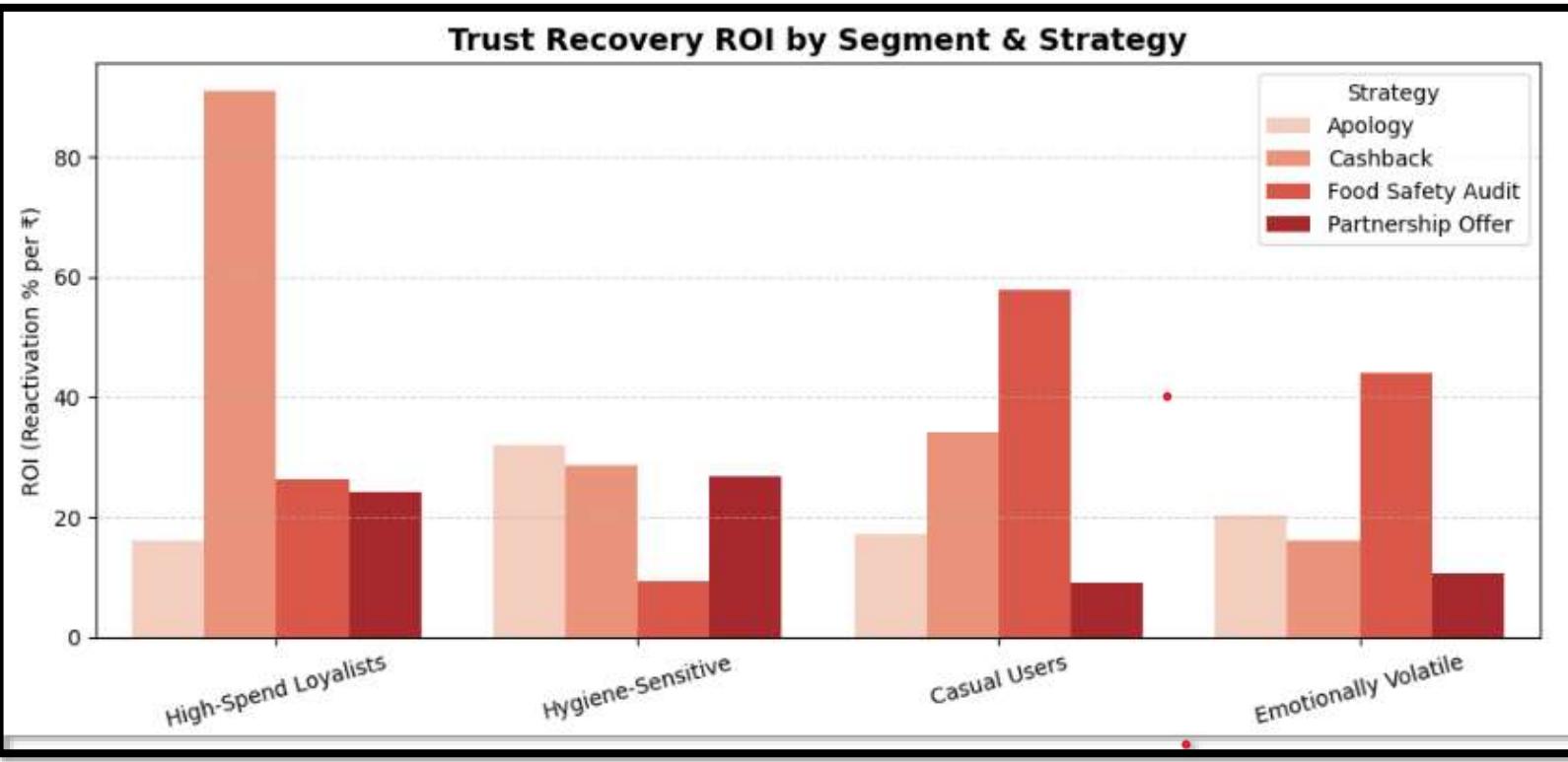


Improvement Opportunities

QuickBite must audit advertising, optimize campaign timing, and invest in organic growth to reduce sensitivity to seasonal demand.



Trust Recovery ROI Insights



- **Apology Strategy for Volatile Users**
Simple apologies generate high ROI for emotionally volatile customers because they are low-cost and highly effective at restoring trust.
- **Cashback for Casual Customers**
Cashback offers, especially when paired with push notifications, yield strong ROI with casual or occasional users.
- **Food Safety for Sensitive Segments**
Hygiene-sensitive customers respond best to visible food safety audits, making this approach a high-ROI trust recovery solution.
- **Partnership Offers for Loyalists**
Exclusive partnership offers re-engage high-spend loyal customers, providing a strong return on investment in trust restoration.

Key Strategic Recommendations

Personalized User Incentives

Offer tailored rewards to loyal users based on their preferences to boost engagement and reactivation.

Support High-Volume Restaurants

Conduct regular audits and provide targeted assistance to retain top-performing restaurant partners.

Upgrade Service Technology

Improve service levels through the implementation of advanced technology and digital solutions.

Market Recovery in Tier-2 Cities

Direct recovery initiatives toward Tier-2 cities to maximize growth and market potential.



Key Analysis Limitations

Limited Data Range

Analysis only covered data from January to September 2025, so post-recovery trends were not included.

Missing Sentiment Information

Some review data lacked sentiment details, which restricted the ability to draw deep emotional insights.

Estimated ROI Simulations

ROI results were based on estimated reactivation rates and incentive costs, so actual ROI may vary.

Aggregate SLA Review

SLA breaches were reviewed in aggregate, not separated by vendor, which may mask individual performance issues.



A photograph showing two men in professional attire. One man, wearing a dark suit and blue shirt, stands behind another man who is seated at a desk. The seated man, wearing a white shirt, is looking down at some papers he is holding. They appear to be in an office setting with a window and some foliage visible in the background.

Beyond Analytics: Project Impact

- **Diagnosing Business Challenges**

Developed the ability to identify and analyze complex business problems, integrating data analysis with practical solutions.

- **Balancing Data and Empathy**

Combined data-driven decision making with emotional intelligence, creating recovery strategies that foster trust and support.

- **Strategic Storytelling Skills**

Enhanced ability to communicate insights through compelling stories, making data accessible and actionable for all stakeholders.

- **Technical Rigor and Business Empathy**

Learned to blend technical expertise with understanding of business needs, promoting trust and enabling sustainable recovery.