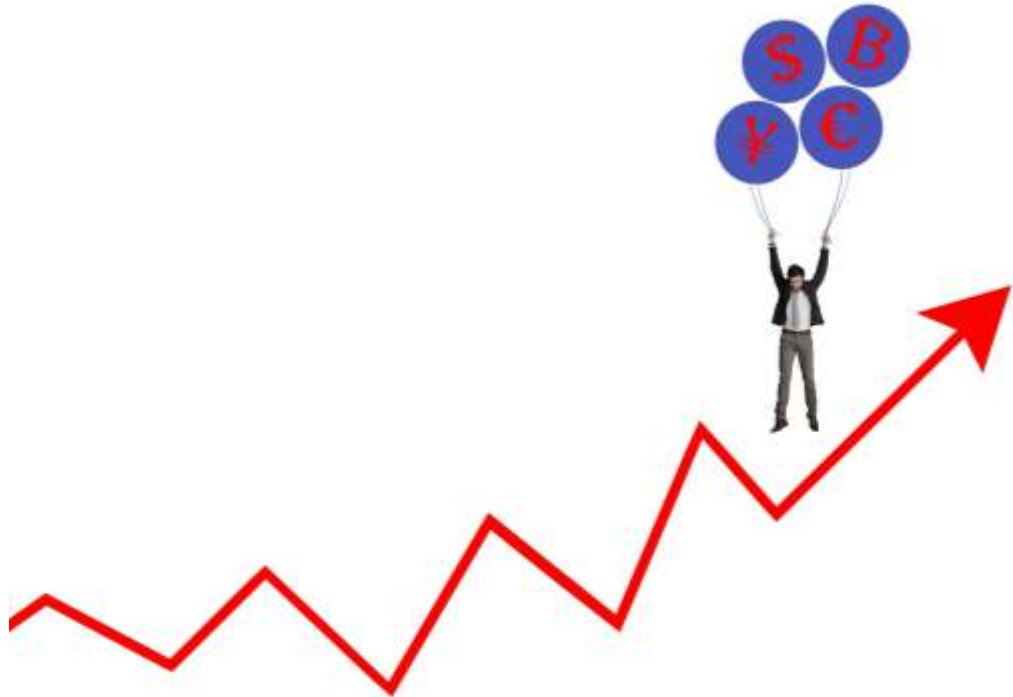




# **Crisis Recovery Strategy for QuickBite Express**

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.

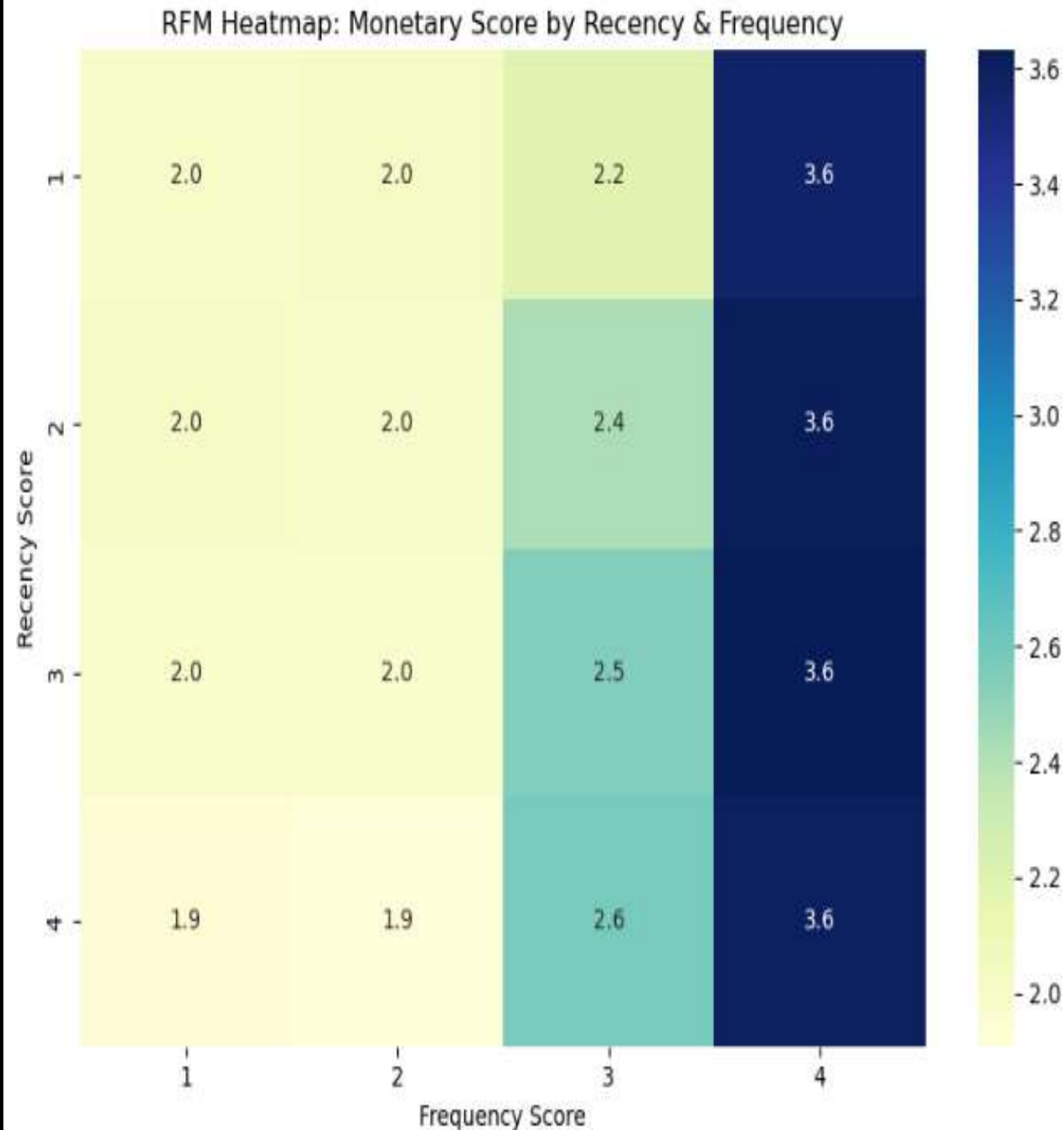
# Executive Summary Overview

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.

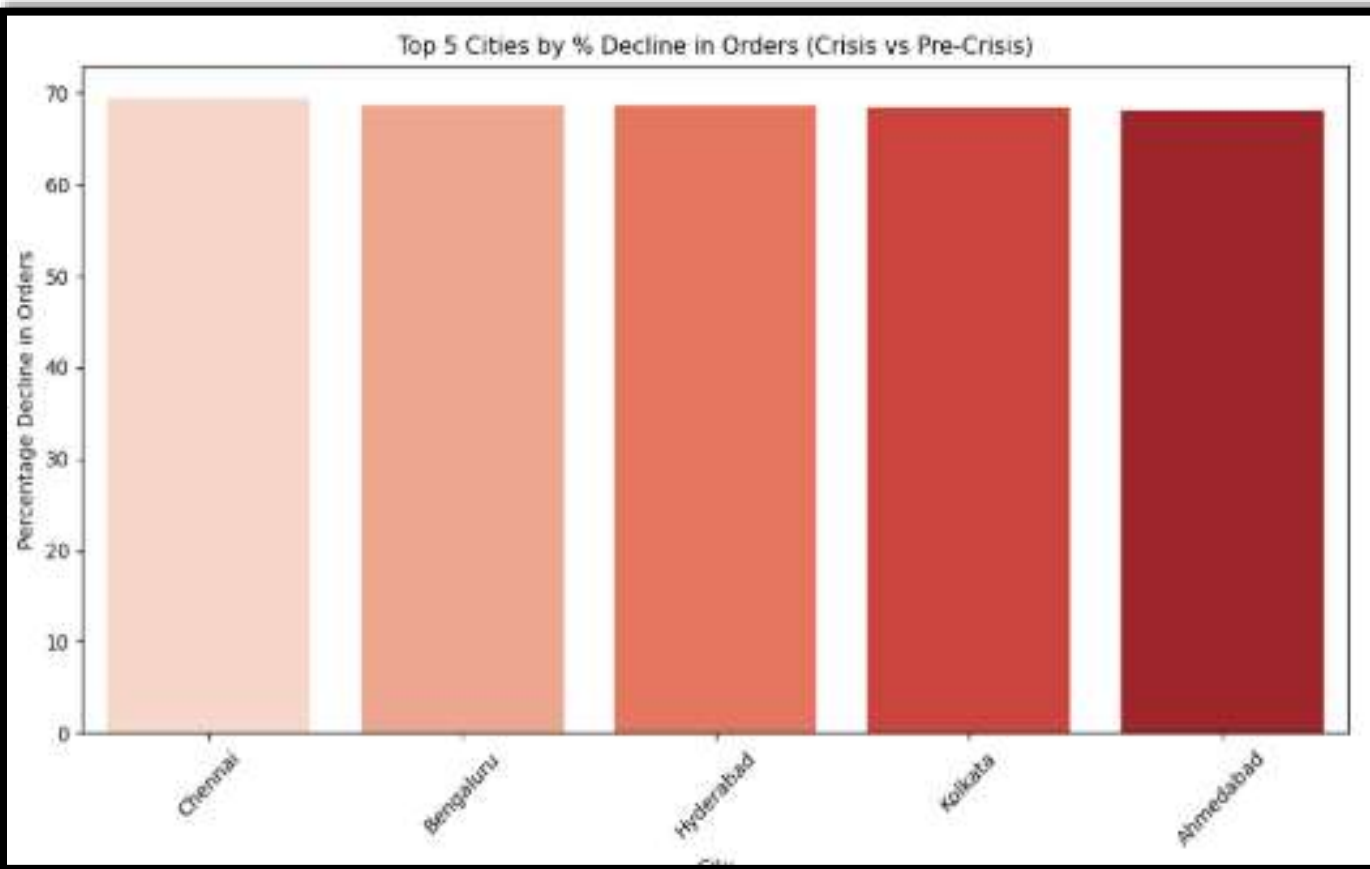


# Key Insights from RFM Analysis

- ❑ **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

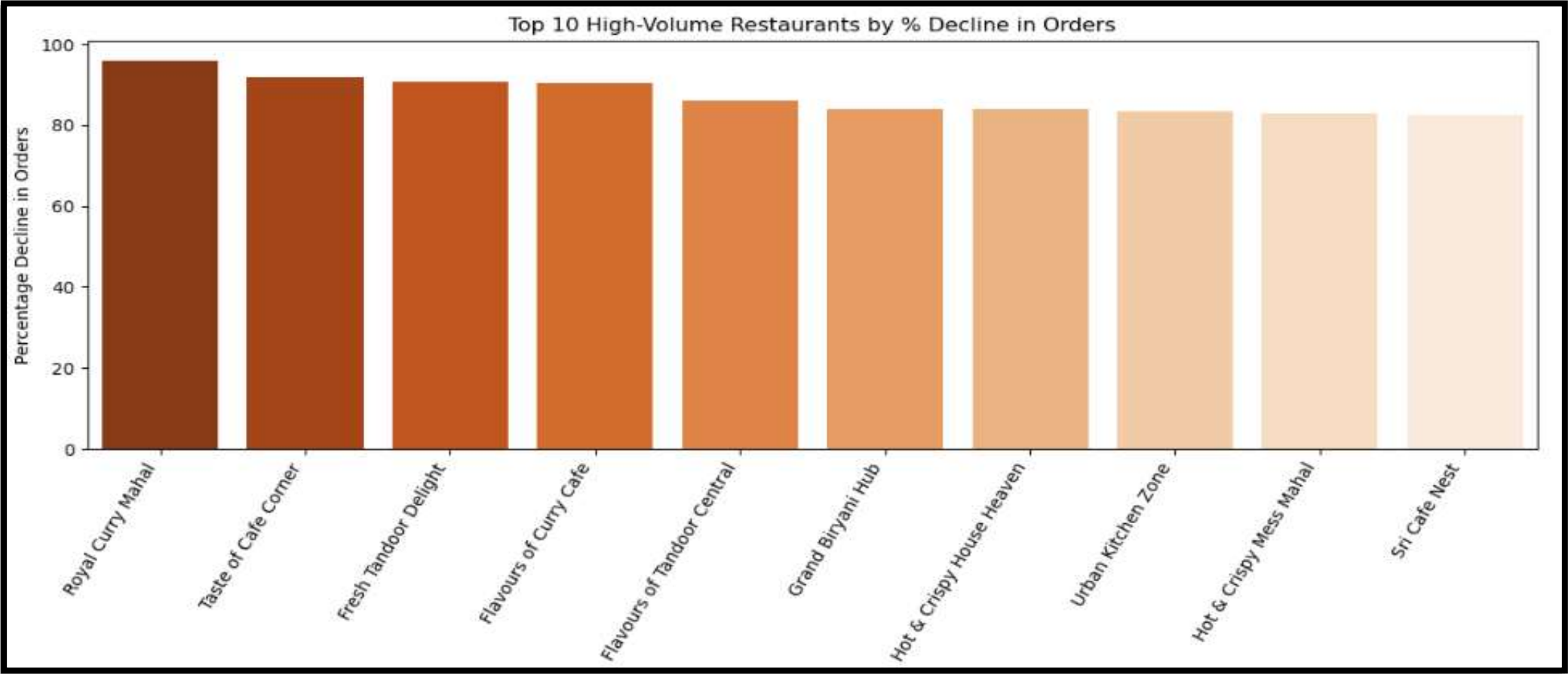
Top 10 restaurants with over 50 pre-crisis orders saw a dramatic reduction in order volume during the crisis.

## 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

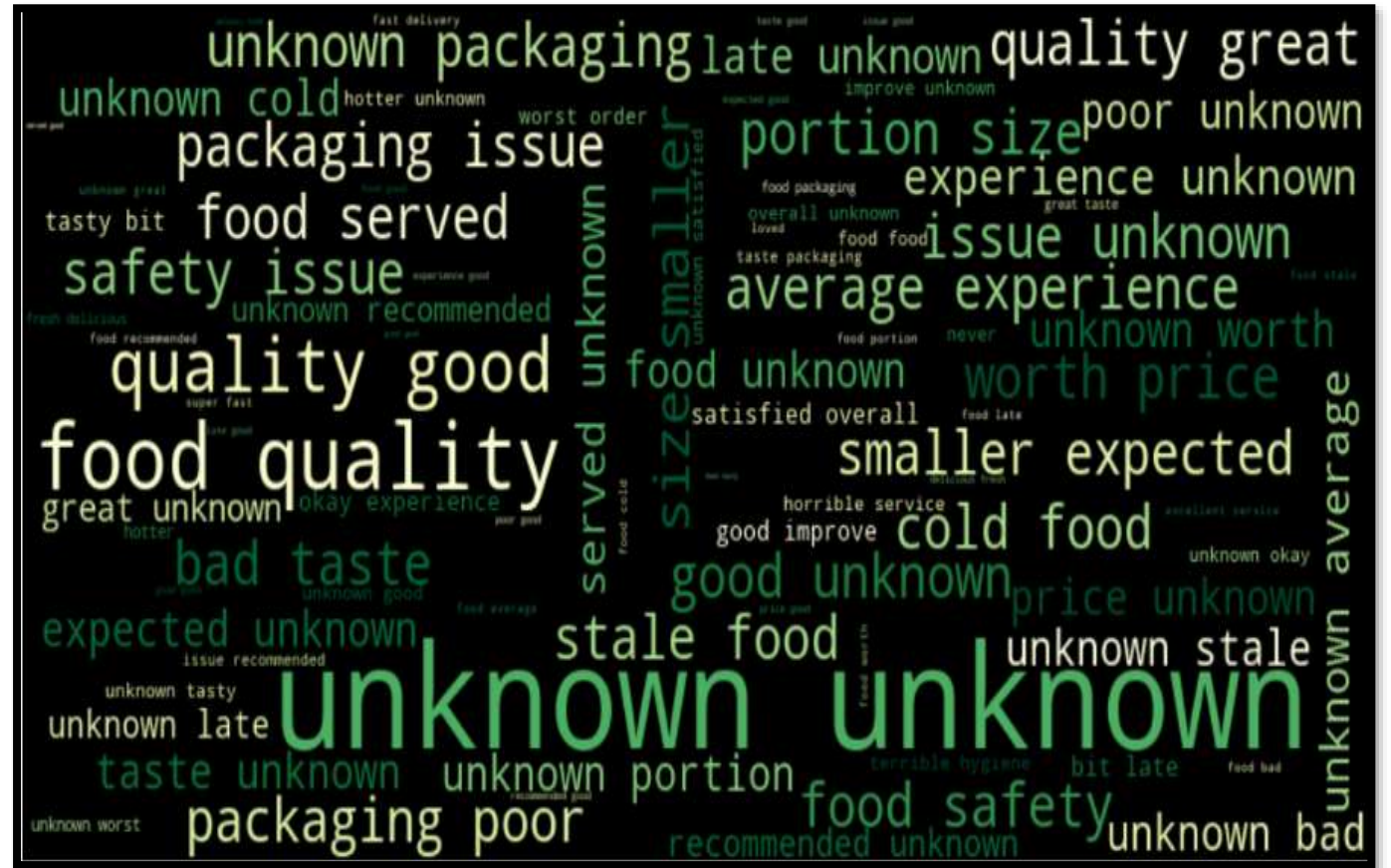
The most frequent negative keyword is 'unknown', indicating missing or vague reviews and system placeholders.

## ❑ 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.



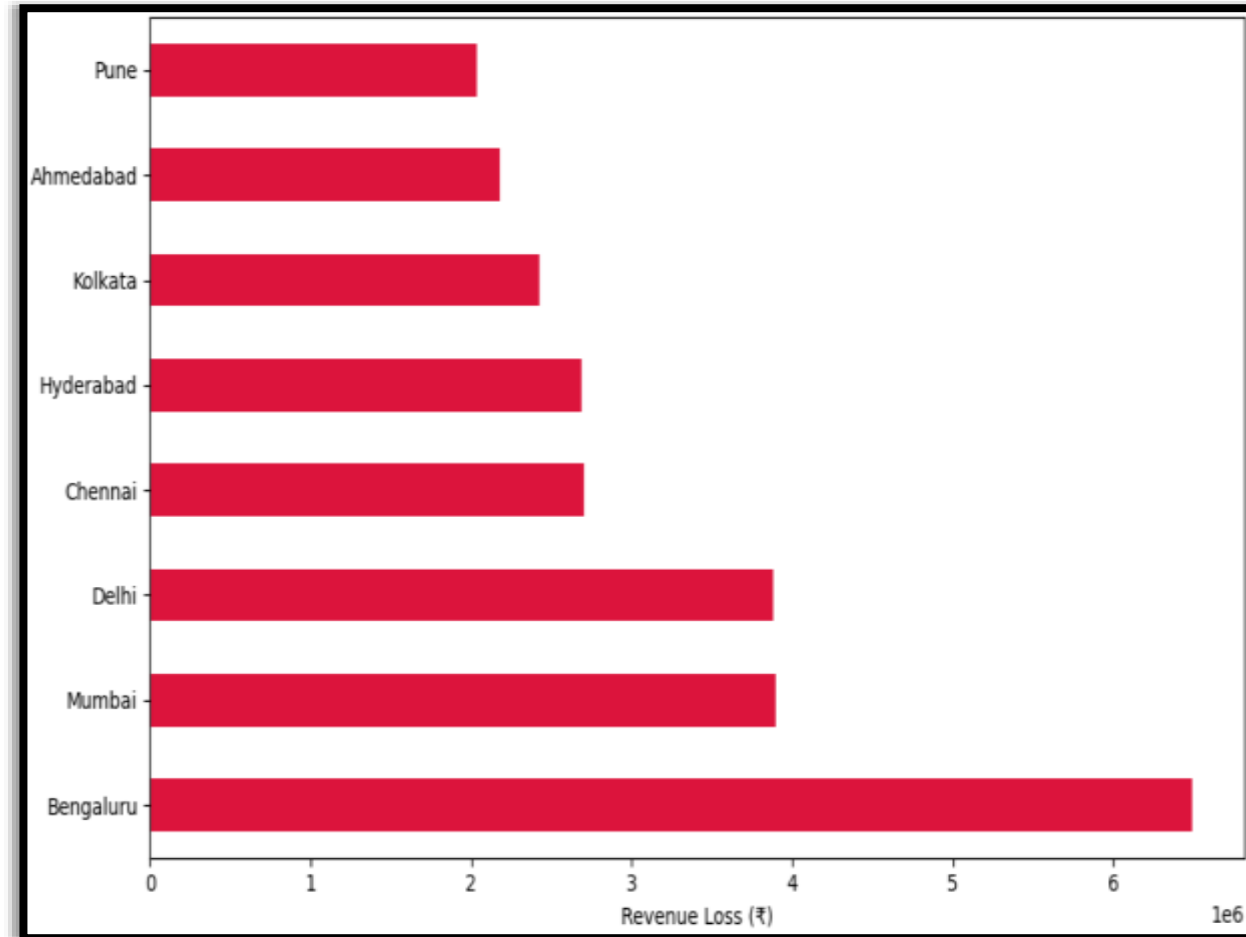
## Urban Hubs' Vulnerability

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



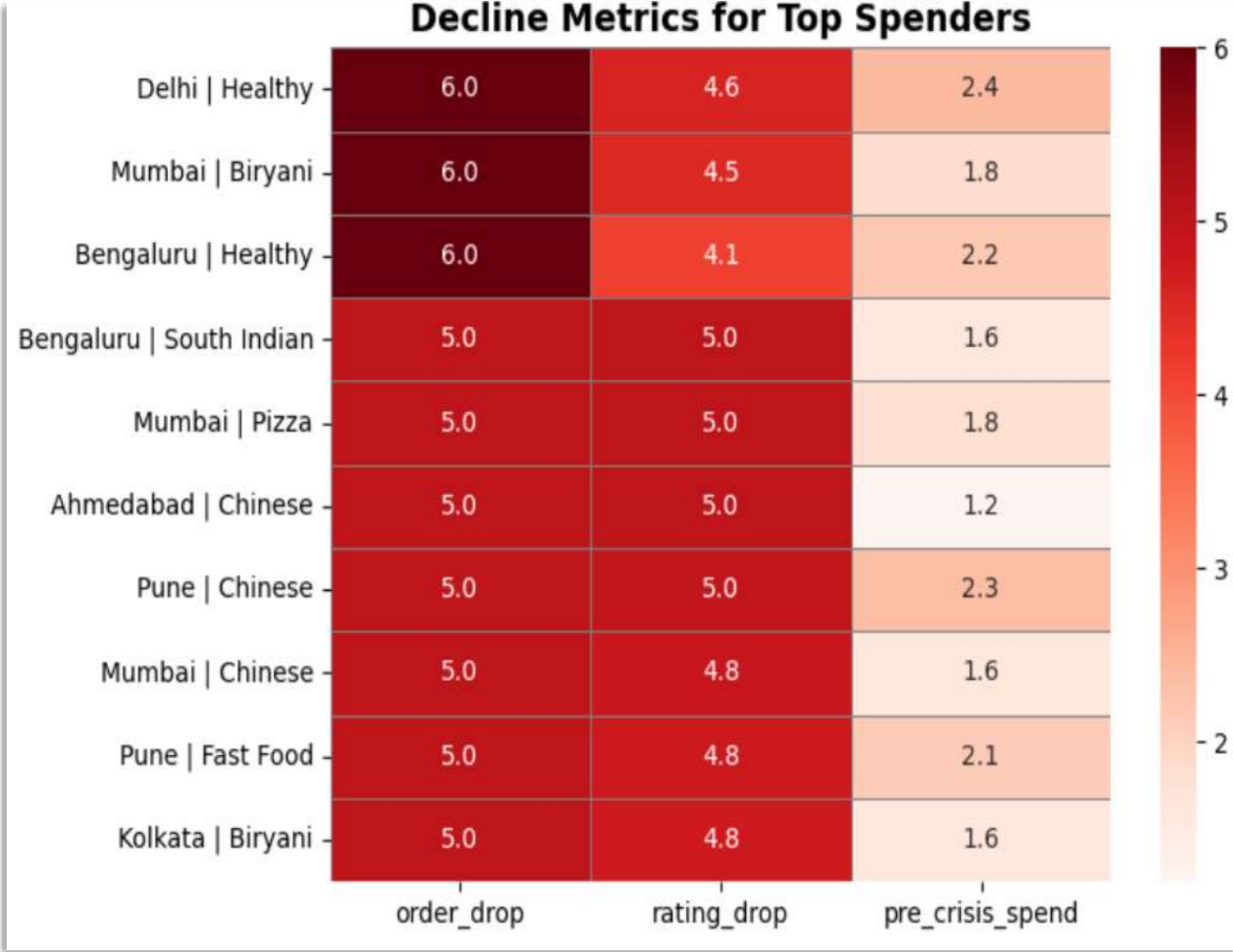
## Pune's Resilience

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

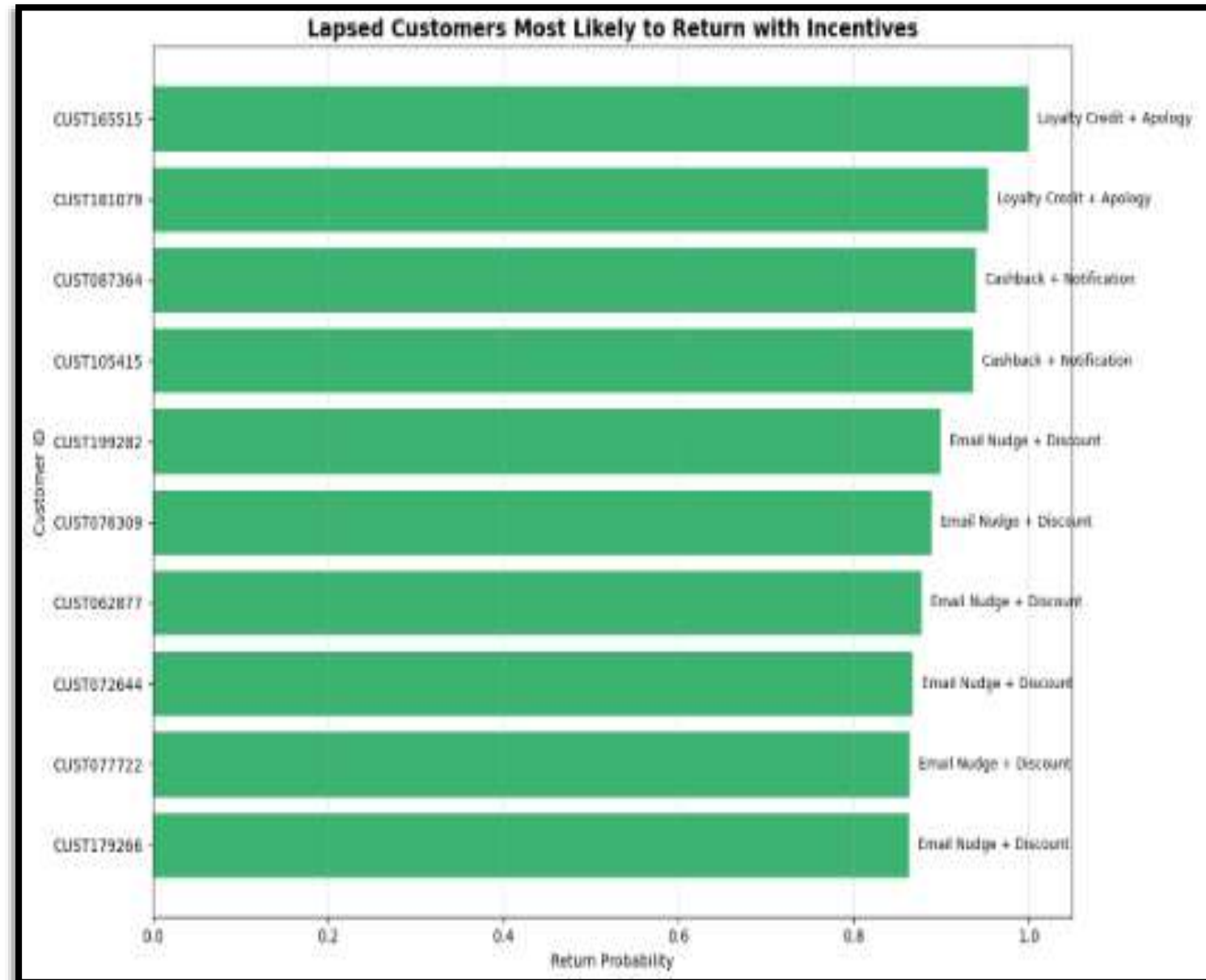
Discount-heavy users are motivated by cashback incentives and special rewards tailored to their purchasing behavior.

## ❑ 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.



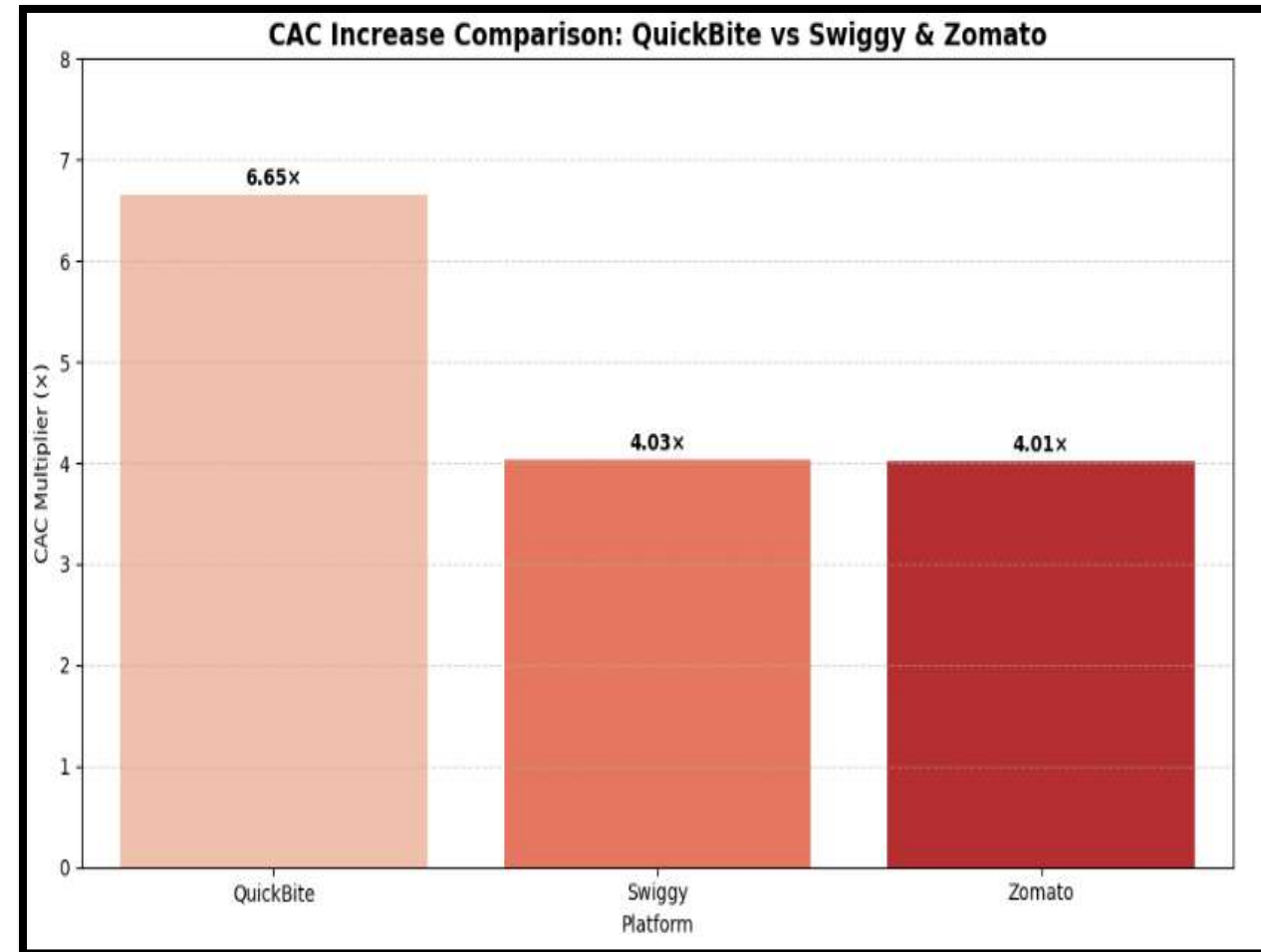
## Competitor Stability

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



## Improvement Opportunities

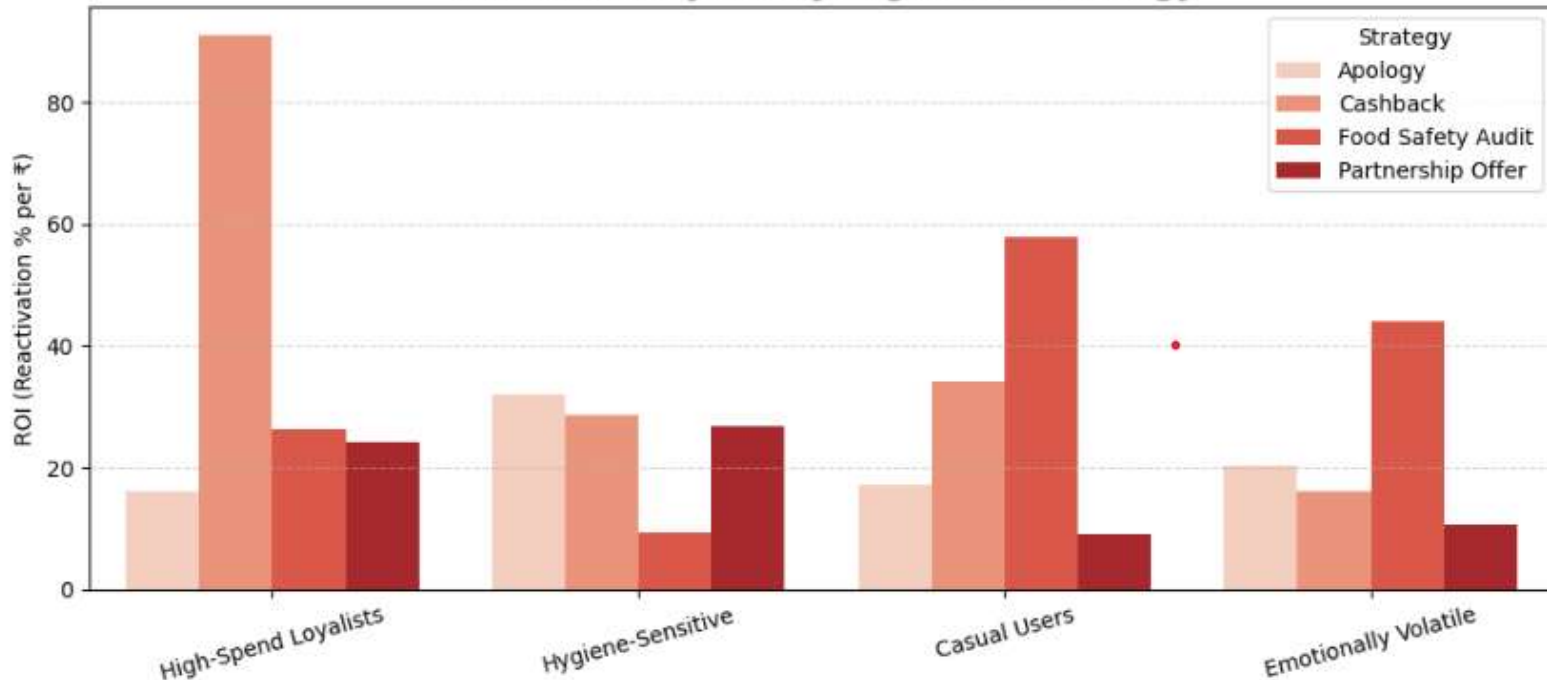
QuickBite must audit advertising, optimize campaign timing, and invest in organic growth to reduce sensitivity to seasonal demand.





# Trust Recovery ROI Insights

Trust Recovery ROI by Segment & Strategy



- ❑ **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.





# 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.