Primary_ Analysis

Primary Analysis (Based on Available data):

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

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

3. 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?

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

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

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

7. Sentiment Insights: During the crisis period, identify the most frequently occurring negative keywords in customer review texts. (Hint: Use a Word Cloud visual in Power BI to visualize the findings.)

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

9. 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, how many had an average rating above 4.5?