

MARKET RESEARCH

for a small robot-run cafe
opening in LA

MADE BY NOA LAPID
FOR YANDEX.PRACTICUM

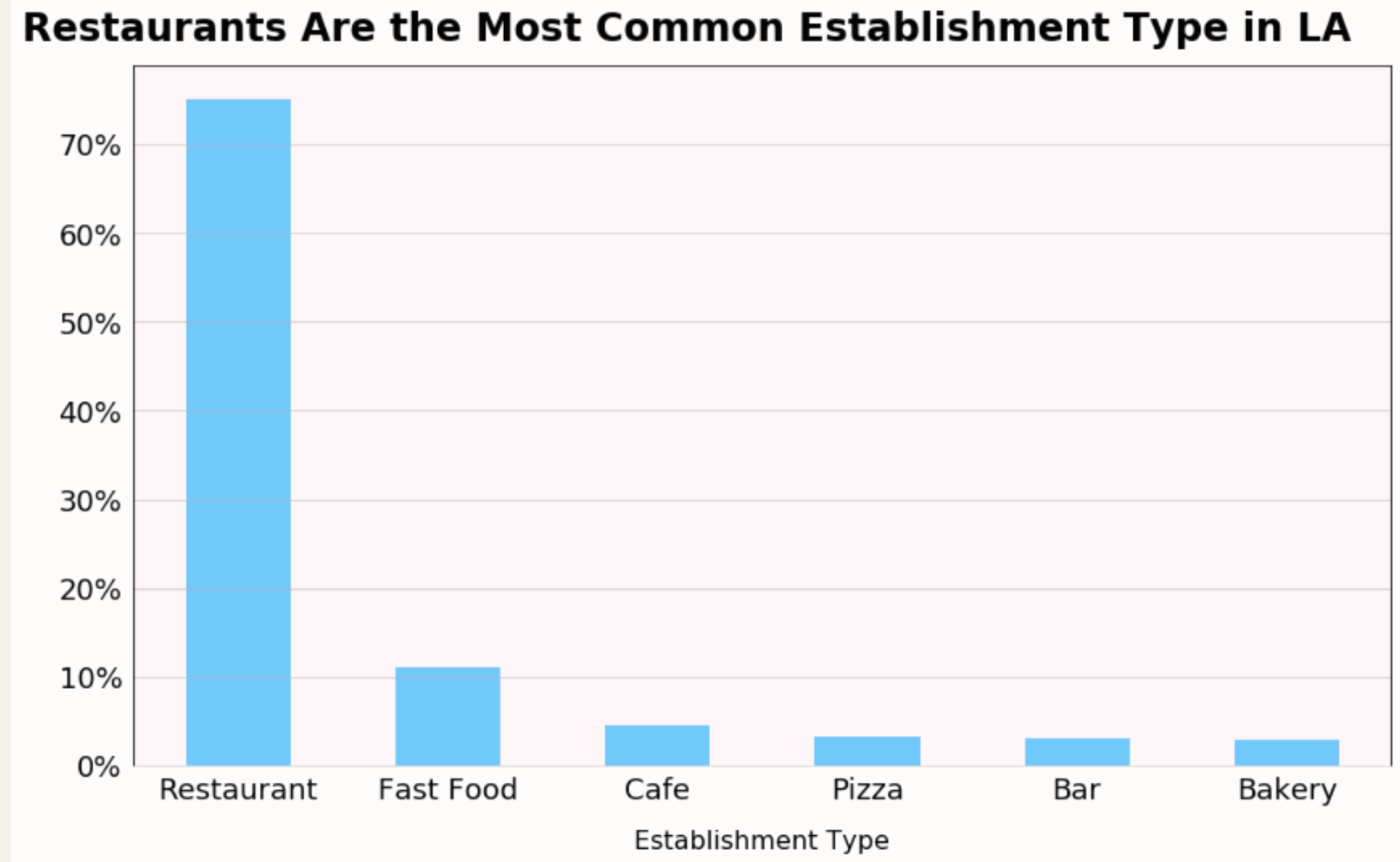


Data Analyst - Yandex100

REPORT OUTLINE

- Most common establishment types in LA
- Proportion of Chain and Nonchain Establishments
- Chain distribution
- Seats distribution
- Seats distribution in chains
- Average number of seats in chains
- Establishment allocation
- Seats distribution in most visited locations
- Seats correlation with chain and nonchain in most visited locations
- Recommendations

RESTAURANTS
are the most common
establishment type in LA



7523 Restaurants (75%)

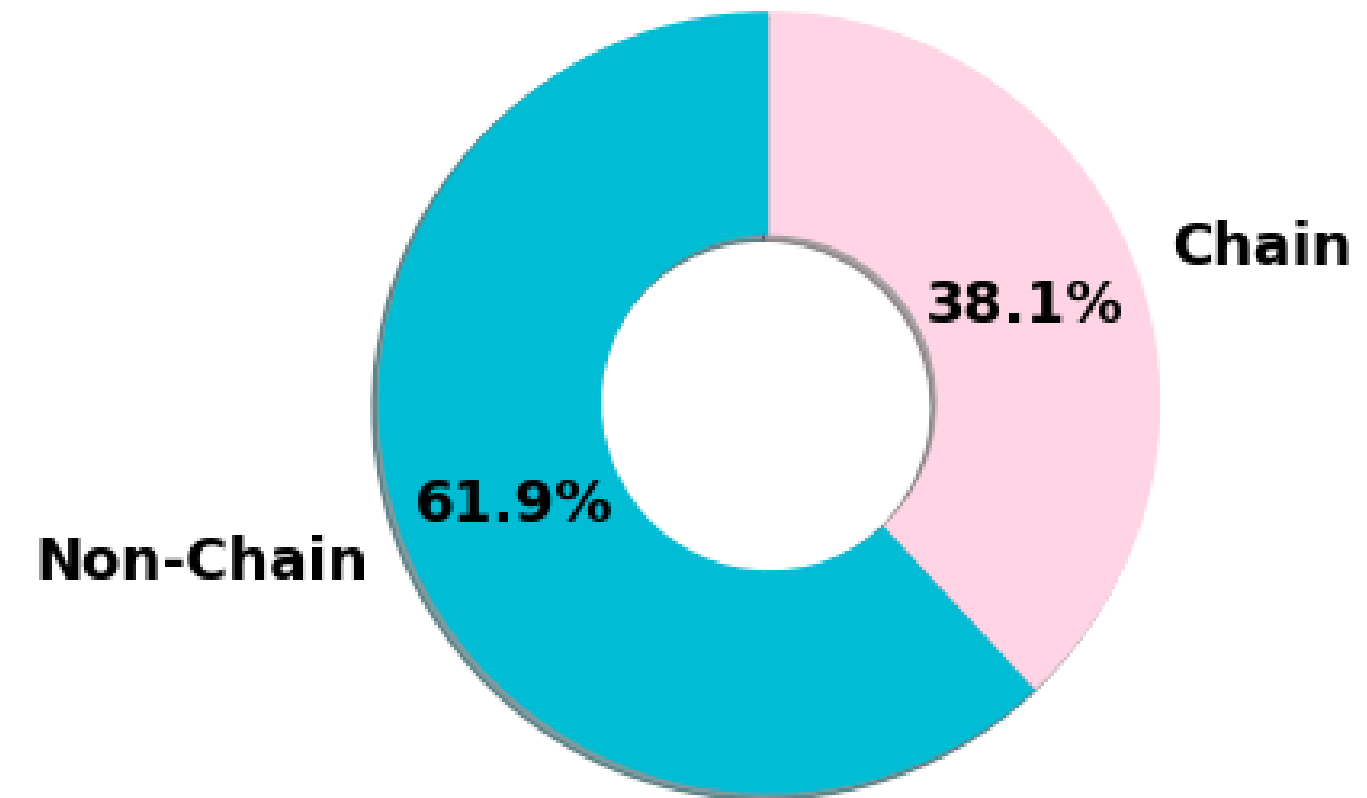
1066 Fast Food (10%)

435 Cafe (5%)

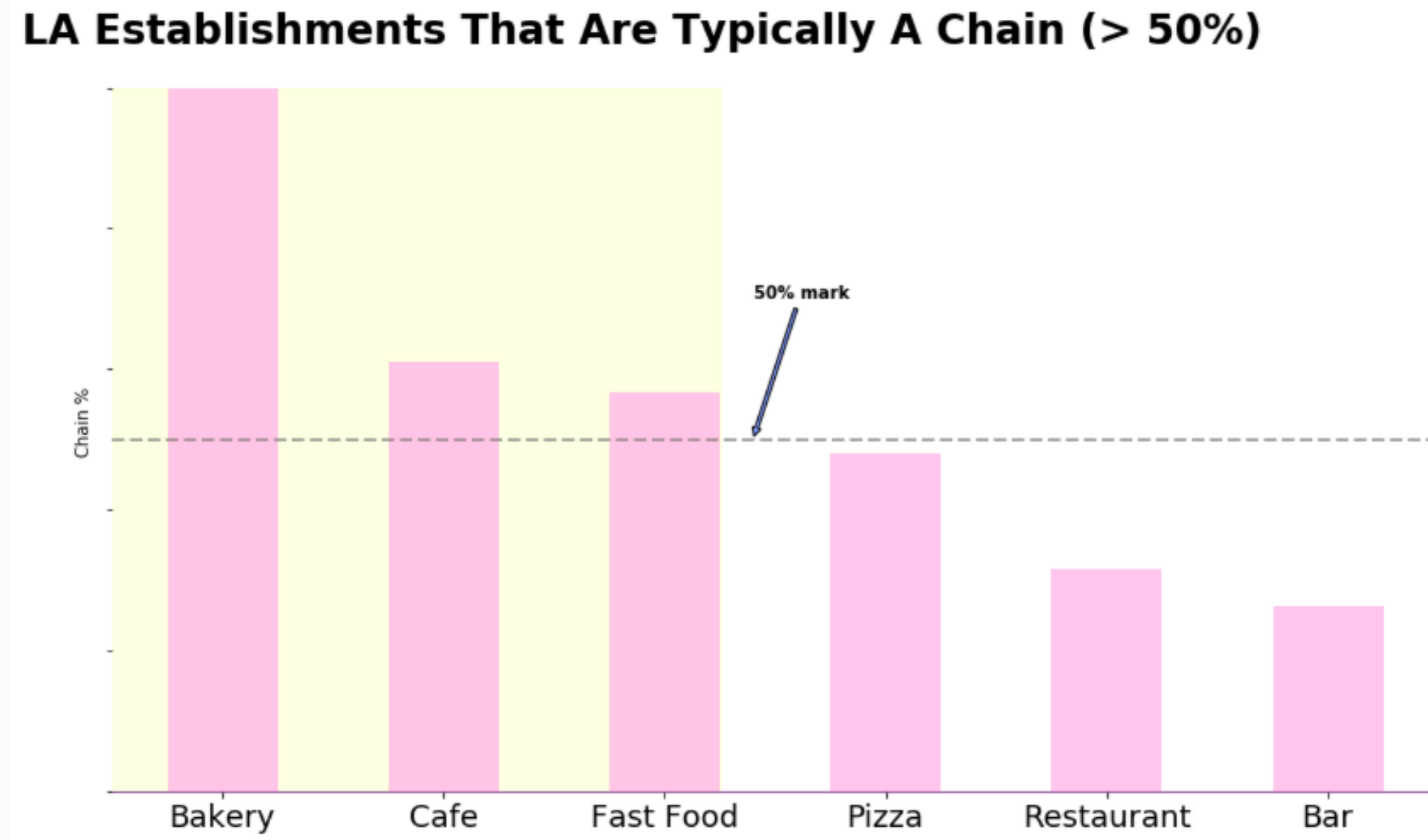
319 Pizza (3%)

PROPORTION OF CHAIN AND NONCHAIN ESTABLISHMENTS

Proportion of Chain and Nonchain Establishments



Among all the establishments in LA there are 38.1% chain establishments and 61.9% nonchain.

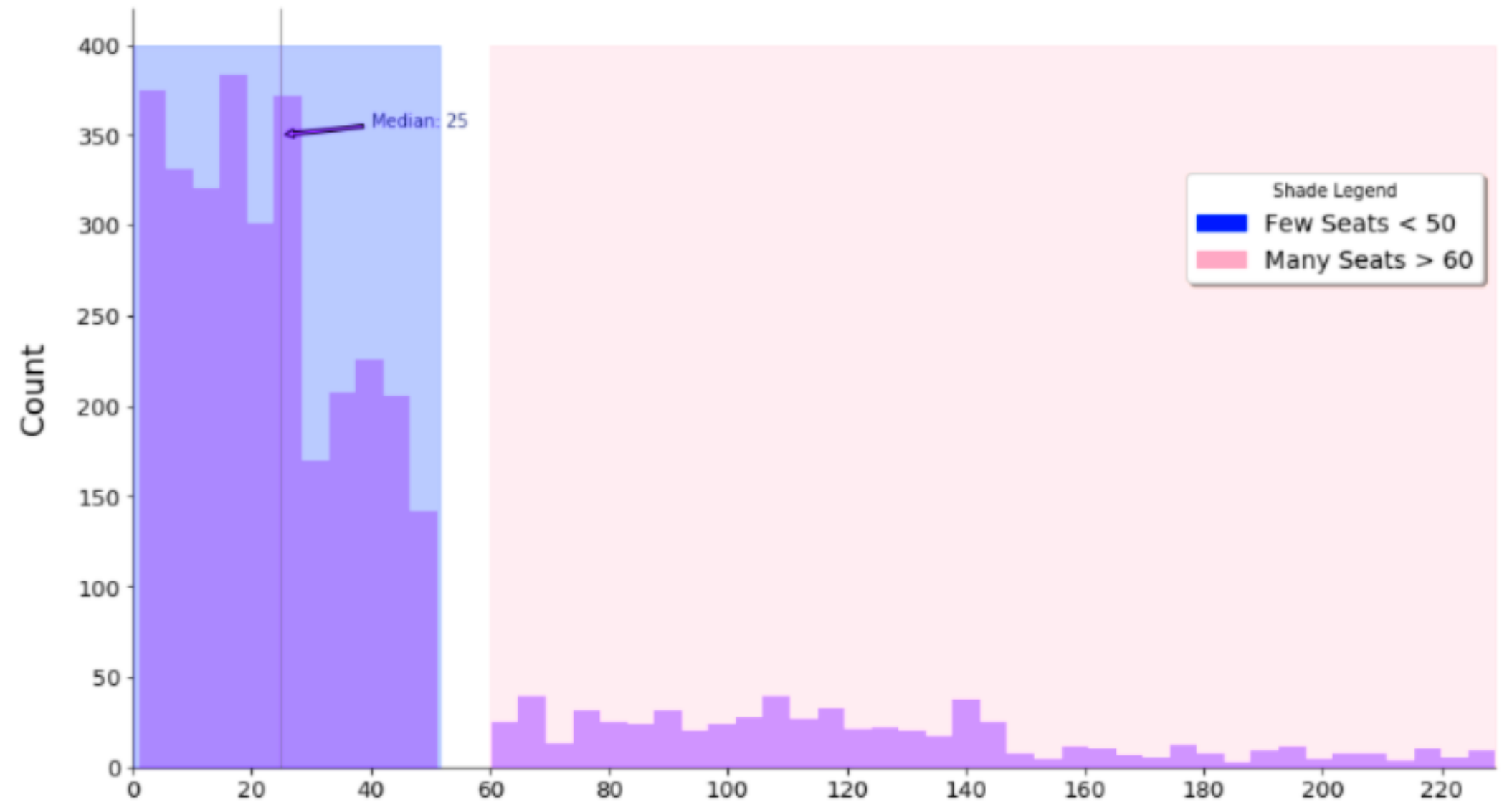


Among the establishments in LA Bars(26%) and Restaurants(31%) are typically nonchain.

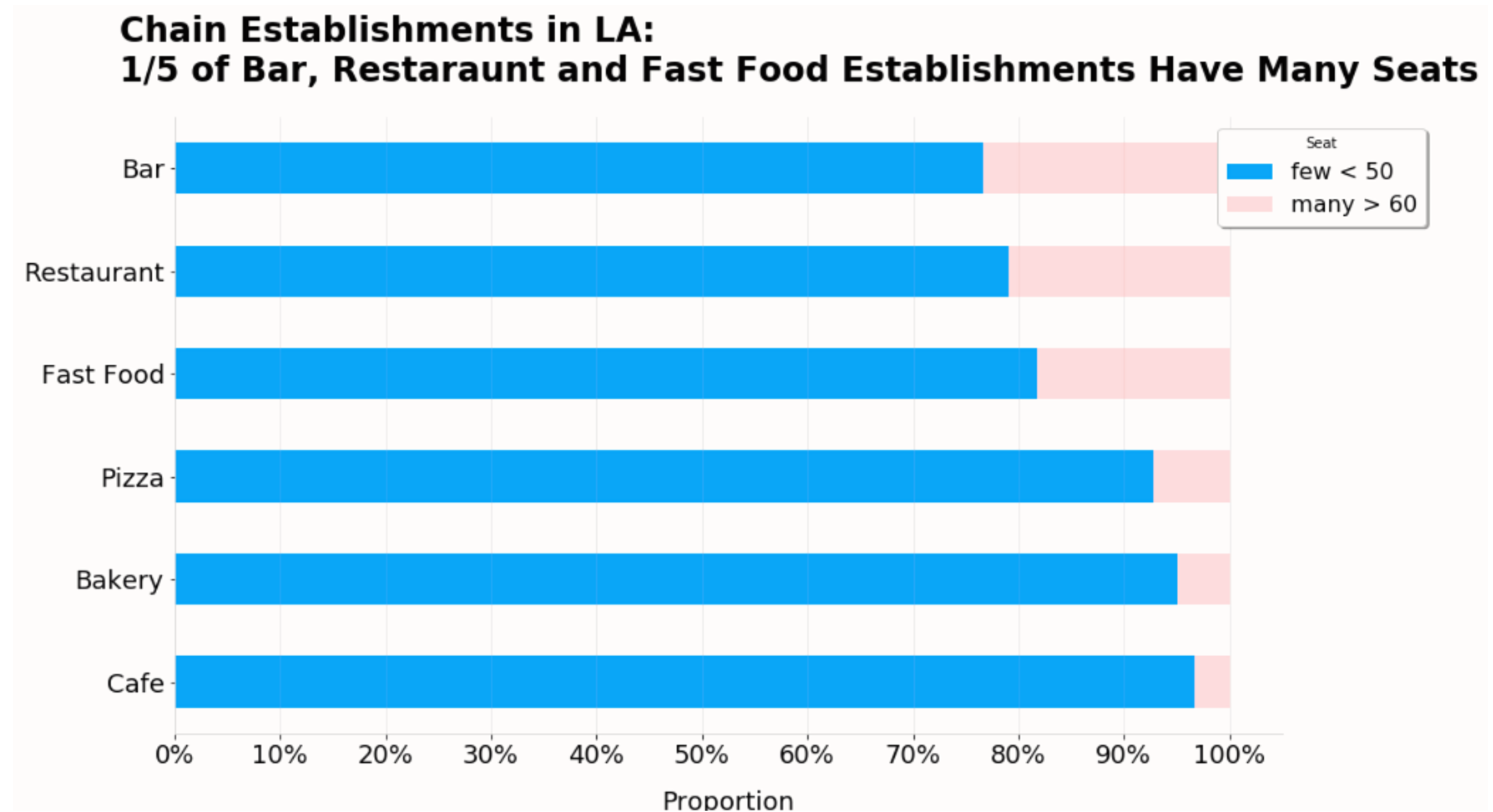
- ALL the bakeries belong to a chain
- around 60% of Cafe belong to a chain
- 56% of Fast Food belong to a chain
- 48% of Pizza belong to a chain

SEATS DISTRIBUTION

There are much more restaurants with low number of seats (1-50 seats) - around 82% of establishments, with median 25 seats.

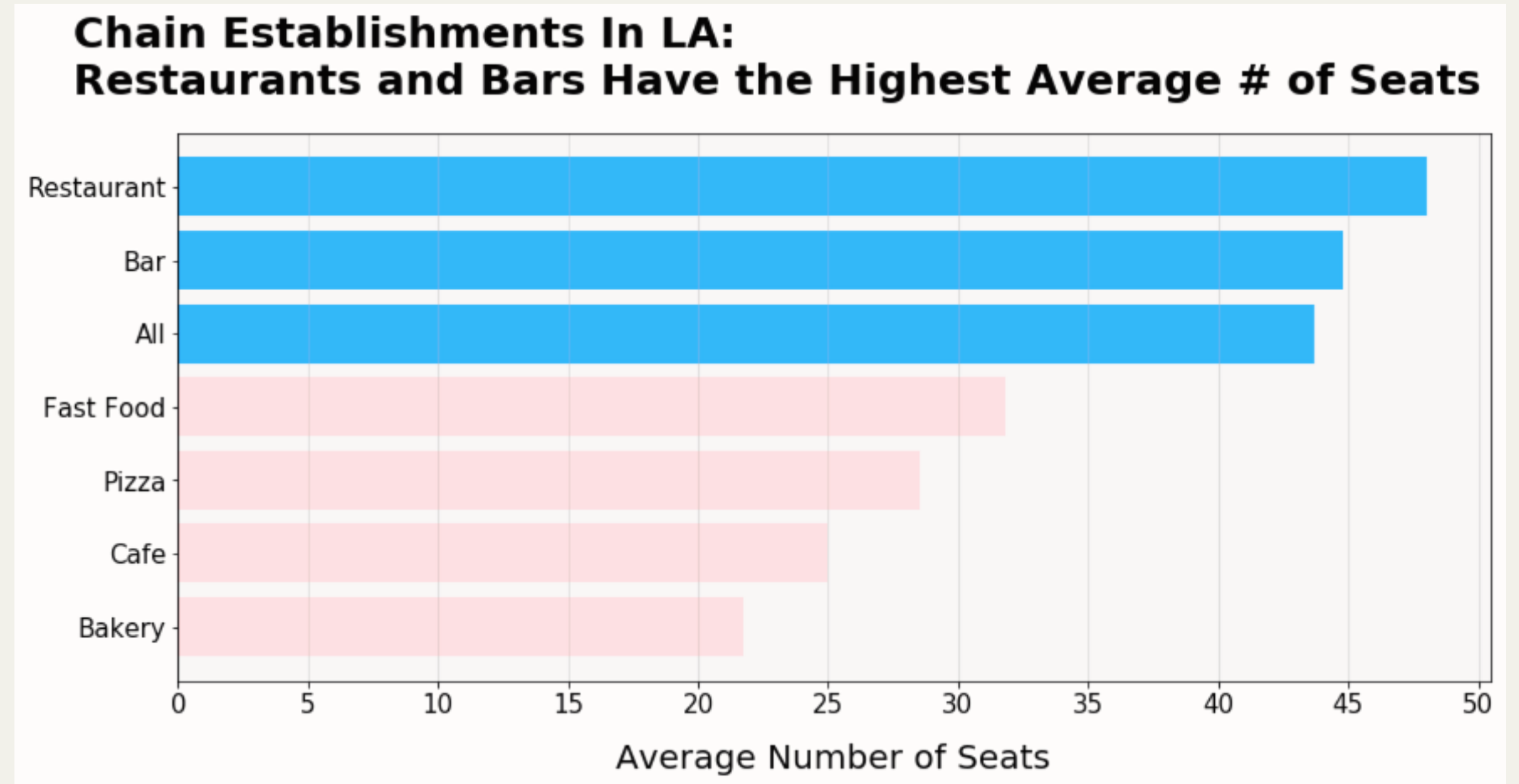


SEATS DISTRIBUTION IN CHAINS



Most of the chain establishments lean to have small amount of seats (less than 50). Around 20% percent of Bars and Restaurants have many seats, and Cafe chains are very small by number of seats (only 3% of them are big).

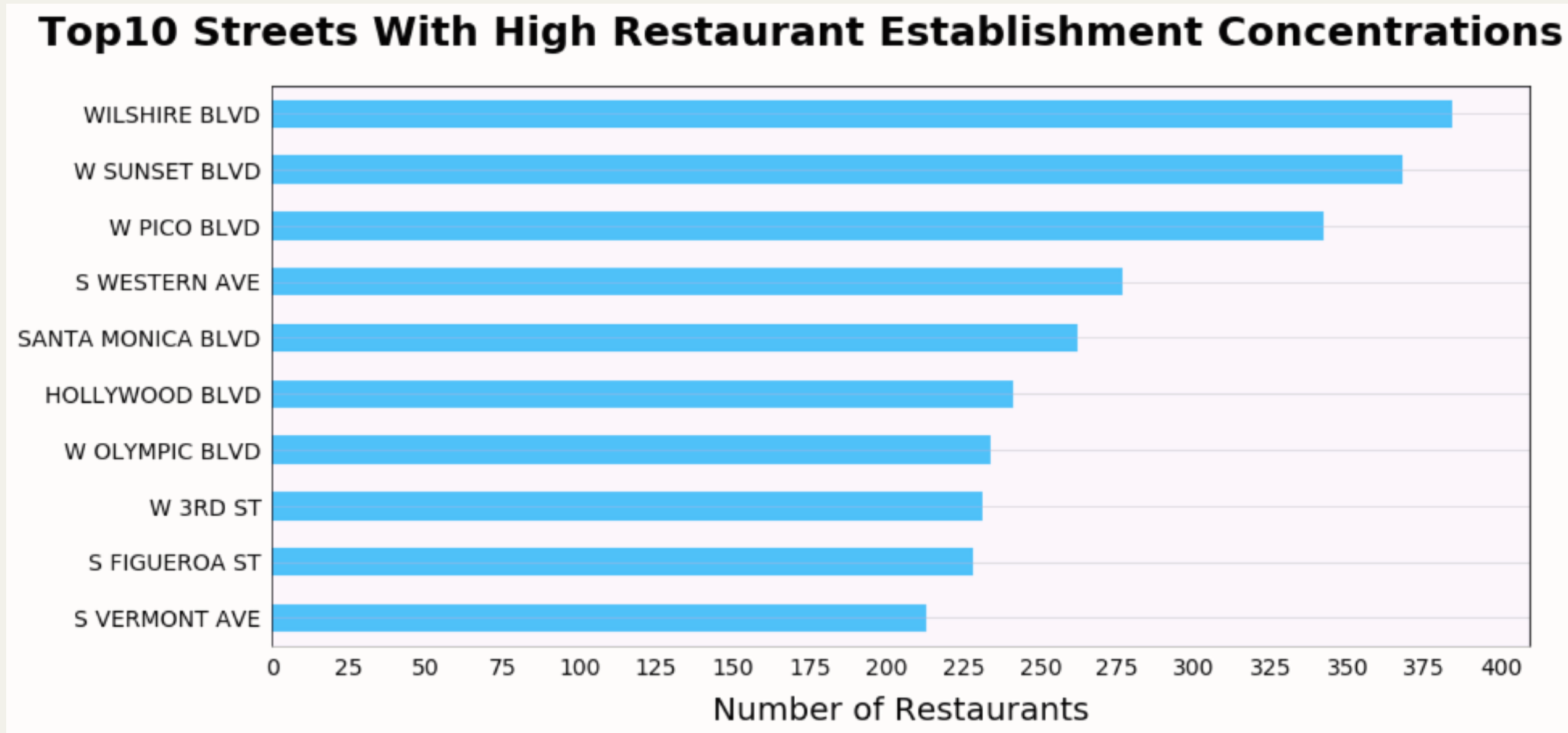
AVERAGE NUMBER
OF SEATS IN
CHAINS



07

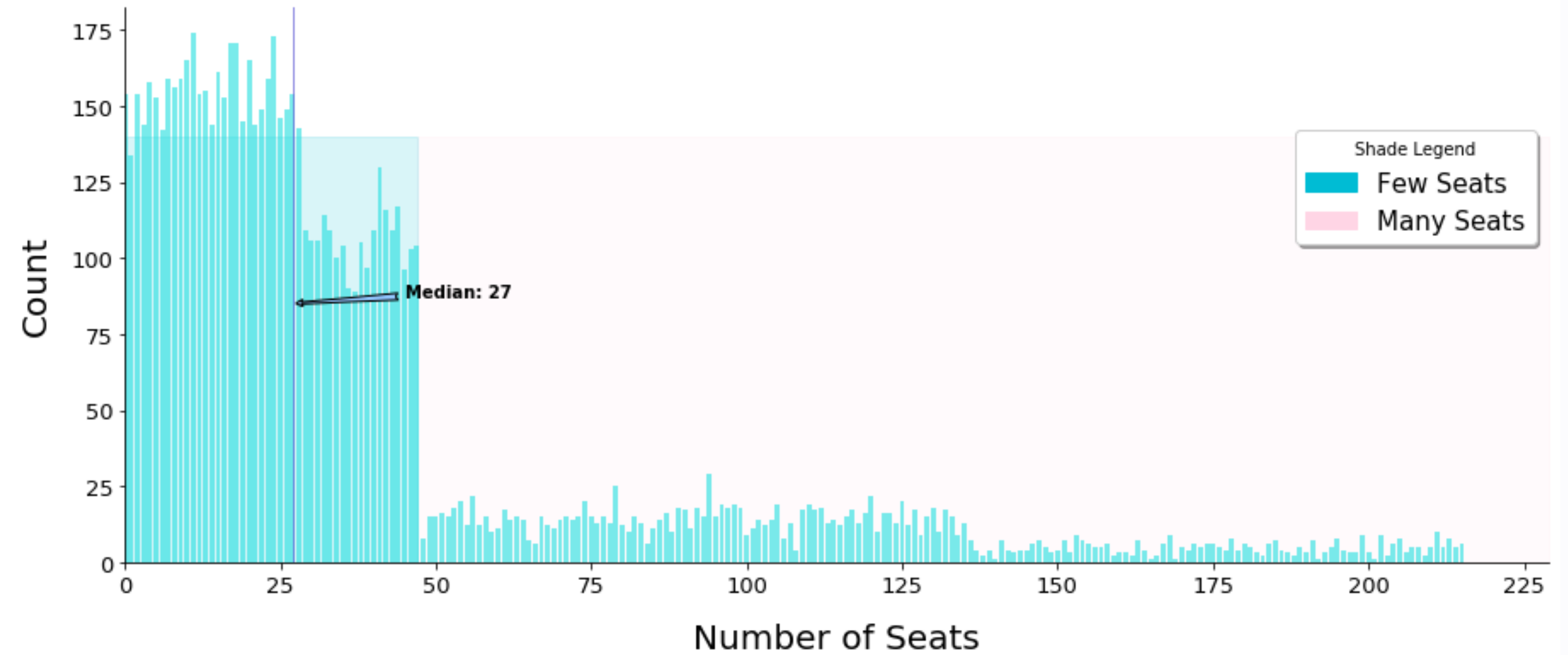
The majority (90%) of Fast Food, Pizza, Cafe and Bakeries have less than 50 seats, 9% of them have more than 50 seats. Most of (76%) Bars and Restaurants have few seats, 24% of them have more than 50 seats.

ESTABLISHMENT ALLOCATION IN LA



Top3 streets are Wilshire blvd (highly visited street next to Beverly Hills) , W Sunset blvd (famous street next to Hollywood) and W Pico blvd(highly visited streed crossing the Wilshire blvd), having 340+ establishments situated there. These Top10 streets are having between 200 and 380 establishments each.

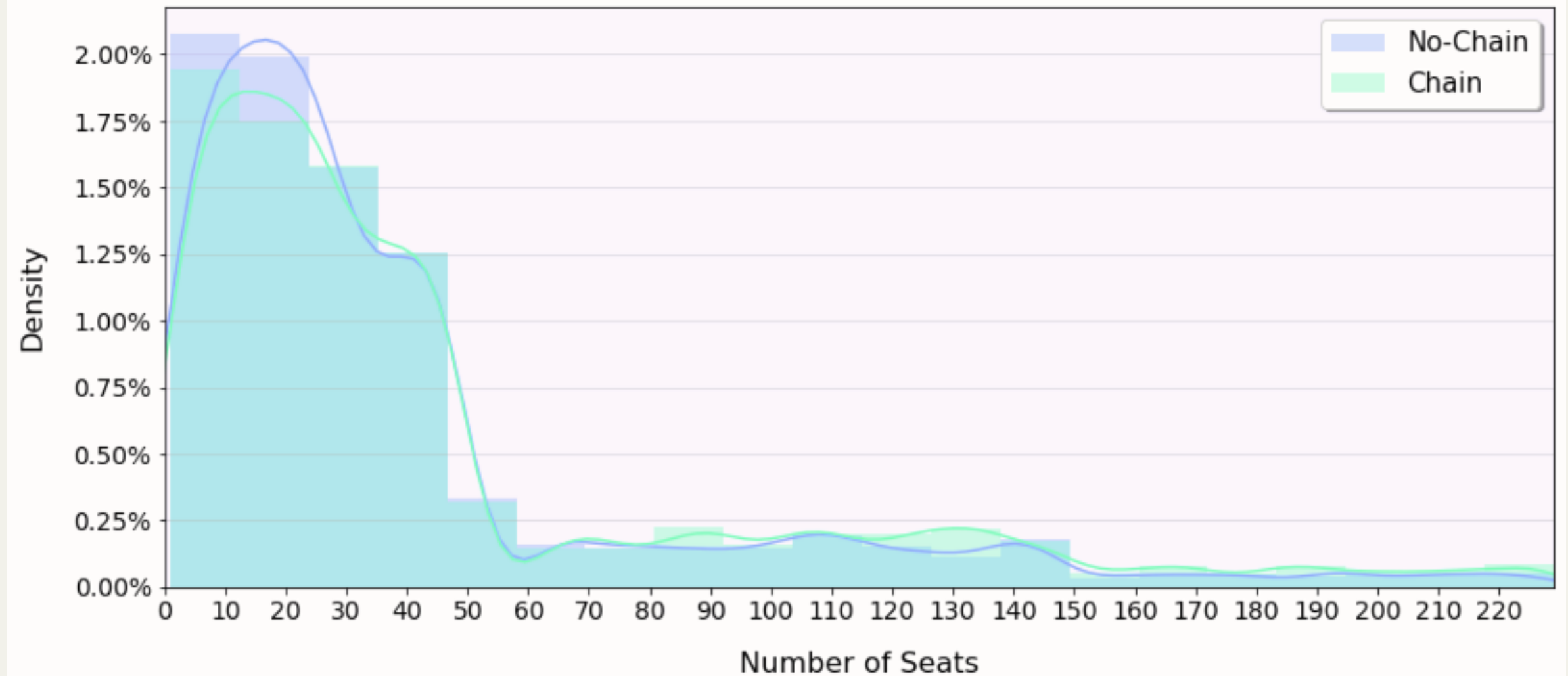
Streets With Many Restaurants (>10) Have A Median of 27 Seats



The pattern strongly correlates with the overall number of seats distribution graph made before (see slide 5).

SEATS CORELLATION WITH CHAIN AND NONCHAIN

**Streets in LA With More than 10 Restaurants:
Chain Affiliation Makes No Difference in Distribution of Seats**



From the graph we see that the type of establishment (chain or nonchain) doesn't affect the number of seats.

10

- **CAFE/PIZZA, 25-30 SEATS**

Consider opening a Cafe or Pizza place with 25-30 seats. They have a high potential to grow into a chain. Both of them have a small market share (5% and 3% respectively)

- **START IN TOP VISITED AREA**

Start as a non-chain Cafe or Pizza in the street from Top10 list with many restaurants. The concept of our cafe is fresh and outstanding (robot-waiters) it should be able to compete with the others. It will be easier to grow as a chain if the place is well-known

- **EXPAND**

When growing into a chain focus on the streets having less than 10 restaurants

- **PROMOTION**

Put an accent on what makes the restaurant stand out