How to be more successful in the brick-and-mortar retailing industry, especially in operating a network of restaurants with many branches located at different places across the country is a great challenge facing the management teams, requiring their adjustments and updates in their policies whenever necessary. In this paper, I am making a statistical analysis based on the data collected on a number of factors considered important and influential in their food serving business operation leveraging the knowledge we have learnt in business statistics. The problem is that Pastas R Us, Inc. prioritizes the expansion criteria of their chain aiming to satisfy the demographic group of certain ages, income, and the percentage of educated people. Whether or not they are choosing the right factors to be the key metrics of a successful business with expected outcome or outstanding performance will be analyzed in this section and discussed more in the following parts.