Analysis of the performance of Subway franchise stores on selected neighbourhoods in LA based on Google Places Reviews.

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## I– A description of the problem and a discussion of the background.

1. Background

Subway is an American privately held restaurant franchise which mainly offers sandwiches and salads to its clients. It has more than 41,512 locations in more than 100 countries (October 2019). More than half its locations are in the United States.

2. Problem

The following analysis intends to explore the client perception of the performance of several Subway stores in LA based on the ratings informed by the Google Places API, taking into consideration the location of the store, the density of stores household income and the population based on the Zipcode.

In order to limit the region to explore, a central LA location was chosen by its GPS coordinates, Lat: 34.044102, Lng: –118.251317, please see below for reference on the location.
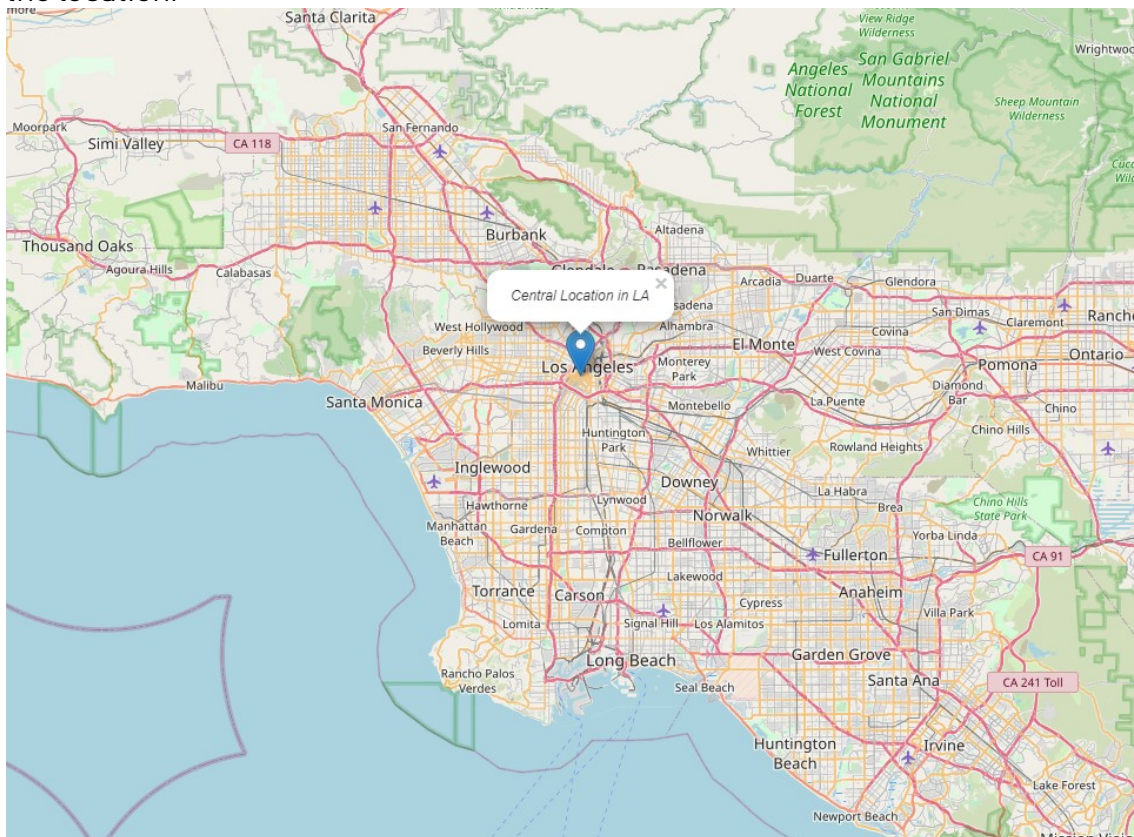
I have selected a variation of 0.25 on the latitude and 0.40 on the longitude to determine the area to explore, below a map with the four limit points.
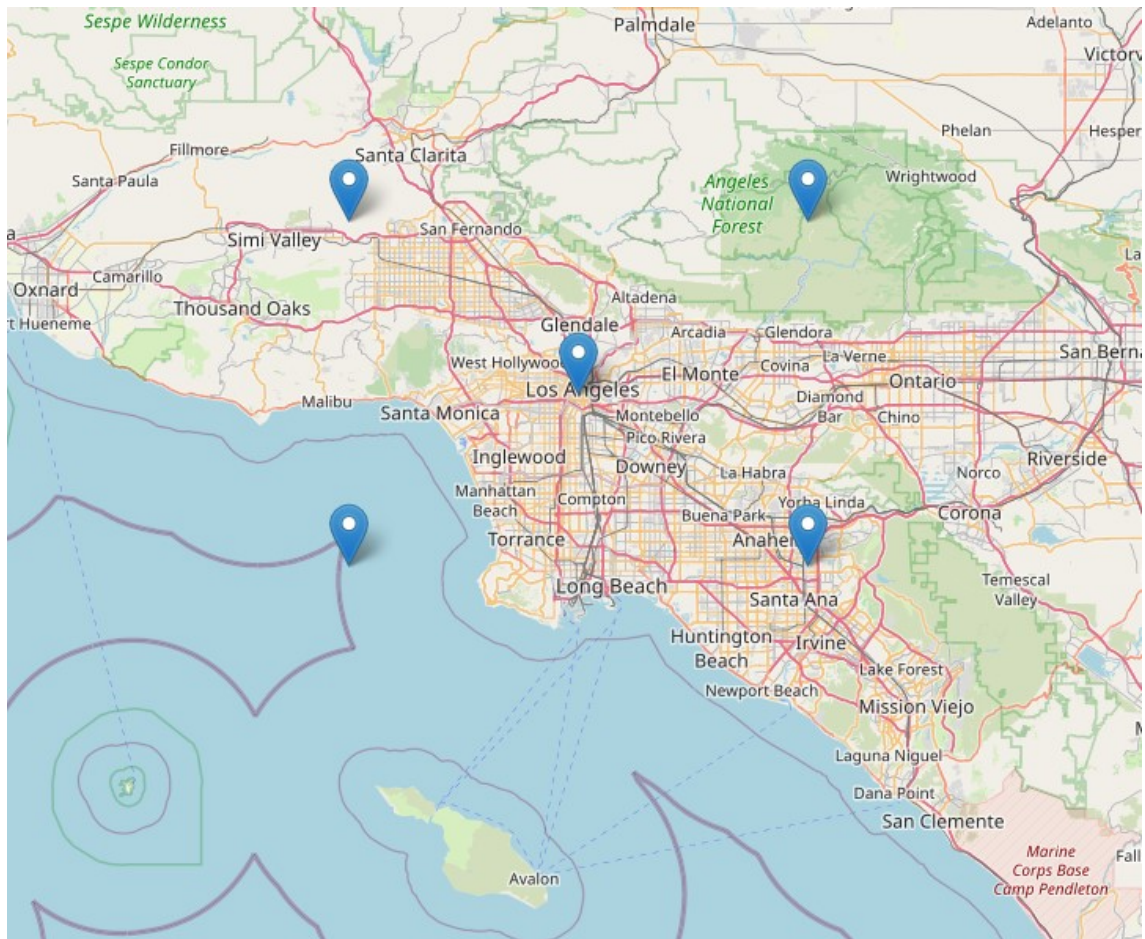
This project aims to provide insight in terms of the performance perceived by clients and based on demographics for the area provide insight and suggestions on how to globally improved the performance.

This analysis is a preliminary approach to the performance analysis of the before mentioned area, in a later stage data collected in each store as sales records, performance reviews of employees and other relevant data would be needed to be able to get a deeper understanding of the situation and provide more accurate advice.

3. Interest

It is vital for the evaluation of performance to take on board the reviews of the clients. This analysis could potentially impact on future training decisions and promotions or other business approaches in the region. This could be very beneficial for Subway to take on board.