

Market research of restaurants in Los Angeles

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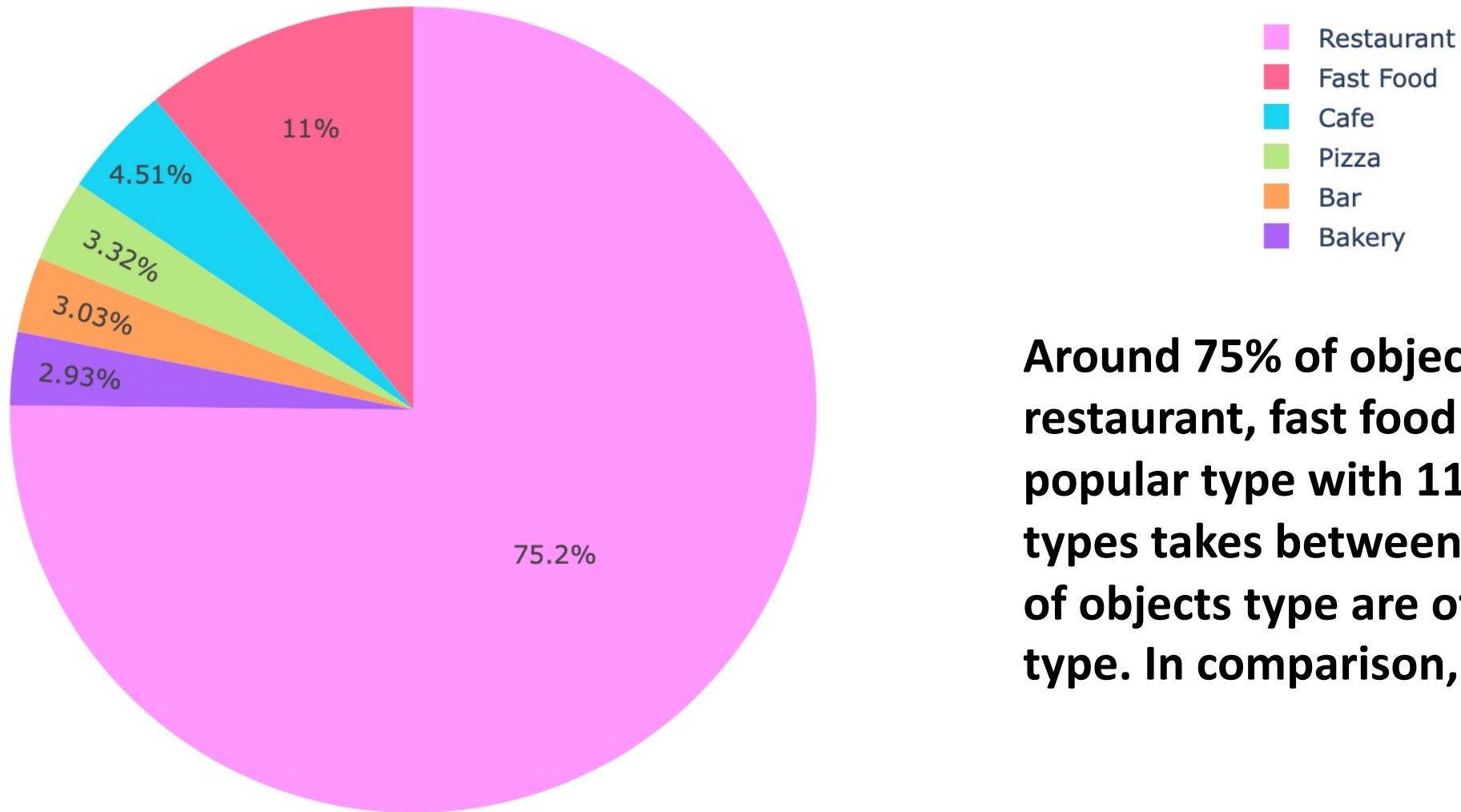
Agenda

- Data description
- Data analysis
- Conclusion
- Recommendation

Data description

- 9651 establishments
 - Address
 - Chain – True/False *
 - 6 types (Restaurant, Fast Food, Café, Pizza, Bar, Bakery)
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- * 3 missing values was in the column 'chain', filled with 'False' as no object with similar names (or anything else which is sign of connection to interpret them as a chain) were found.

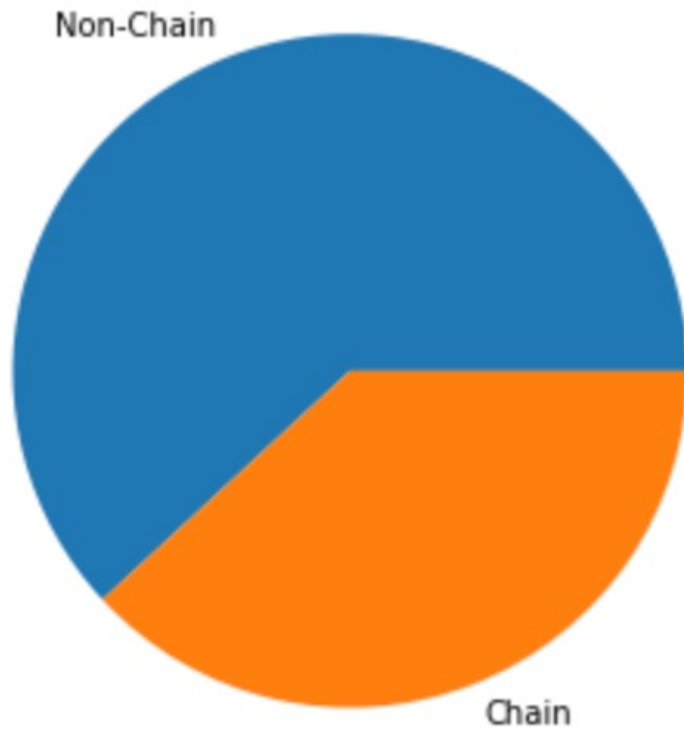
Types of establishments



Around 75% of objects are restaurant, fast food is the next popular type with 11%. Other types takes between 2-5%. 7255 of objects type are of restaurant type. In comparison, Cafes - 435.

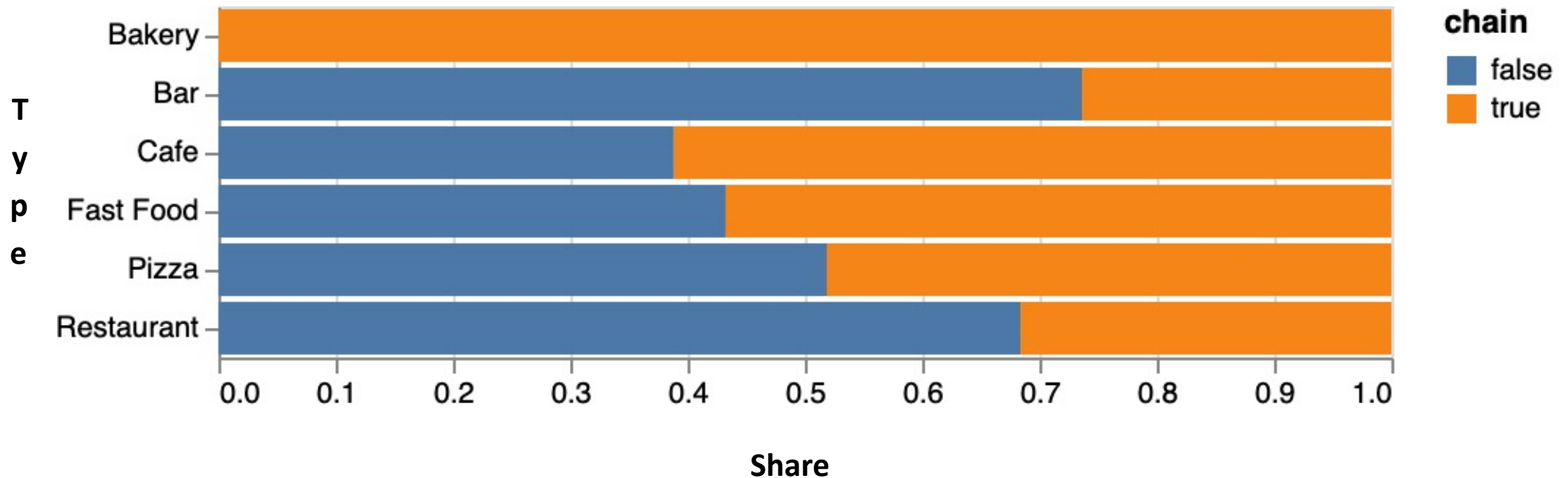
Chains and nonchain establishments

Proportion of chain establishments



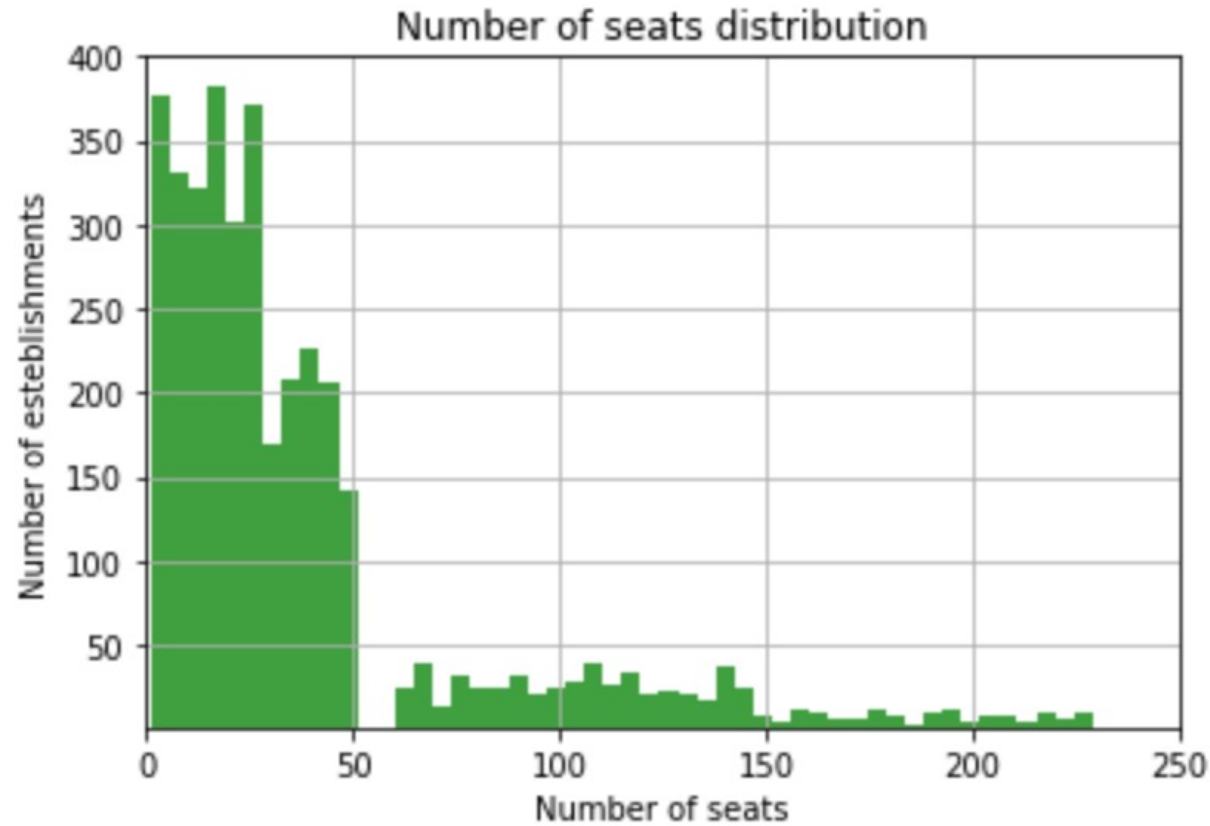
More than 60% of establishments not related to any chain.

What characterizes chains?



All bakeries are related to chains, the only type of establishment with one type only. Pizzerias has almost equal proportion of chain and non-chain. Around 40% of cafes and fast food are non-chain. While only around 30% of bars and restaurants related to any chain.

Average number of seats

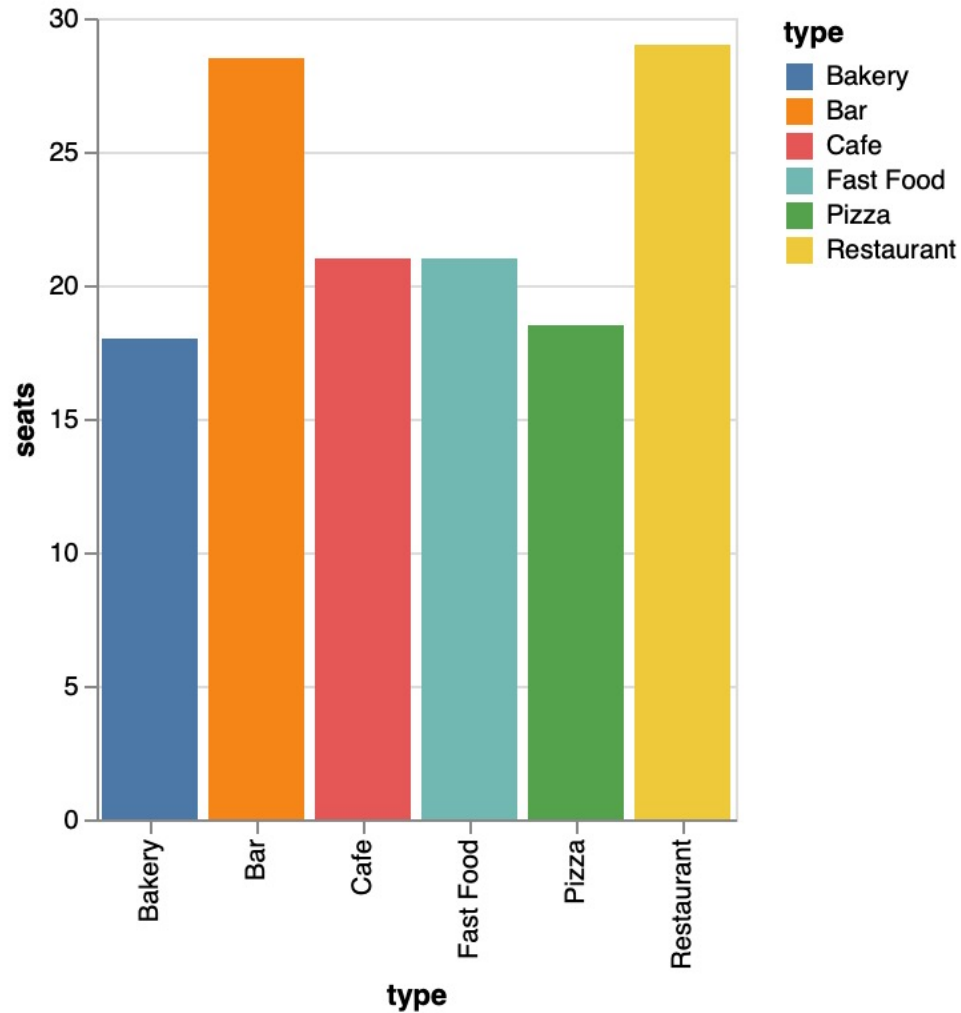








From all chain data - average number of seats is 40.

Number varies from 1 to 229, but 75% of establishments has less than 45 seats.

Also, we can clearly see two groups - many with seats up to 50 and few with seats from 60 to 240.

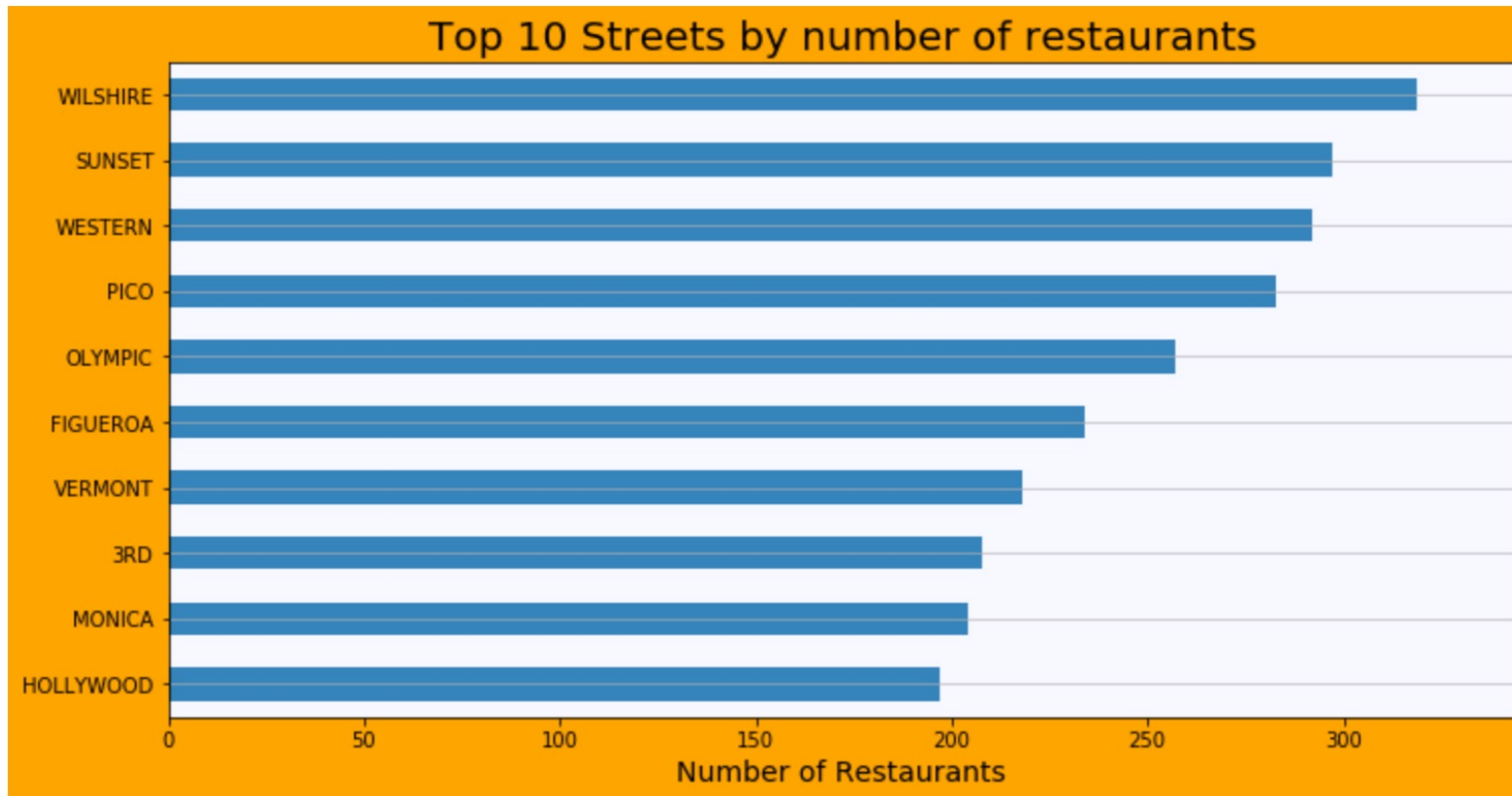
Average number of seats per type



type	seats	pic
Bakery	18.0	
Bar	28.5	
Cafe	21.0	
Fast Food	21.0	
Pizza	18.5	
Restaurant	29.0	

- Average number of seats for each type of restaurant are from 18 to 29. On average, "Restaurant" type of establishment has the greatest number of seats

Top 10 streets by number of restaurants



- At the same time **178** streets have only one restaurant
- Most of the restaurants on the streets with a lot of restaurants has relatively low number of seats - **29** on average.

Conclusion

- Around 75% of 9651 establishments are restaurants (7255), fast food is the next popular type with 11%(435)
- More than 60% not related to any chain: ~ 40% of cafes and fast food; ~ 70% of bars and restaurants
- Average number of seats is 40, 75% has less than 45 seats.
- The average number of by type are from 18(Bakery) to 29 (Restaurant)
- Top 10 streets have from 197 to 319 restaurants on each
- 75% of the streets have up to 10 restaurants with 29 seats on average.
- 178 of streets has only 1 restaurant on it, which is 41% of all streets.

Recommendations



Type: restaurant



Number of seats: 30



Location: streets with many restaurants



Chain: yes, possible in future

Thank you!