Restaurants in Los Angeles

The data behind the scene

“In God we trust.
All the others must bring data”

–William Edwards

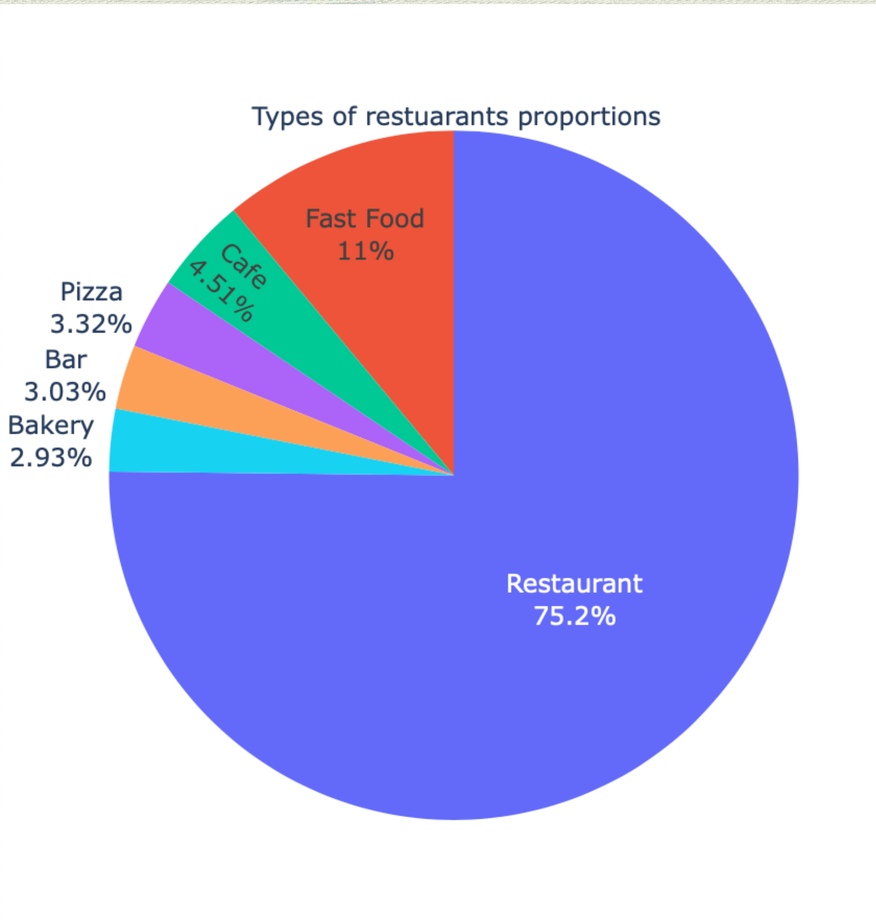
The Restaurant Market in LA

Market research using data.

How many restaurants, locations, capacity and chain-non chain analysis

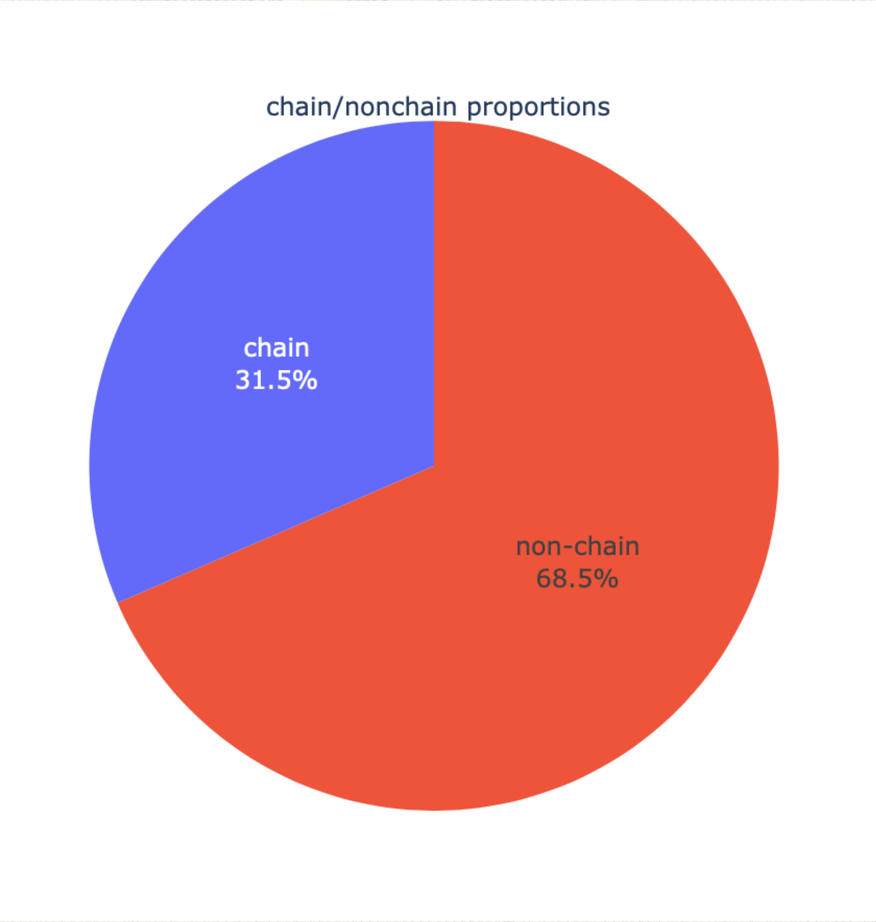
Proportions of types of restaurants in LA

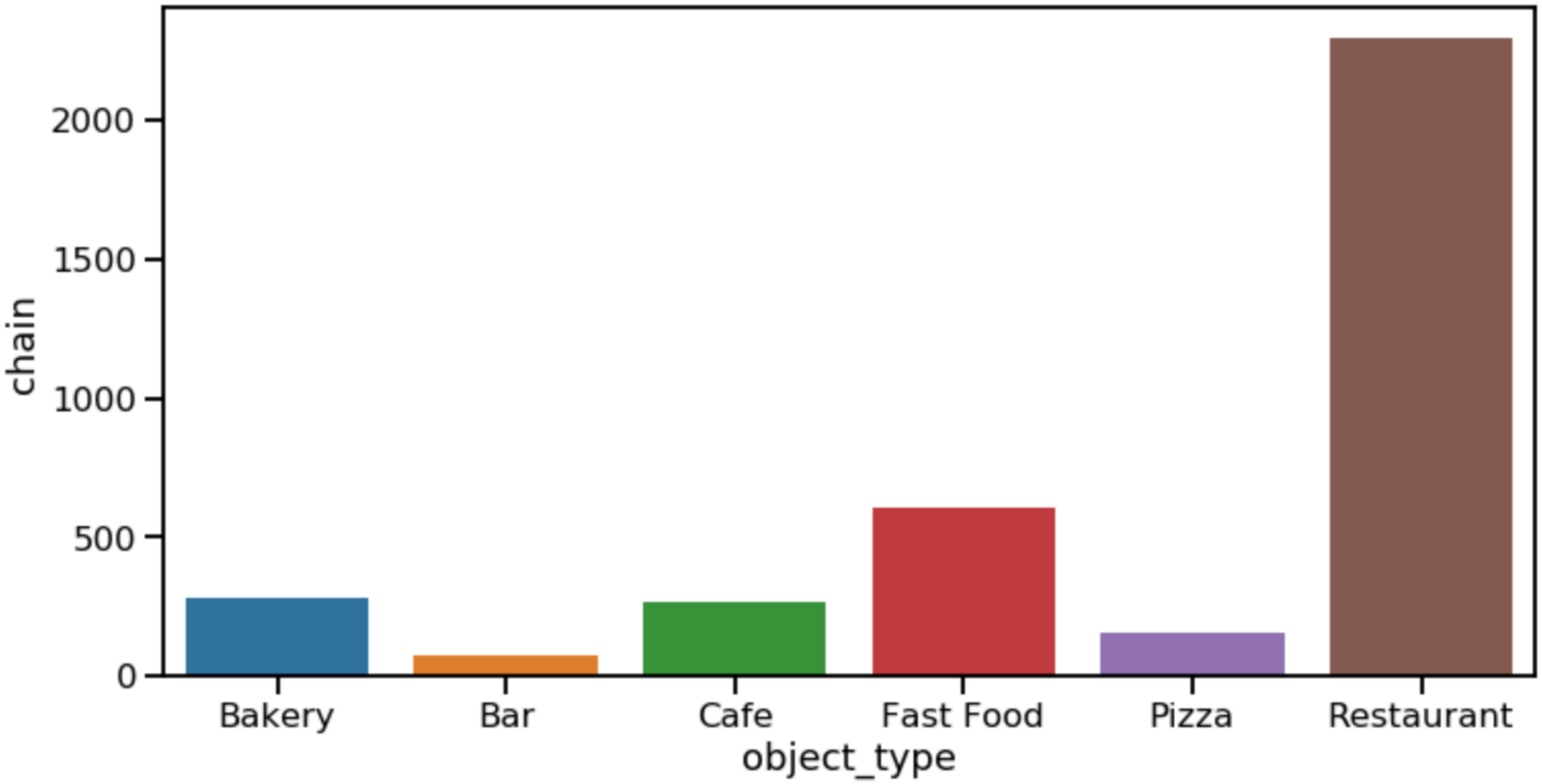
Actual resturants
are dominating the food establishments in LA with 75%
*second place comes **Fast food** places*
*third comes **caffes**.*



Proportions of chains restaurants in LA

*It appears **68.5%** of LA restaurants are **not chains***

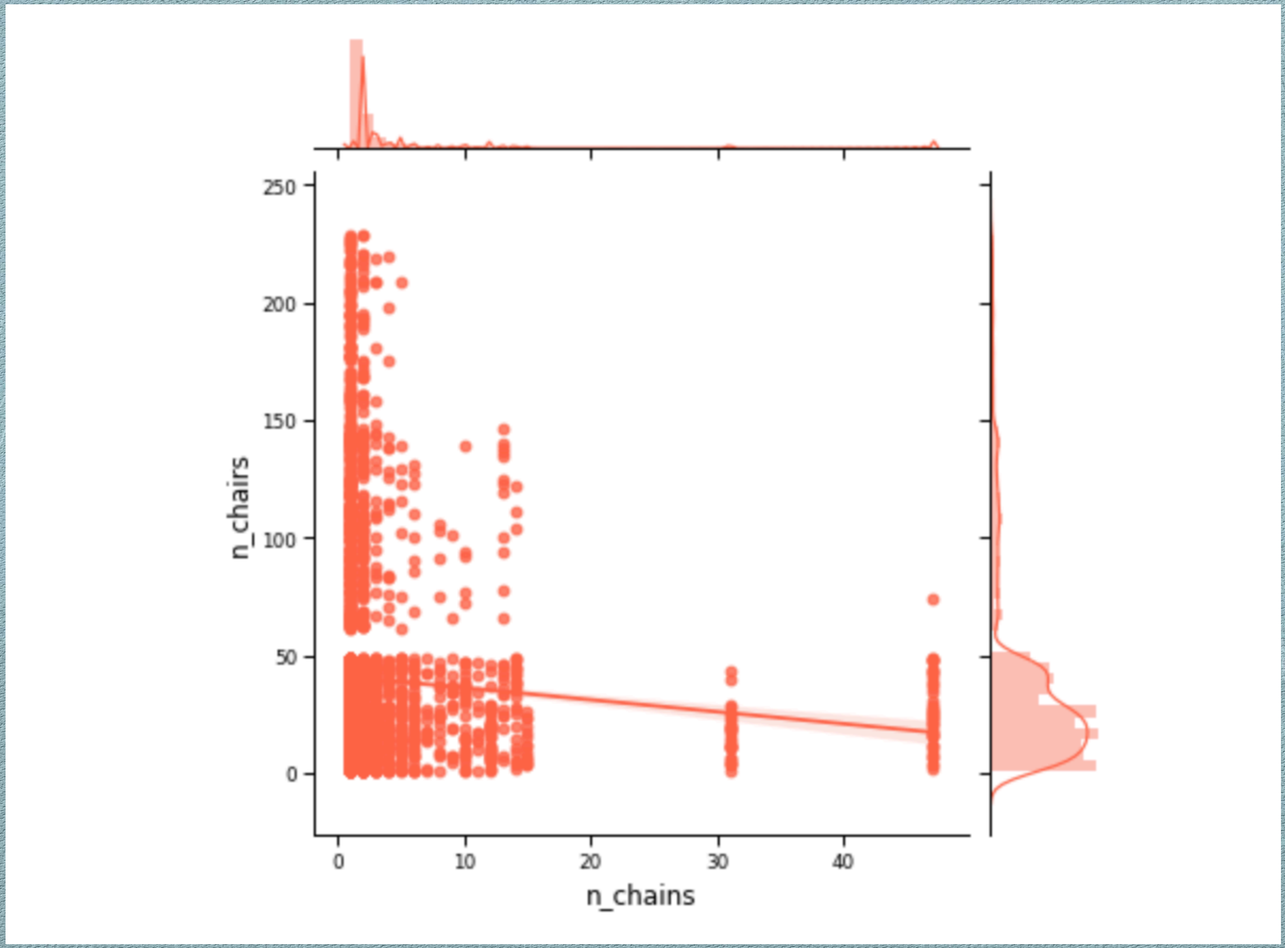




Establishments typically a chain

It appears that tradintional restaurants are usually chains

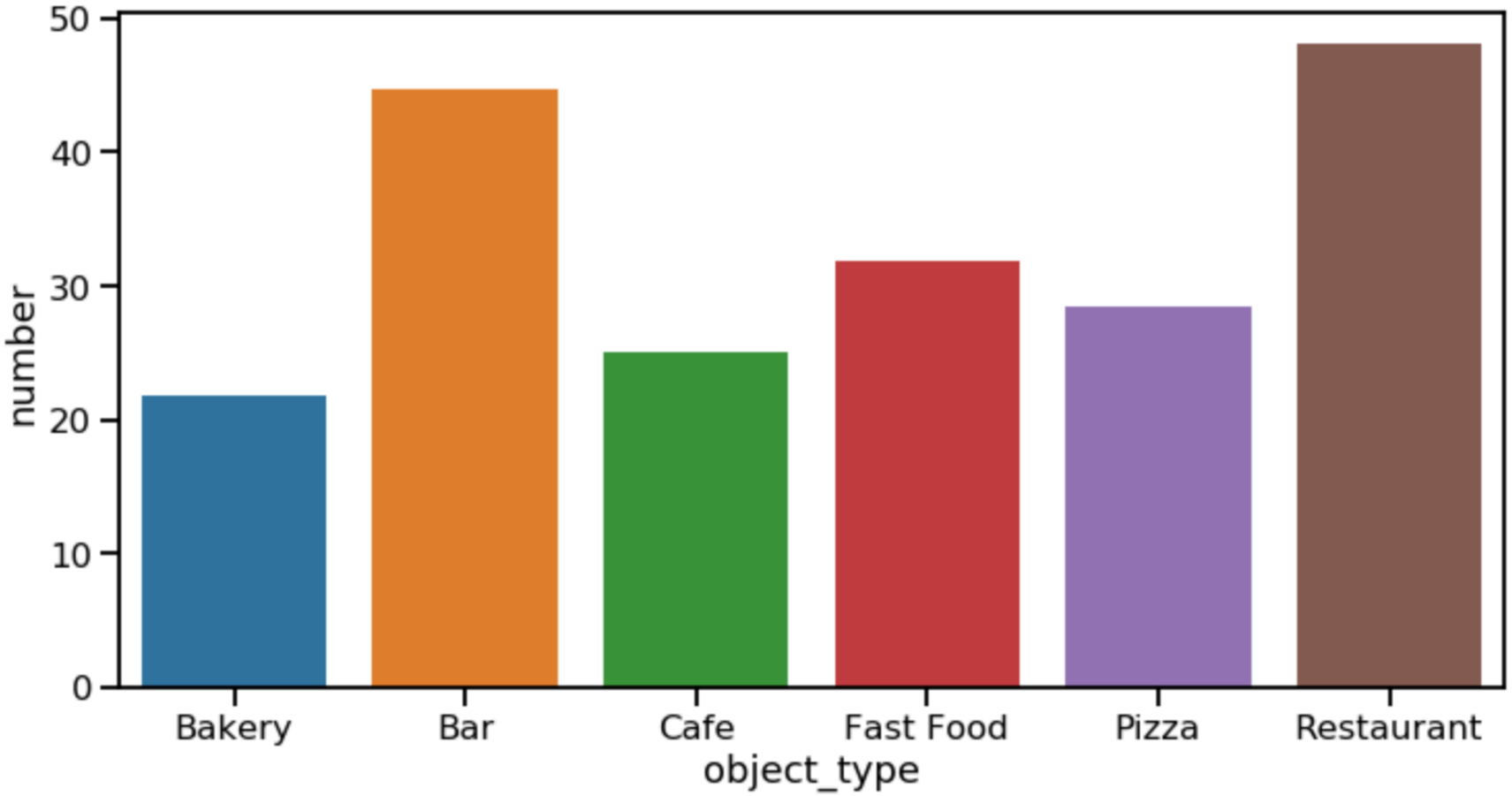
What characterizes chains:
many establishments with a small number of seats?
or a few establishments with a lot of seats?



N chains to N chiars correlation

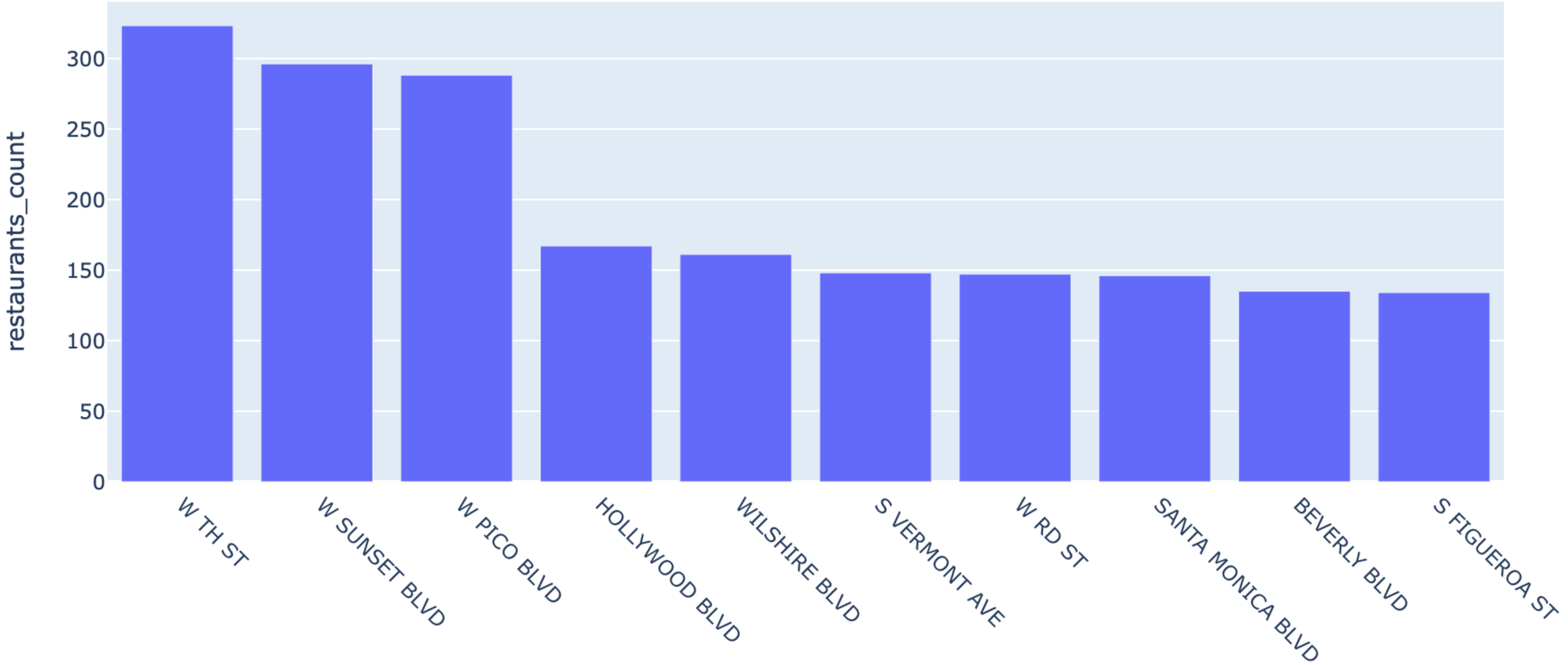
It appears that the more establishments a chain has, the less chairs it has.

as for non chains, they are the chair masters.



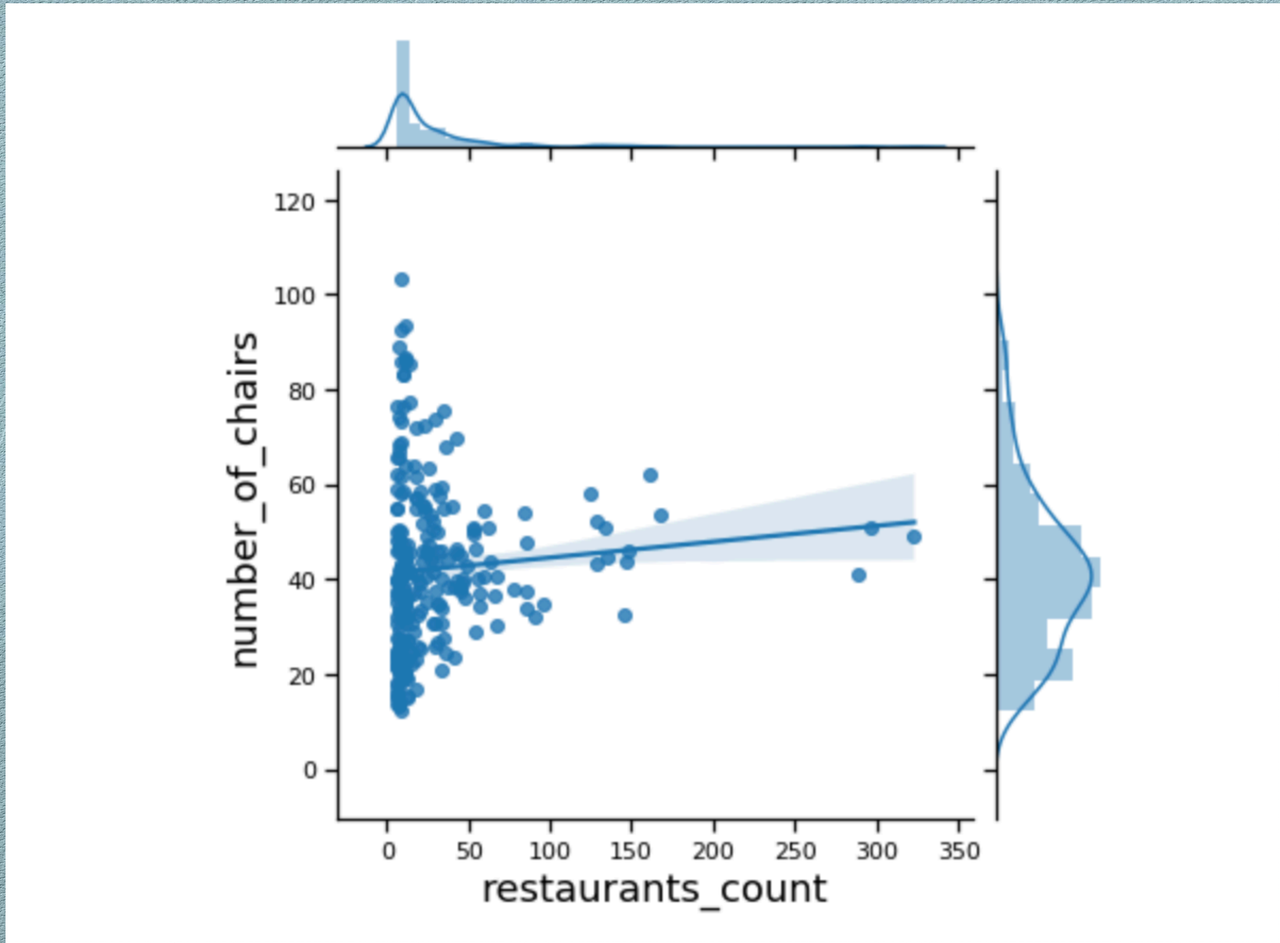
Average number of seats

Restaurants *have the greatest number of seats,* ***48*** *seats in average.*



Top 10 streets by number of restaurants

West TH St. has above 300 Restaurants!



N restaurants to N chiars correlation

The graph shows we've got a slightly positive linear correlation.
Streets with a lot of restaurants and they're number of seats are most likely to be ***interdependent****.*

Conclusions

- Traditional restaurants have the most establishments in LA, most of them are chains.
- There are more non chain restaurants in LA than chain.
- The more establishments a chain has, the less chairs it has.
- **Restaurants** have the greatest number of seats, **48** seats in average.
- West TH St. is the street with the most Restaurants!
- Streets with a lot of restaurants have more number of seats per restaurant.

My recomendations

- Location: To open the restaurant in one of the top 3 streets by number of restaurant, because from the insight of number of restaurants in that street + the number of seats in them, it is safe to assume the traffic volume is high.

- Special insight: It is studied from the data that usually chains have less seats in their establishments than non chains, if so, that could imply that costumers enter restaurants that appear full, the experience of chain restaurants is to be learnt from so i would adapt this attitude.

Thank you all!