

Market Research on Food Establishments in L.A.

How to Tell a Story Using Data
Practicum Course Project
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Robot Cafe Idea and Project Outline

Project:

- Evaluate current market conditions for opening a small robot-run cafe in L.A.

Project Outline:

- Use open-source data on 9651 food establishments in L.A. to examine:
 - The proportions of types
 - The proportions of chains and non-chains
 - Which types are typically chains
 - What characterizes a chain - based on number of seats
 - Determine the average number of seats
 - Find the top 10 streets with the most establishments and examine them for:
 - The number of establishments on each street
 - Trends in seating numbers



Conclusions

4.5% of Establishments are Cafes

**Cafes:
61% Chains
25 seats (avg)**

Top 3 streets with the most cafes also have the most establishments

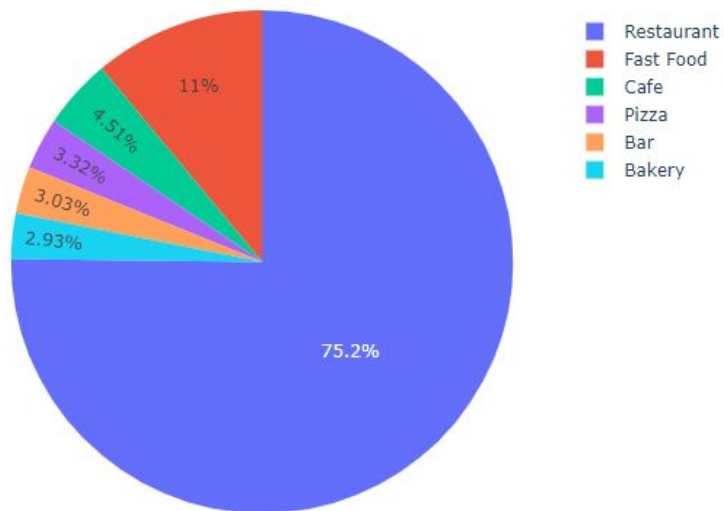
Recommendations

**There is little competition
- creating a unique cafe idea/brand is low risk**

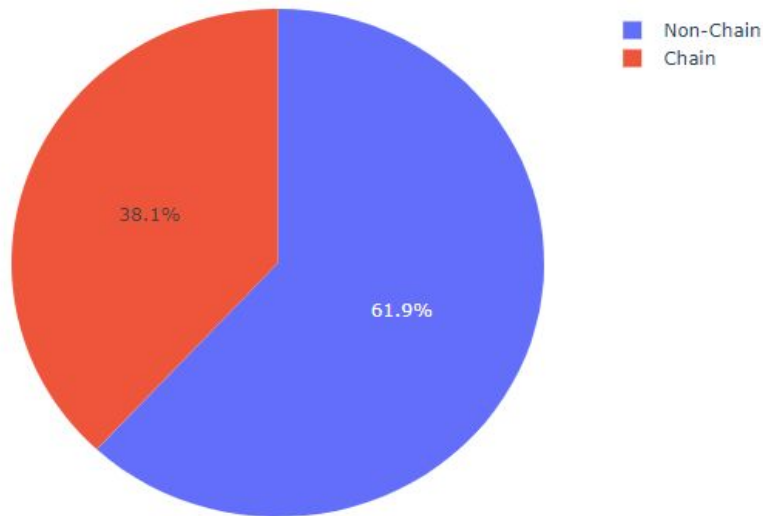
**Chain will likely be successful
- re-evaluate success and appeal of one location
Build or rent locations for 30-50 patrons**

Focus on locations near areas of attraction

Most Establishments Are: Restaurants and Not Chains



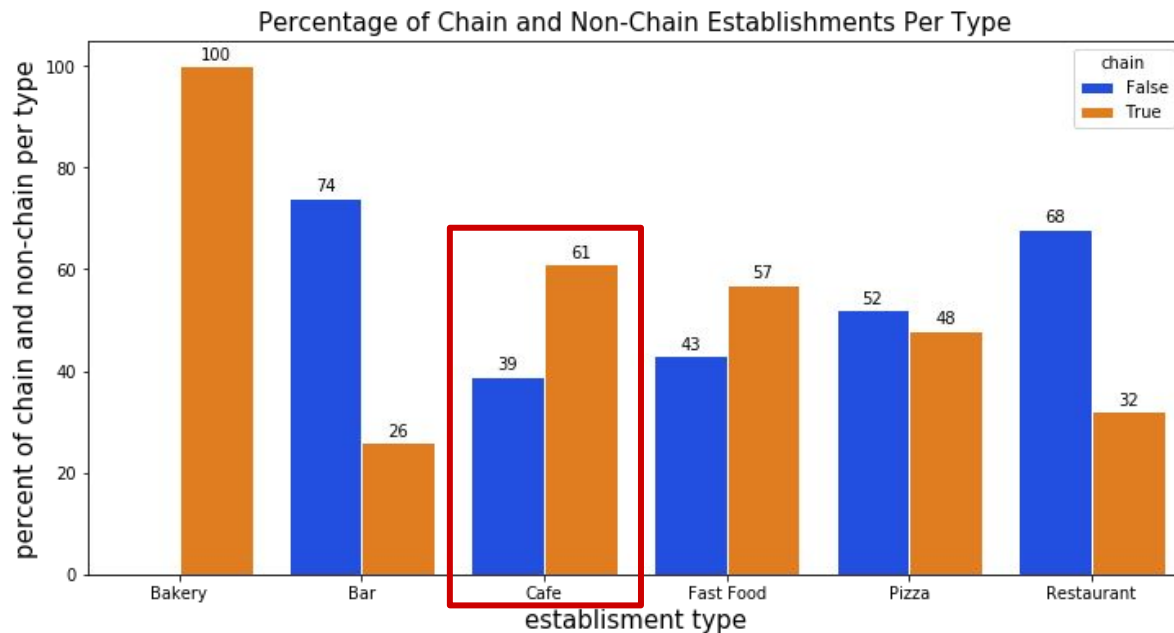
4.5% Cafes
75% Restaurants



38% Chains
62% Non-Chains

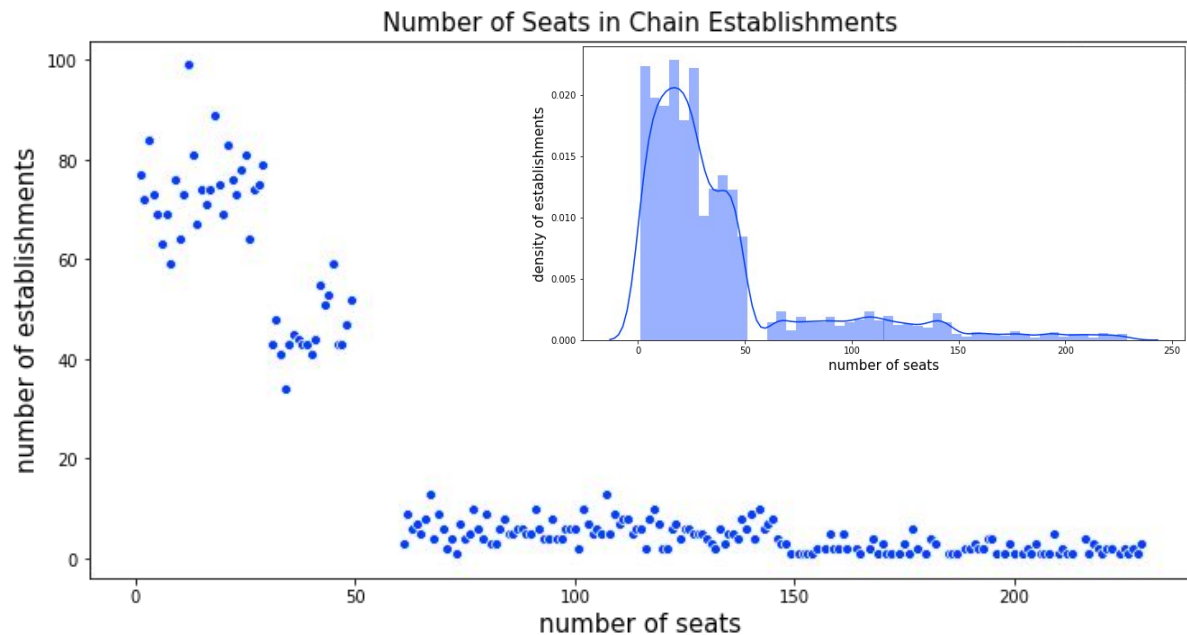


61% of Cafes are Chains



61% of Cafes are chains
39% of Cafes are not chains

Most Chains have less than 50 seats

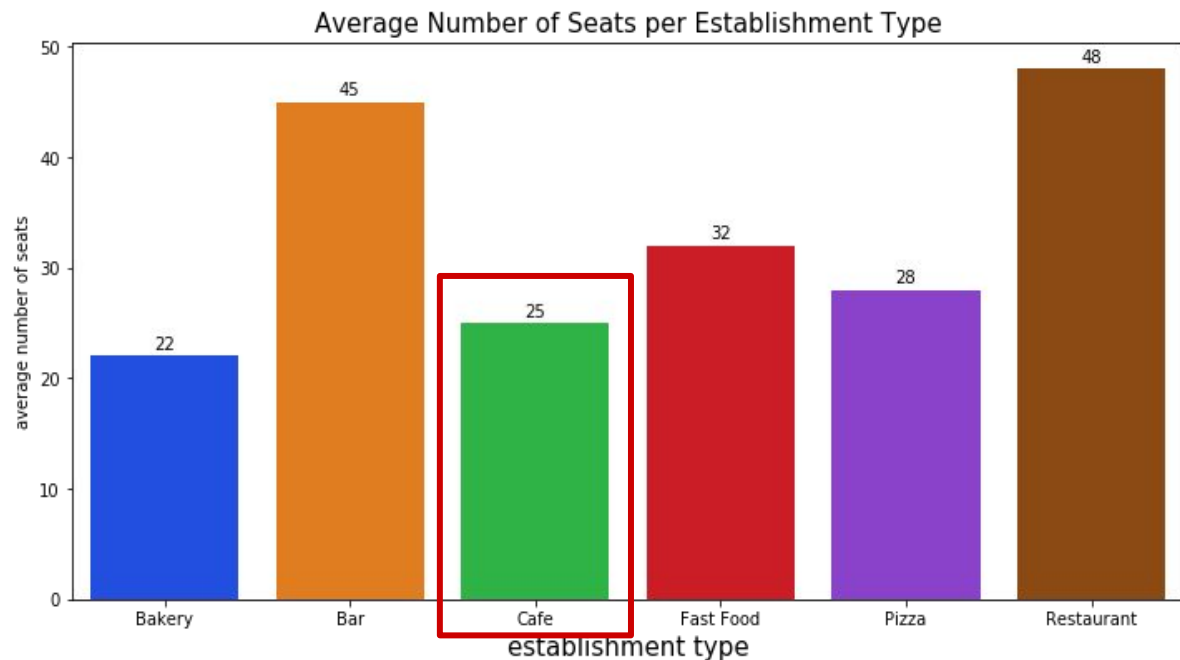


Chains are characterized as having few seats with many establishments

82.5% (3033) of chains have < 50 seats



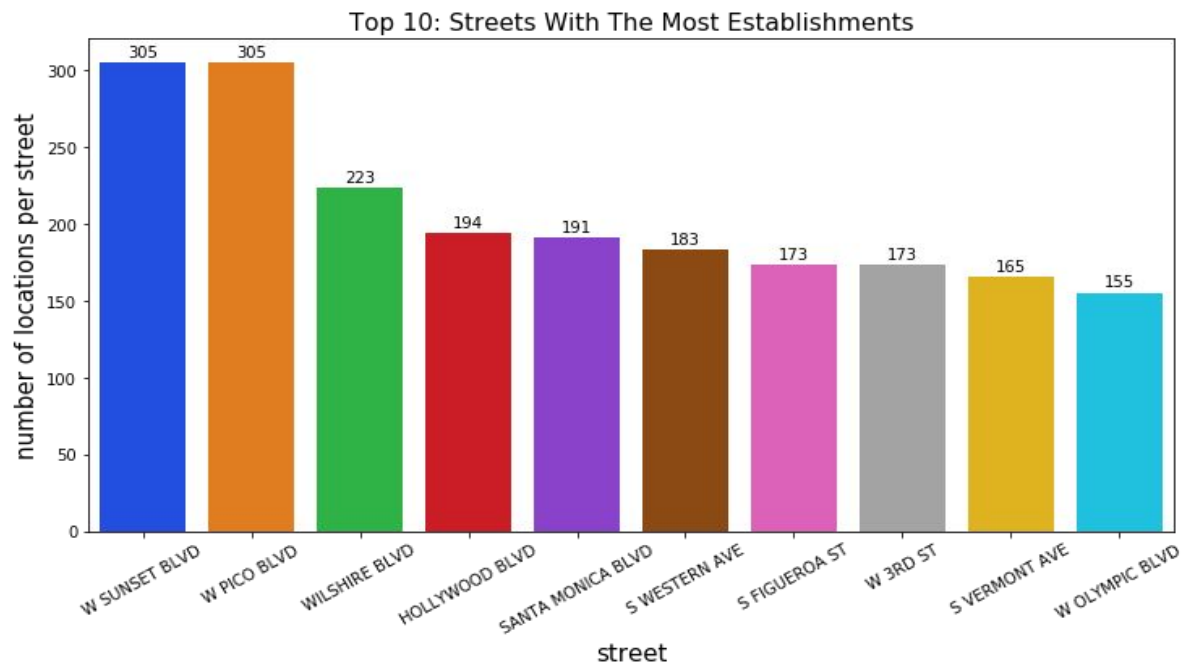
Cafes have an average of 25 seats



Average number of seats in chains = 40



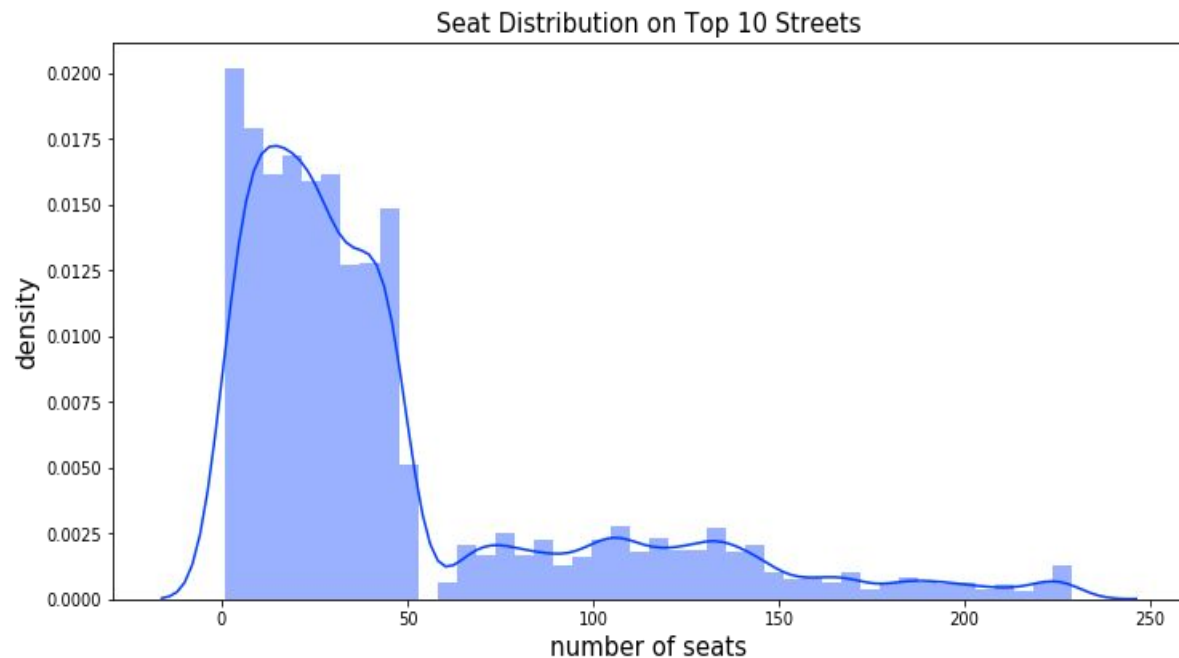
Top 10 Streets: Those With the Most Establishments



Establishment numbers range:
155-305 per street



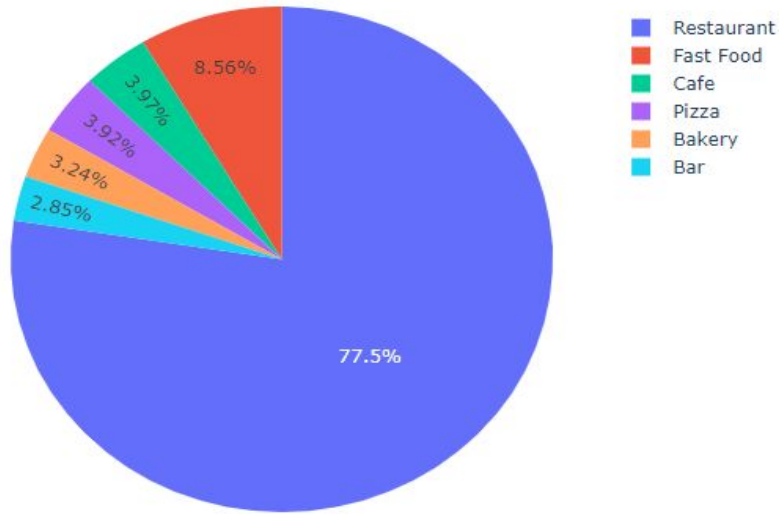
Top 10 Streets: Number of Seats - Distribution



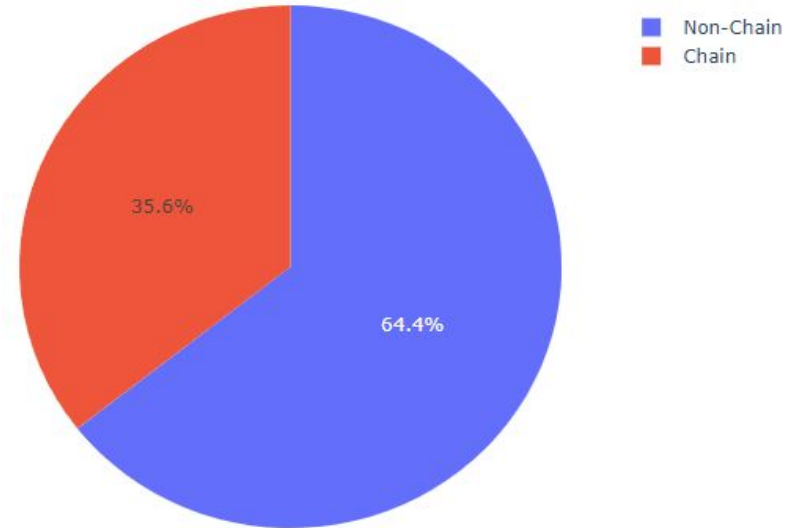
**Most establishments have
less than 50 seats**

**This is reflective of the
overall data**

Top 10 Streets: Restaurants and Not Chains - Reflective of Total Data



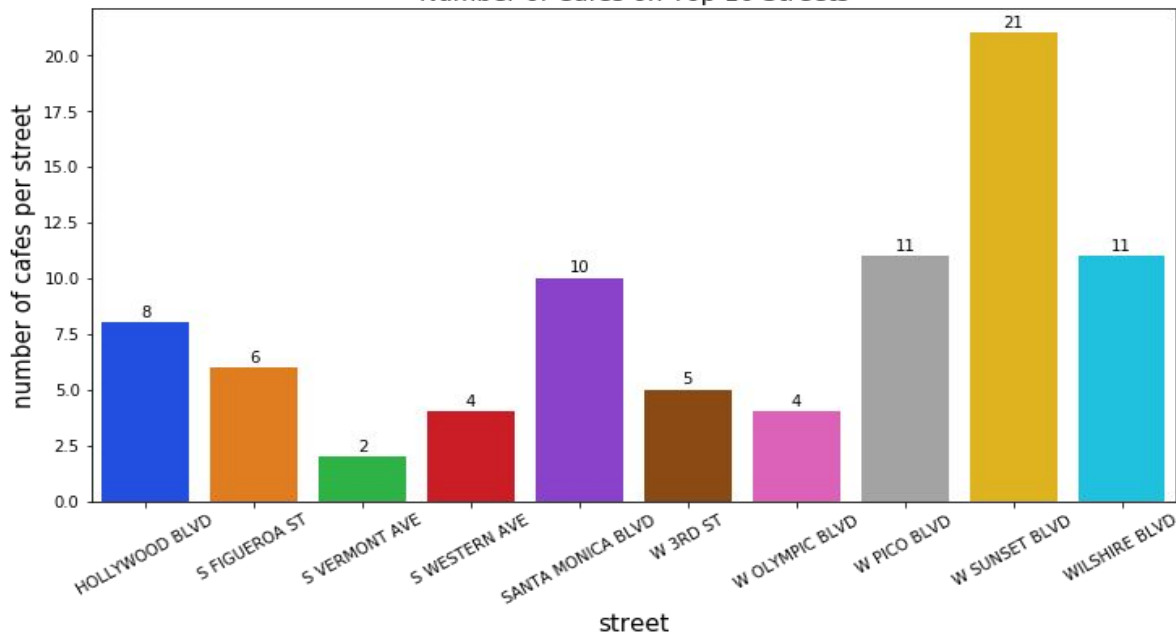
77% Restaurants
4% Cafes



36% Chains
64% Non-Chains

Top 10 Streets: Number of Cafes per Street

Number of Cafes on Top 10 Streets



Top 3 streets with Cafes:

W Sunset Blvd

W Pico Blvd

Wilshire Blvd

These were also the top 3
streets for total number of
establishments

Sunset Blvd is a “Legendary road for nightlife and landmarks”.