



Cafes Market Research

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General Conclusions



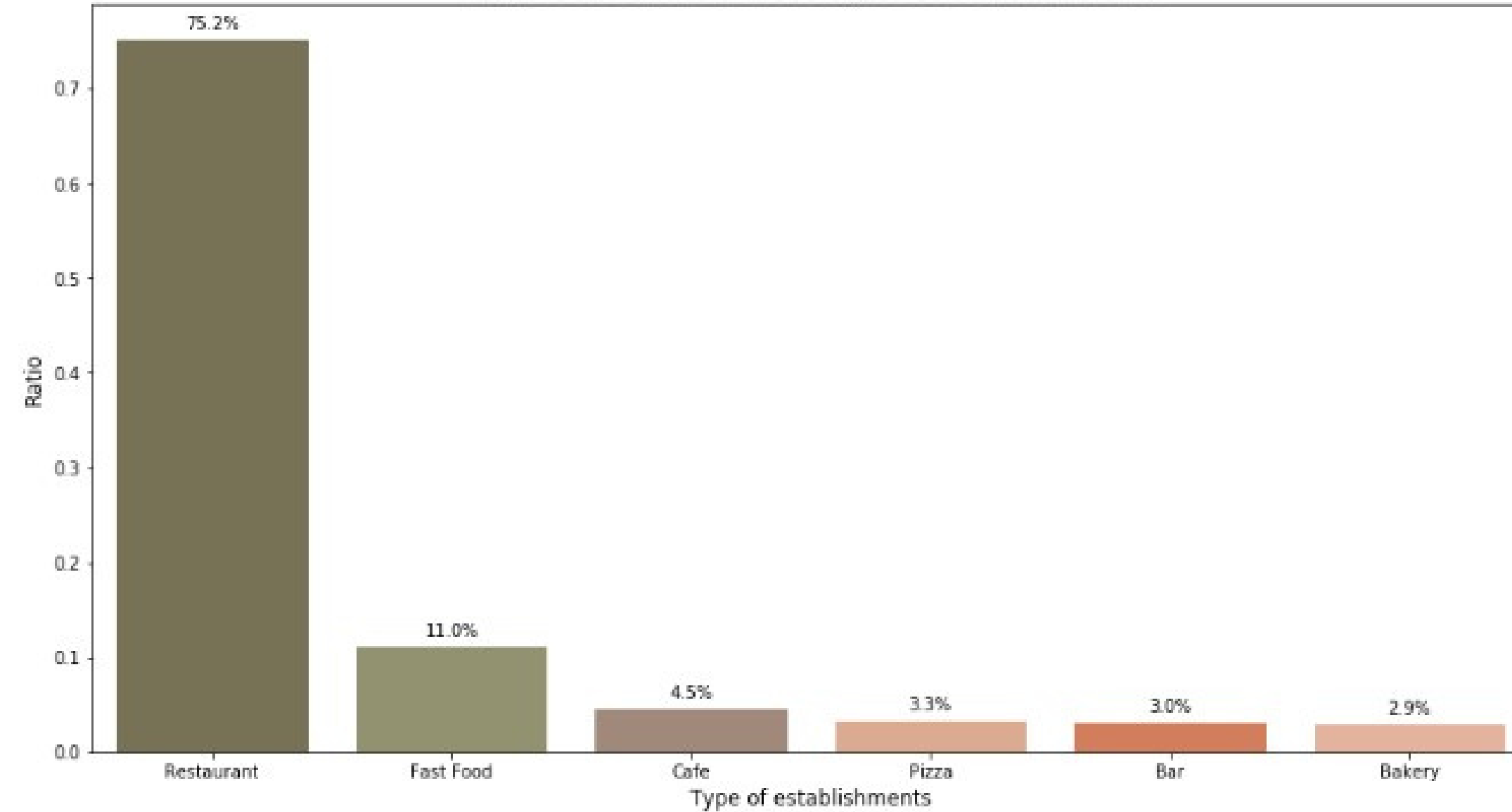
Cafes make up 4.5% of the total number of establishment.

61.1% of cafes are chains and 38.9% - nonchain.

Most cafes are small and have in average 15-35 seats.

The most popular street for placing a cafe is Sunset blvd, World way str is on the second place.

Proportions of the various types of establishments

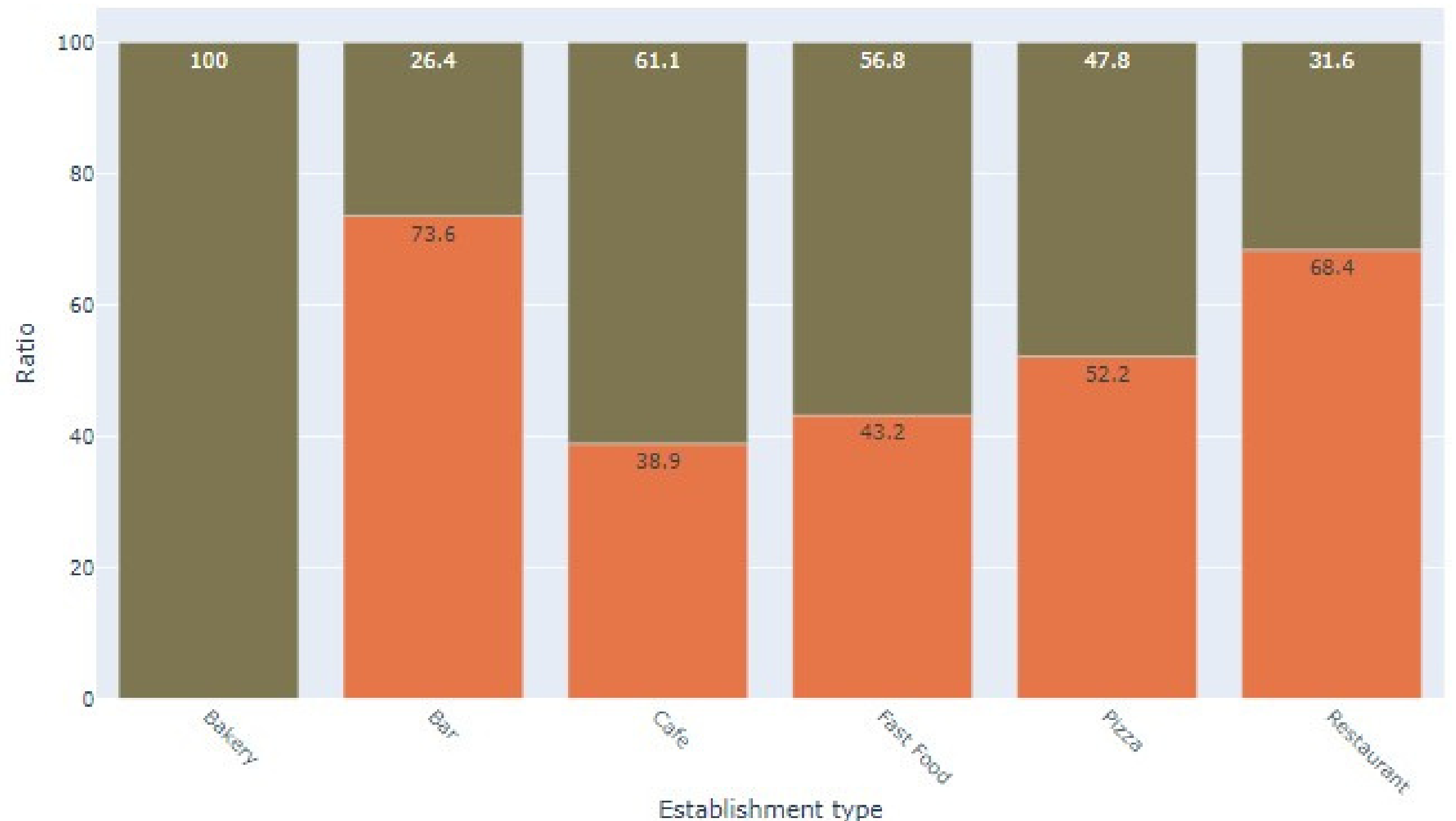


Proportions of various types of establishment

- The vast majority of establishments in the dataset are restaurants
- Least of all are bakeries.
- Cafes is on the third place with only 4.5%

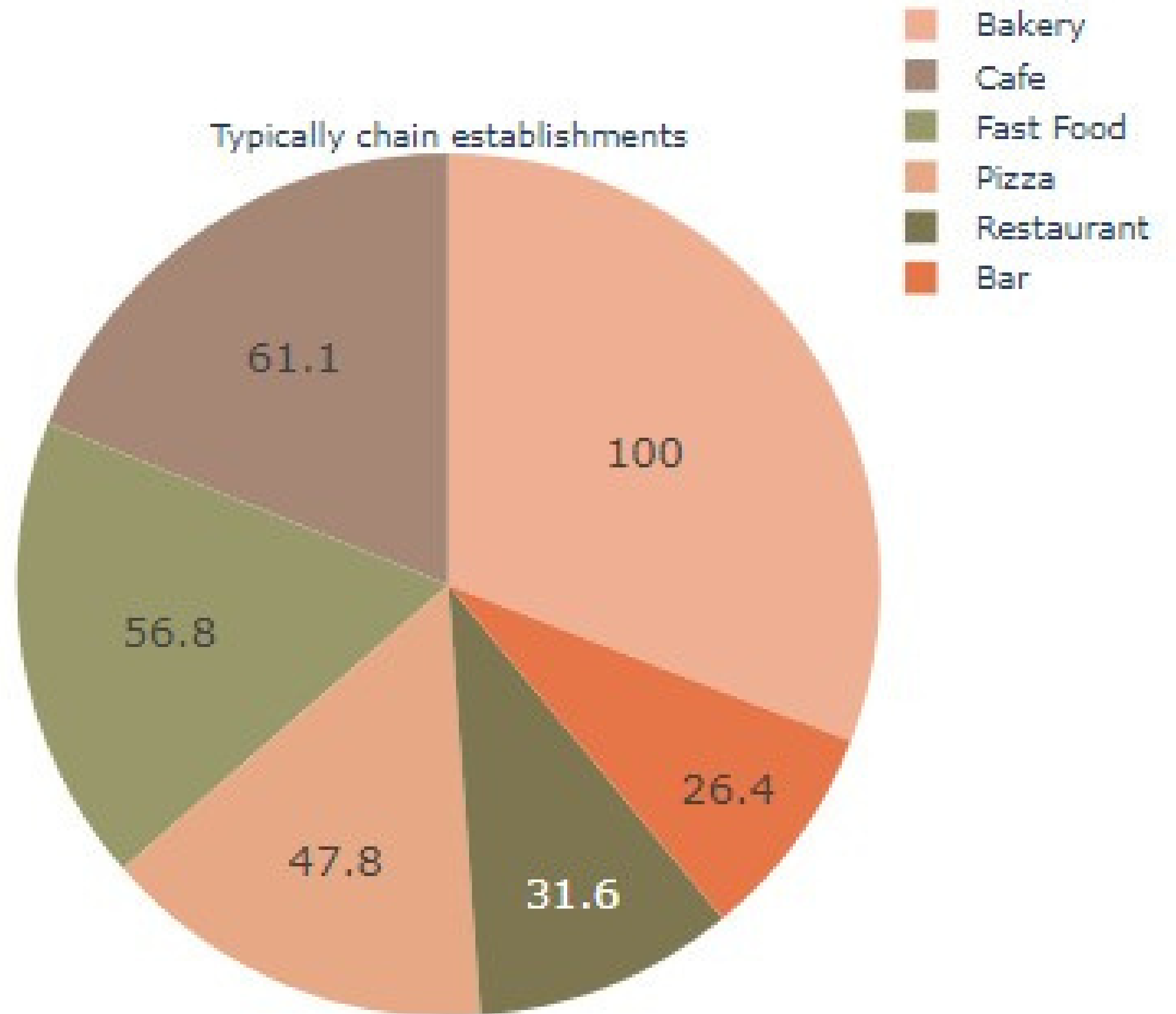
Chain Ratio in different establishment types

- 100% of bakeries are chain
- Least of all chain establishments is among bars(26% vs 74%) and restaurants (32% vs 68%)
- 61.1% of cafes are chains and 38.9% - nonchain.



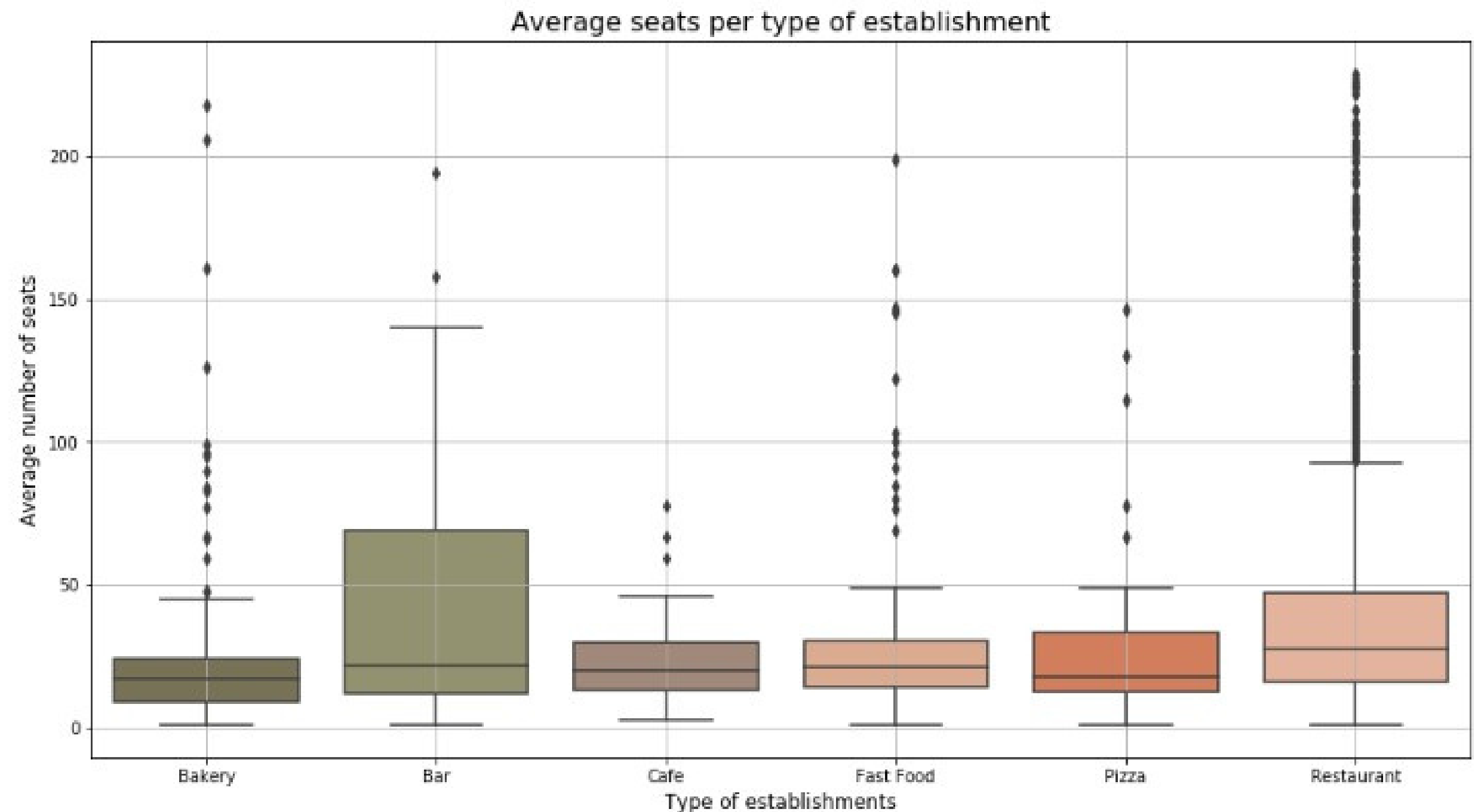
Typically chain establishments

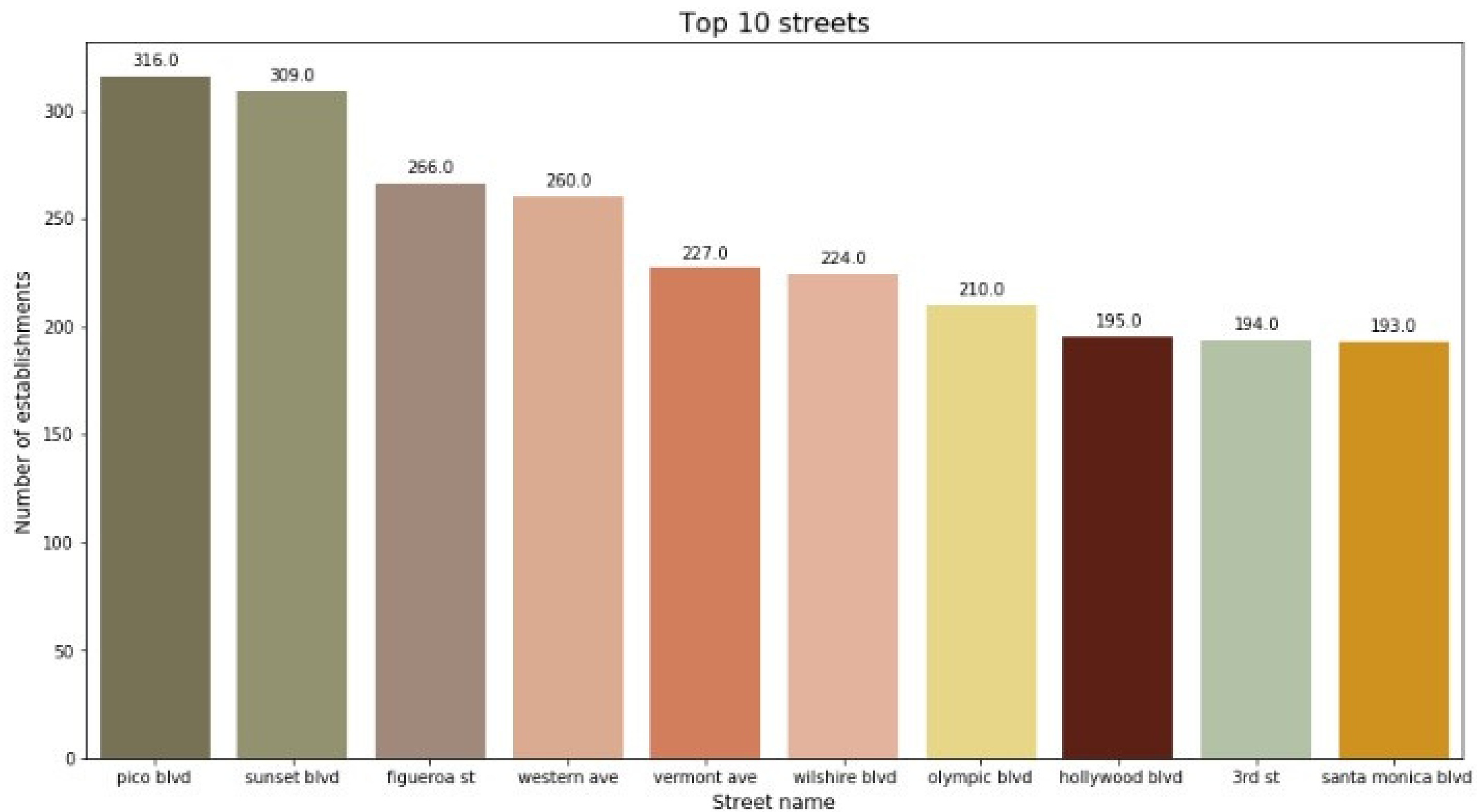
Cafes are on the second place after bakeries and are for 61.1% chain



Average seats per type of establishment

- Bakeries and pizzerias have the lowest average numbers of seats (18)
- Highest index have restaurants(23)
- Restaurants also have long tail of places with a big number of seats (up to 230)
- Most cafes are small and have in average 15-35 seats.



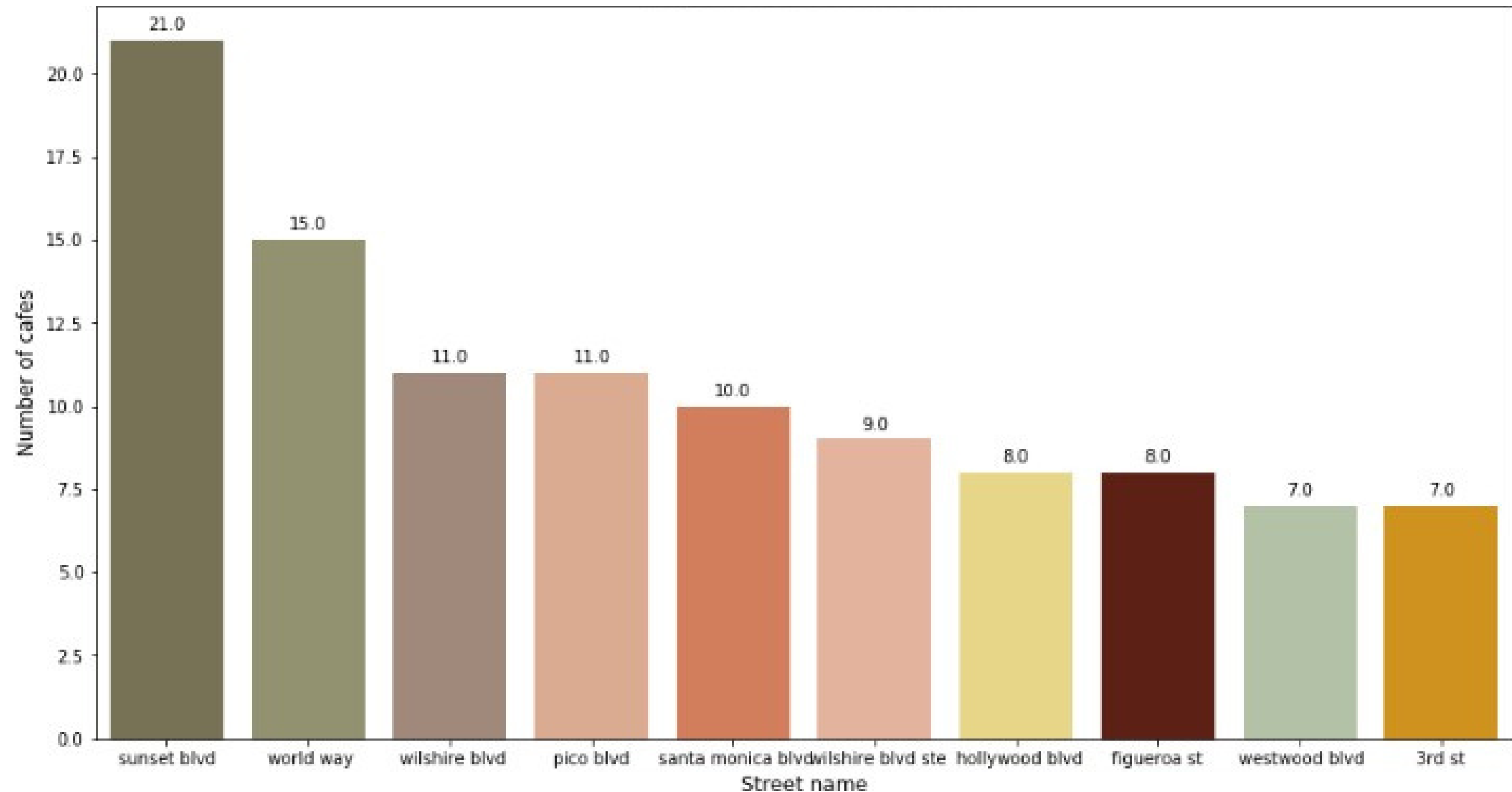


Top 10 streets by number of restaurants

The most popular streets, based on the number of restaurants, are PICO Blvd and Sunset Blvd, closing the top ten are 3rd street and Santa Monika Blvd

Top 10 streets for cafes

The most popular street for placing a cafe is Sunset blvd, World way str is on the second place



Recommendations

01 A small cafe with 15-35 seats this will probably allow to prolong the effect of novelty

02 Choosing one of the popular streets for cafes in order to increase the influx of new visitors at the expense of the existing traffic

03 Subsequently, when the cafe becomes popular and visitors get used to the convenient robotic service, it will be possible to turn the cafe into a chain and open several more branches.



Thank you!

