



RoboCafé LA

A Great opportunity

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Who are we?



Buster Moon-
A well known entrepreneur with a special talent to know what people want and act upon it. Has numerous successes in show biz.



Dr. Emmet L. Brown-
A mad scientist and inventor, finds unconventional solutions to all problems, creator of the first time machine.



Source: <https://rozum.com/coffee-robot-barista/>

Why Robo-Café?

- Innovation
- Precision
- Privacy



Why Los Angeles?

- The second-largest city in the United.
- Known for its Mediterranean climate, ethnic and cultural diversity, tourism and Hollywood film industry.
- Has the third-largest GDP.
- Will host the 2028 Summer Olympics.

[Wikipedia]

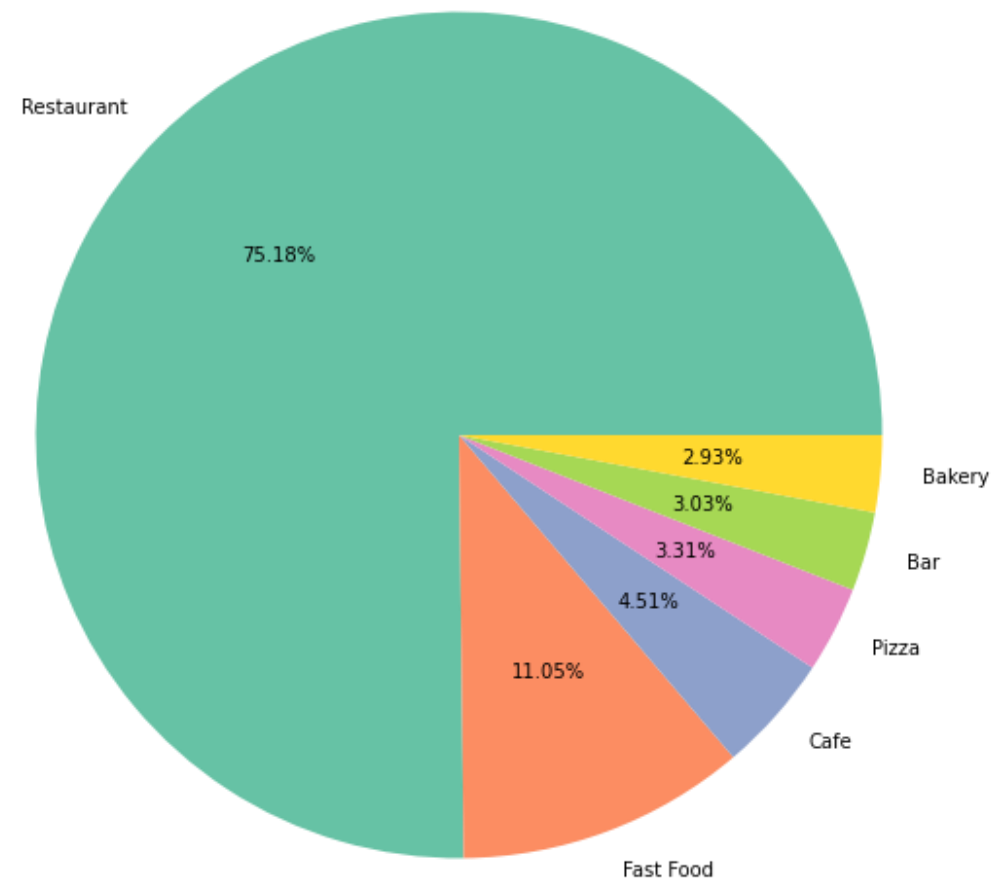
Data Analysis details

- Relevant data was extracted from open-source data on restaurants in LA.
- 9648 data rows of foodservice shops in Los Angeles.

General data on foodservice types

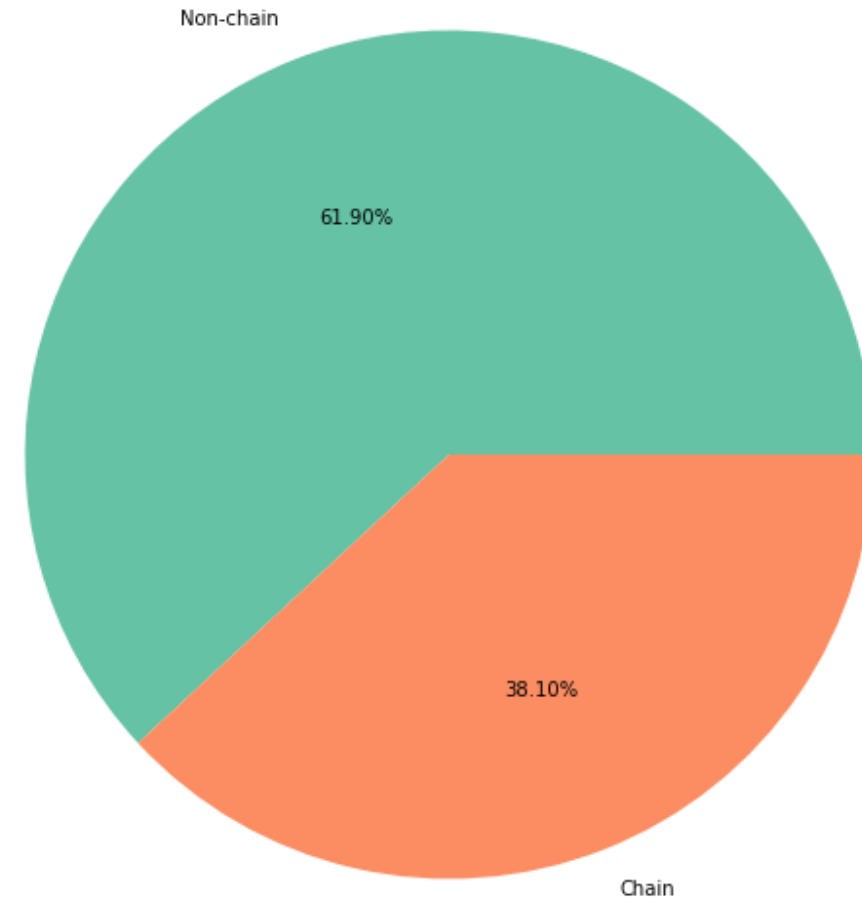
The most popular foodservice type was **restaurant (75.18%)**, in a big gap from **fast food (11.05%)**, **Café (4.51%)**, **Pizza (3.31%)**, **bar (3.03%)** and **bakery (2.93%)**.

Proportion of different foodservices in LA



Chain and non-chain businesses

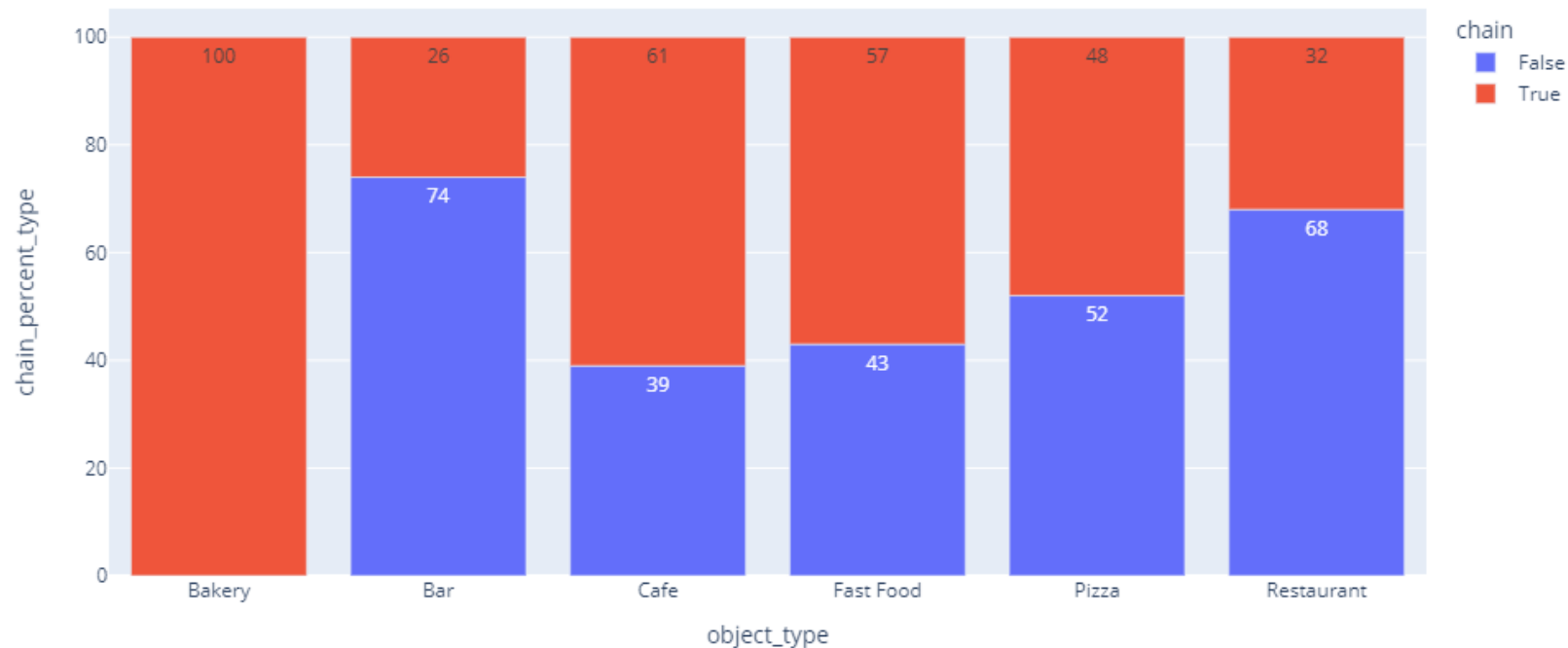
Proportion of chain vs. non-chain in LA foodservices



- 61.9% of foodservice shops were found to belong to a chain (38.1%-non-chains).
- Chain foodservice businesses tended to offer less seating options, compared with businesses that were not part of a chain.

Chain and non-chain businesses

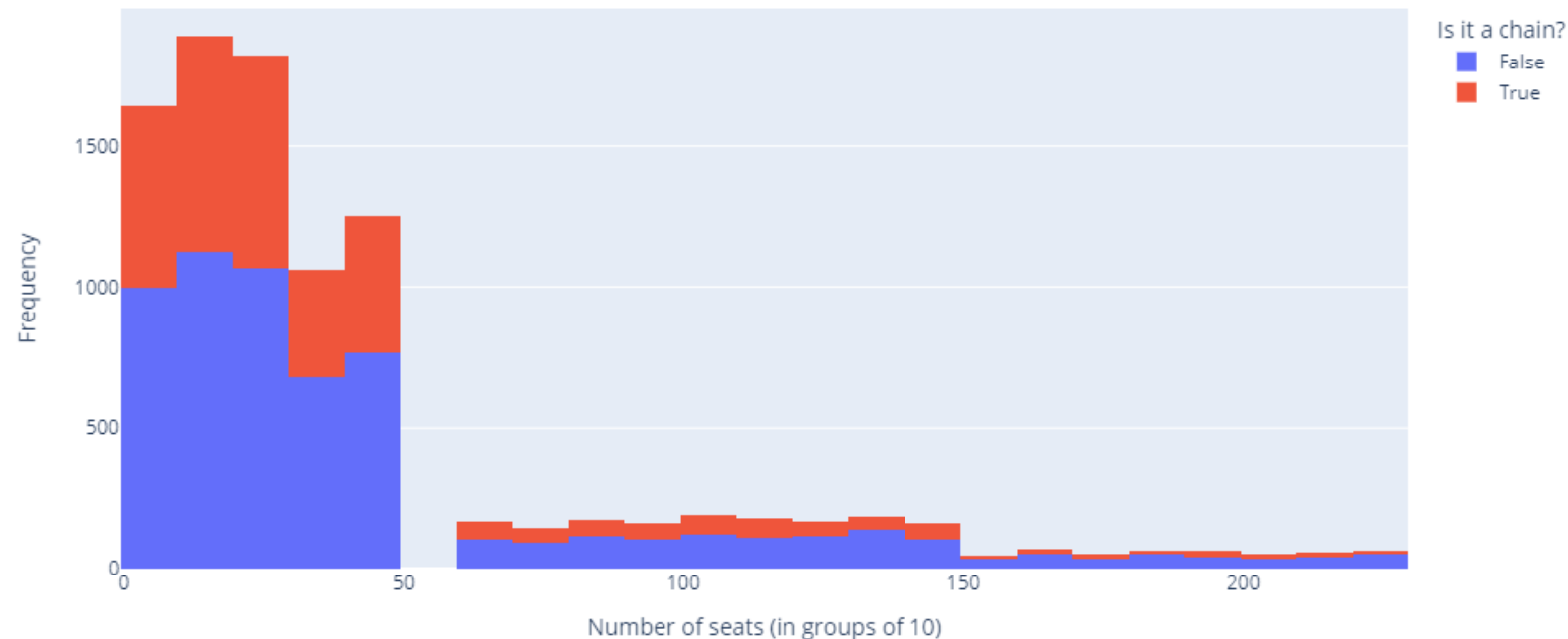
Stacked bar of amount and percentage of chains(=red) per foodservice type



- Bars, restaurants and Pizza joints have a higher chance of being non-chain establishment (74% , 68% and 52% non chains, respectively).
- Bakeries, Cafe shops and fast food joints: more often part of a chain (100%, 61% and 57%, respectively).

Number of seats

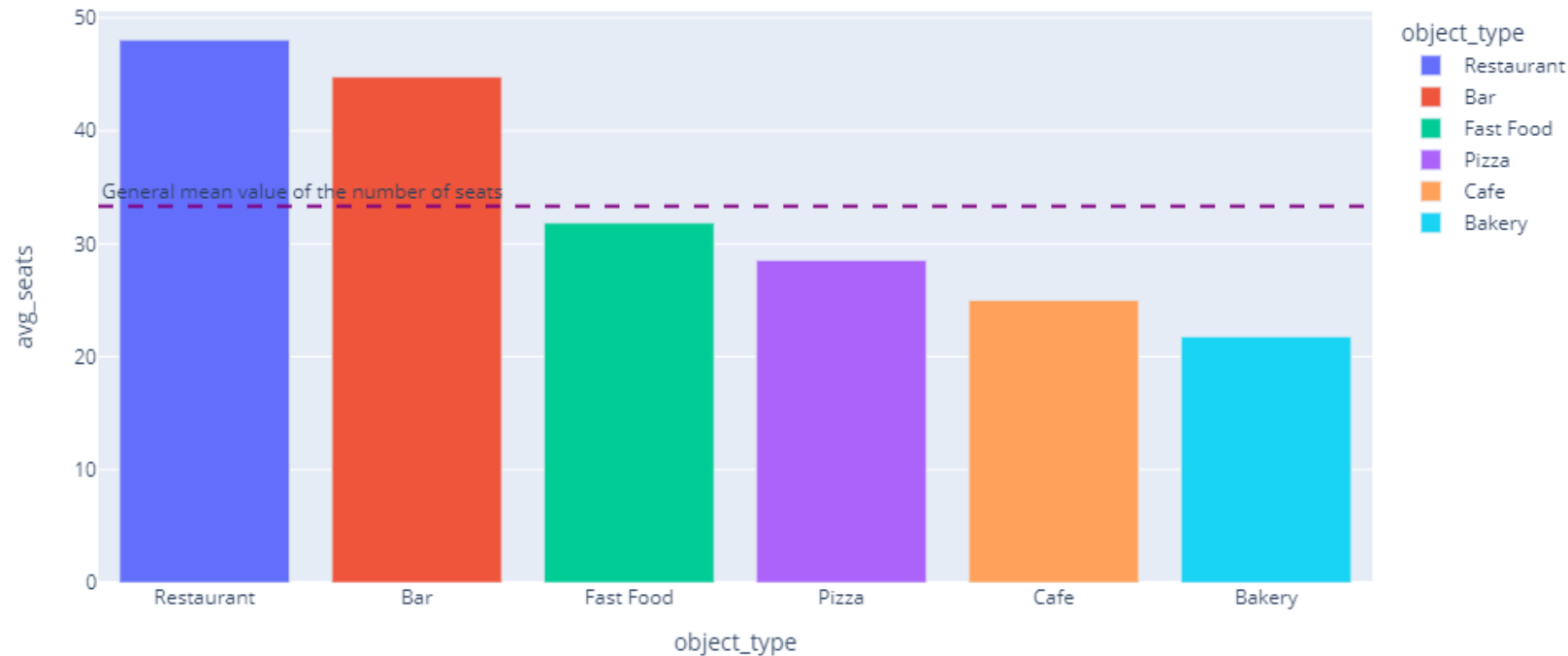
The number of seats in food service places by being/not part of a chain



Chain foodservice businesses tend to have less shops in LA (38.1%) and less seating options, compared with businesses that were not part of a chain.

Number of seats

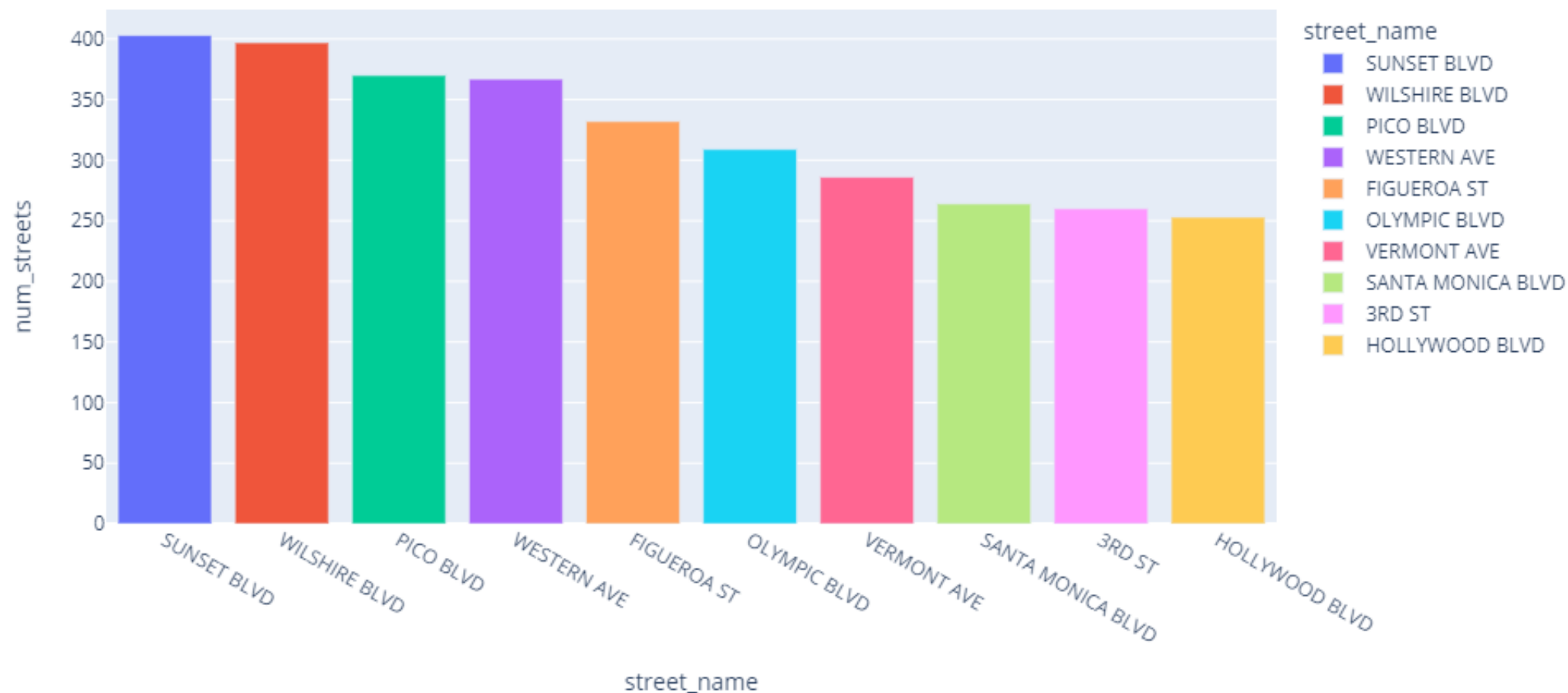
The average number of seats by foodservice type



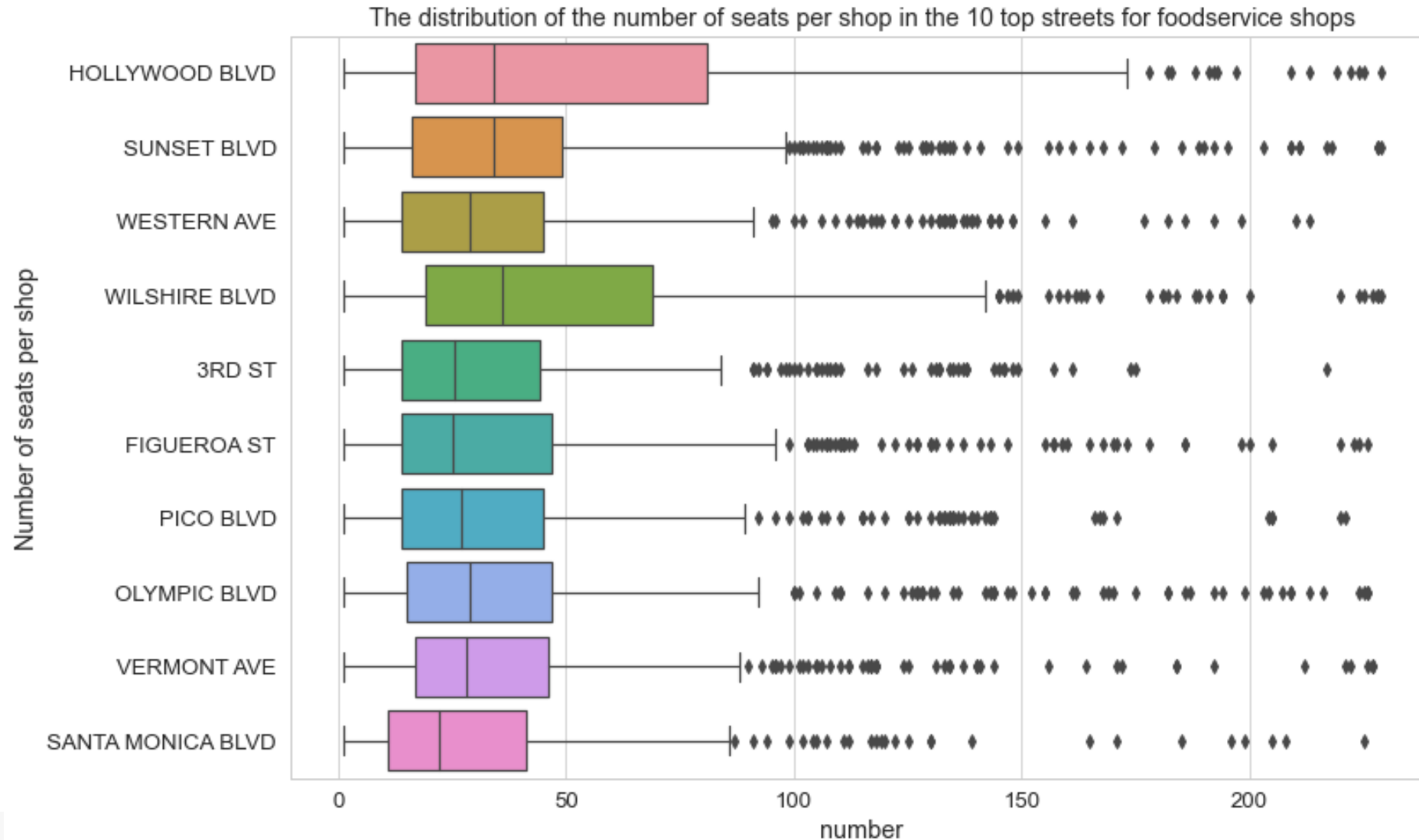
- Restaurants and bars offer above average seating options.
- Is it due to a richer night than day life?

10 Best feeding streets in LA: Number of shops

Number of foodservice shops by street: Top ten streets



10 Best feeding streets in LA: Seat distribution

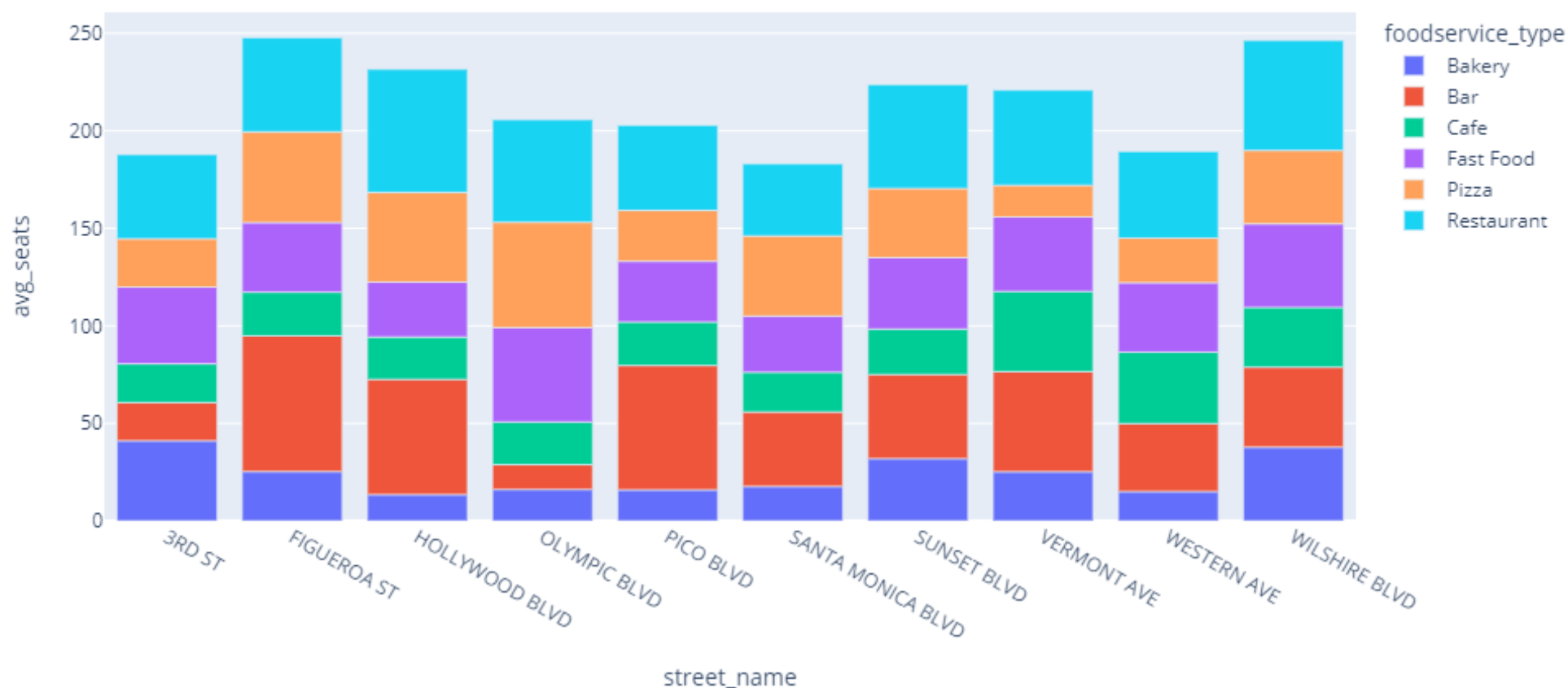


10 Best feeding streets in LA: Seat distribution

- The majority of foodservice shops offer between 15-47 seats, with median values of 10-35, and max value of 229.
- The seat distributions of Wilshire BLVD's shops and of Hollywood Blvd's shops stand out, having much wider interquartile ranges (IQR) and longer upper whiskers as well. Their median value is somewhat higher too.
- Santa Monica Blvd, has a somewhat lower number of seats, reflected in a lower median, a narrower IQR and shorter whiskers.
- Outlier values are observed in all streets, stretching towards the upper side of the axis.

10 Best feeding streets in LA: Seat and type

Top 10 streets for foodservice shops: average number of seats



10 Best feeding streets in LA: Seat and type

- The number of shops for each foodservice type and the average number of seats per foodservice type tended to vary between streets.
- This implies that each street has its own characteristics that are reflected in the specific mixture of foodservices offered.

10 Best feeding streets in LA: Focusing on Cafes

- Seats: Vermont and Western ave. offer the largest amount of seats compared to other streets (41 and 37, respectively), while 3rd St. and Santa Monica Blvd.'s coffee shops offer on average the lowest number of seats (19-20). Most cafes offer around 22 seats.
- Number of coffee shops: Sunset Blvd. and Wilshire Blvd. hold (by far) the highest amount of coffee shops (28 and 25, respectively). This might indicate that these streets are not the best option for opening a new cafe. Most streets have between 7-13 coffee shops.

10 Best feeding streets in LA: Focusing on Cafes

- Percentage of cafes in each street: In each street the coffee shops inhabit between 2%-7% of all the foodservice types, with a general average of 4.5% (see pie plot in section 1.2). This might mean that streets in which the number of cafes is only 2% or 3% are not saturated and there is room to grow (Vermont, Western and Figueroa).

Recommendations

- Many streets are not fully saturated yet, and there is room for an innovative Café, as we offer.
- We suggest studying deeper the characteristics of cafés customers, in different locations in the city: looking into ages and peak hours.
- We assume that a robo-café would be best tested in a young and vibrant area, such as a high tech or university area, where people are more apt to trying technological solutions.
- We suggest, once we choose a general location, to study the different parts of the designated street (or.. not to research by street name, but by area).
- Cafés tend to offer around 25 seats per shop.
- Most of the coffee shops are part of chains, so it might be wise to aim for it as well.
- It is advisable to look into the financial aspects of starting a business, as well as to explore the seasonal aspects of living in a highly touristic and industrial city like LA.





Thank you!