

How to tell a story using data

Course final project
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Backstory

We are suggesting you to invest in our new cafe in Los Angeles

We conducted a research on the current Los Angeles restaurants & Coffee shops market conditions

Our Goal is to understand how this market is represented in LA in terms of:

- Type of establishments
- Chains
- Number of seats
- Locations

Market Research

The data: we used an open-source data on restaurants in LA, containing 9,651 entries of different types of establishments located all over the city.

For each place we have this information:

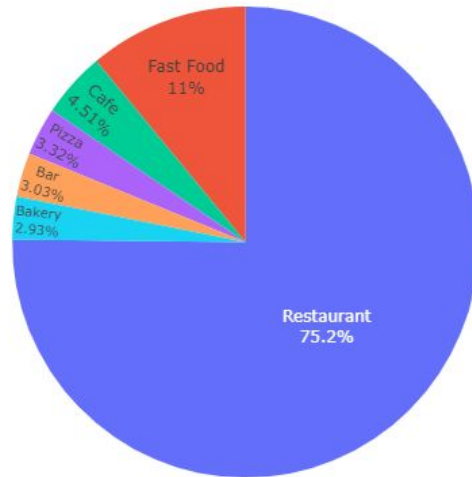
- Name - establishment name
- Address - full address
- Chain - is it a chain or not
- Type - Cafe, Restaurant, Fast Food, Bakery, Bar or Pizza
- Number of seats

General Conclusions

- ★ 75% of the establishments in LA are restaurants
- ★ 62% of the establishments belong to chains
- ★ 61% of the cafes belong to chains
- ★ Restaurants and bars have the highest number of seats in average (48-45)
- ★ Cafes and bakeries have the lowest number of seats (25-22)
- ★ The top 10 popular streets in L.A. have between 250 and 400 restaurants each
- ★ The establishments at these street have

Market Research : Type of restaurants

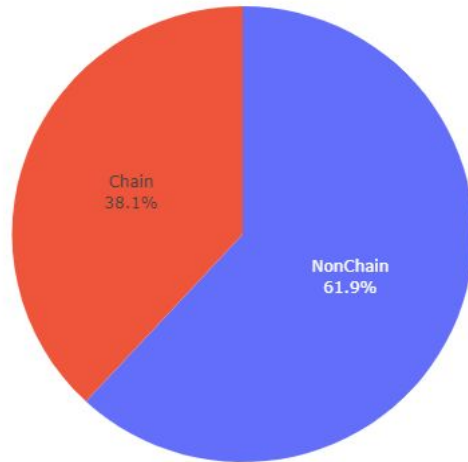
Proportions of Establishment Types



- 75% of the establishments are restaurants.
- 11% are fast food
- The rest, with about the same proportions: Cafe, Pizza, Bar & Bakery

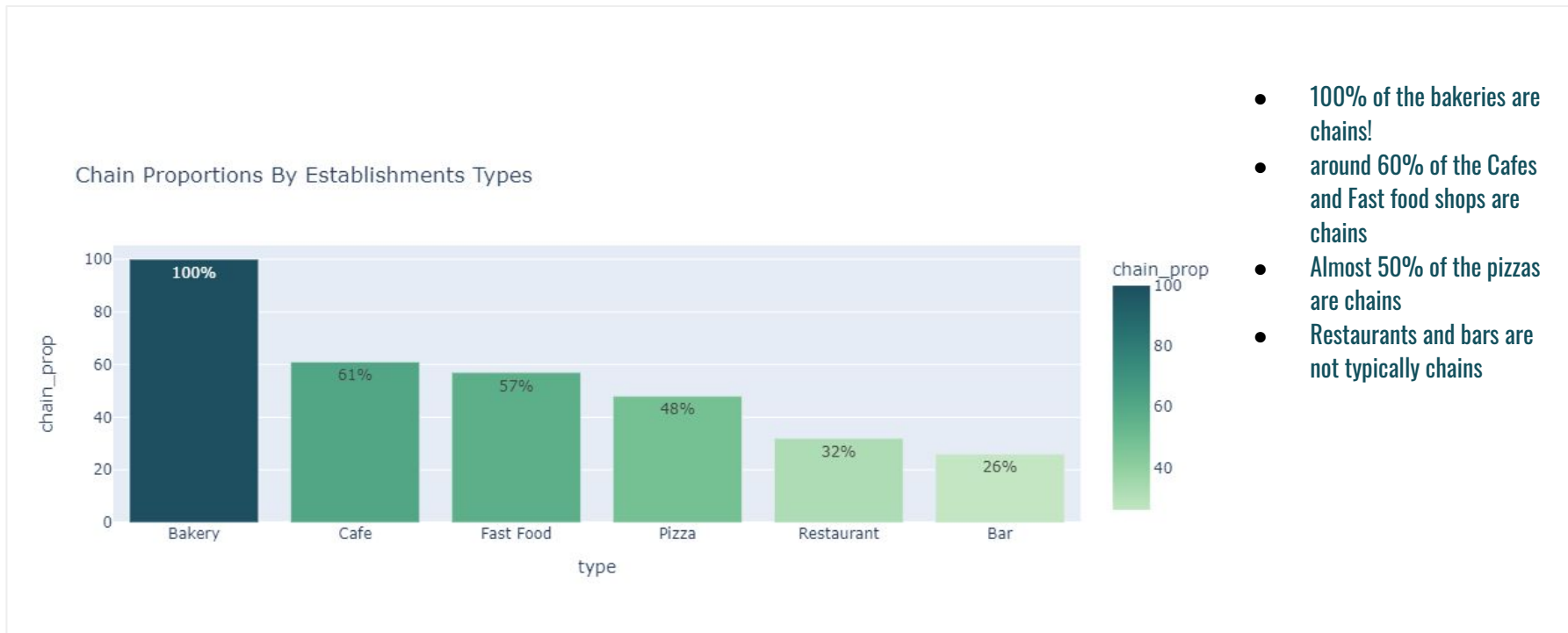
Market Research : chain vs nonchain

Proportions of Chain/Nonchain



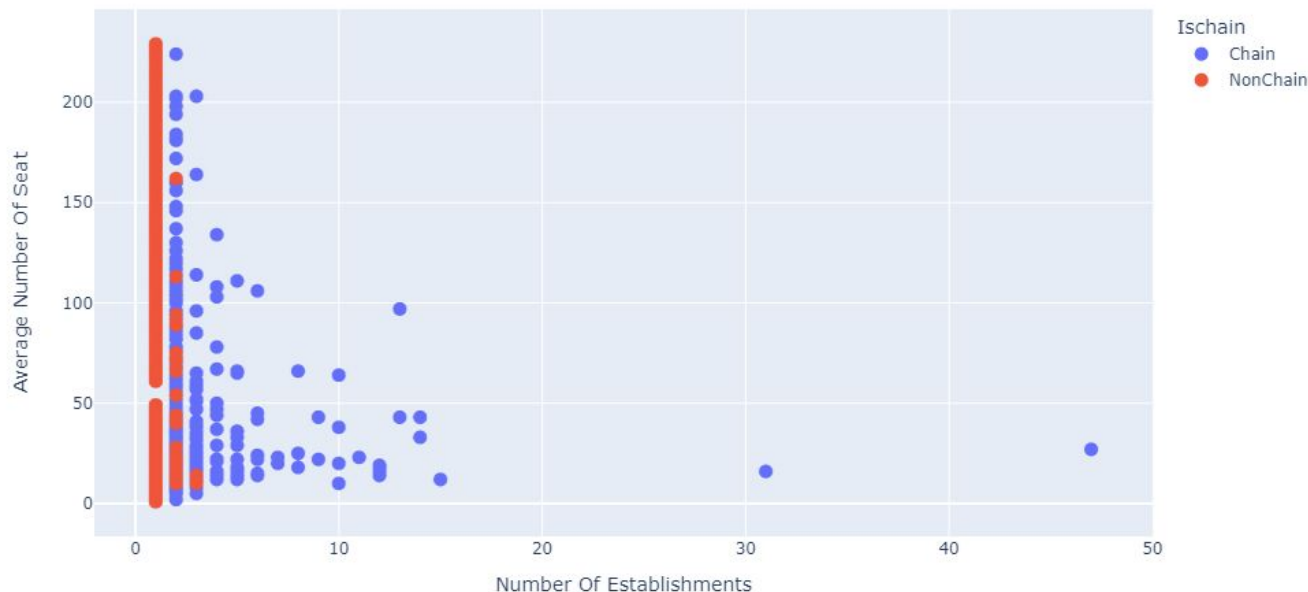
- 62% of the establishments are nonchains
- 38% are chains

Market Research : chain vs nonchain



Market Research : chain characterizing

Establishments Count Vs. Number Of Seats by Chain/Nonchain



- Chains usually have higher number of establishments comparing to nonchains.
- They usually have smaller number of seats in each establishment.

Chain

Pros: the advantages of size

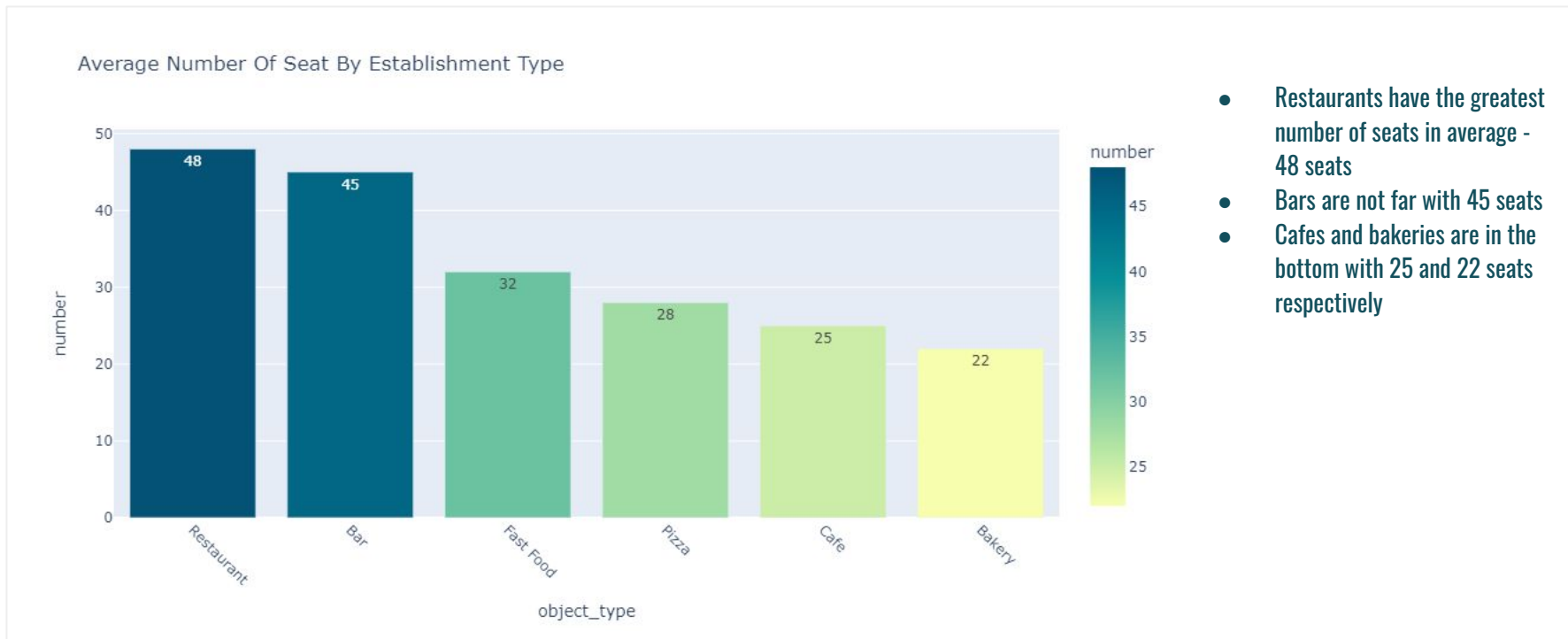
Cons: too early at this stage

Nonchain

Pros: being unique

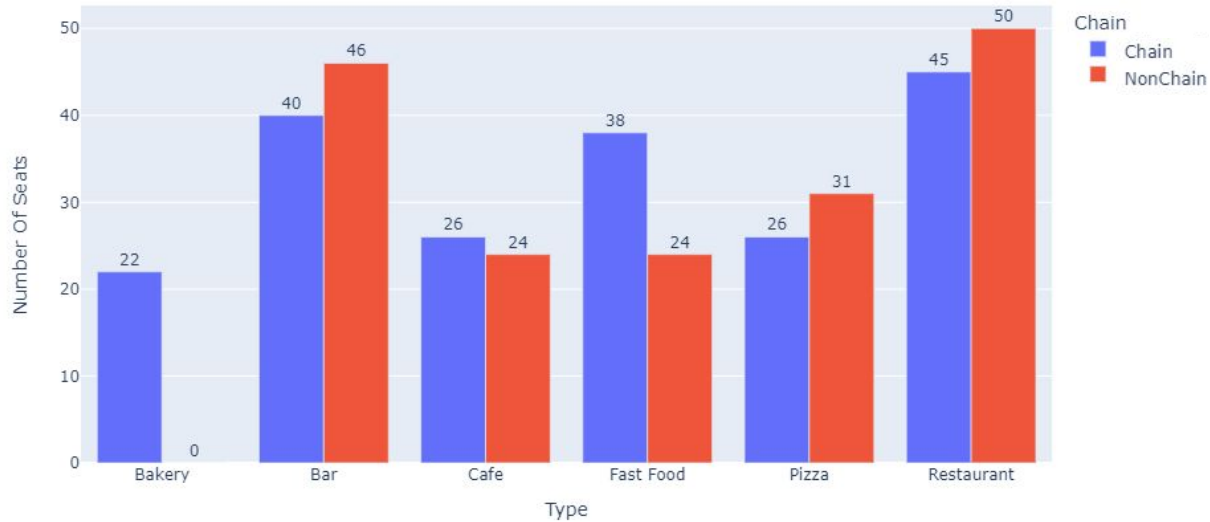
Cons: hard to enter the market

Market Research : Seating



Market Research : Seating

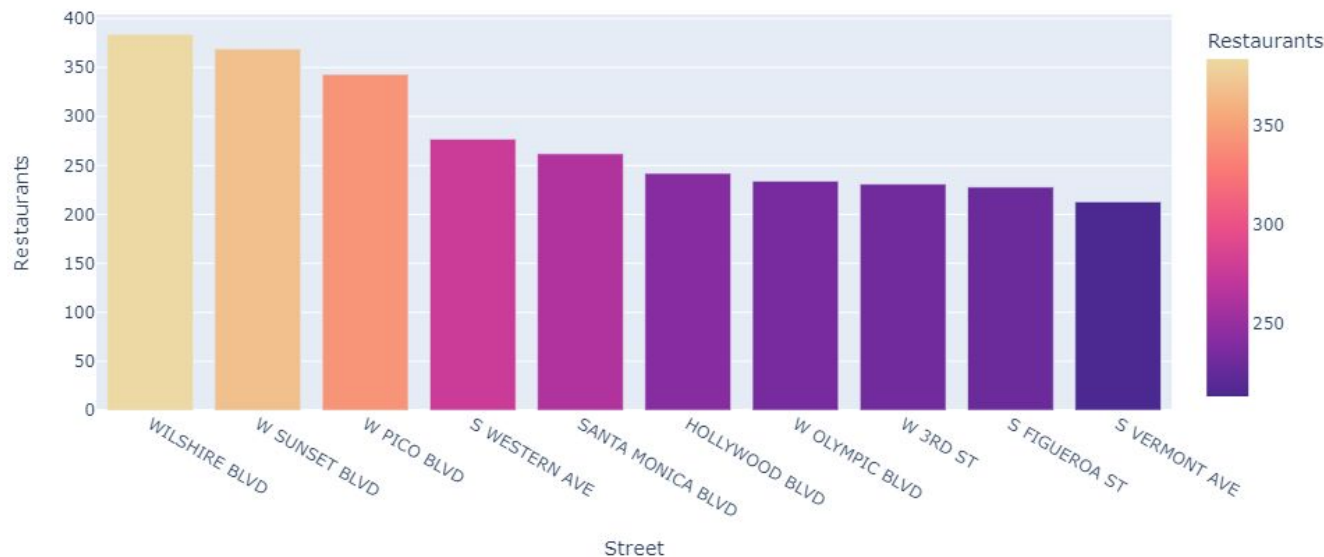
Average Number Of Seats By Establishment Type And Chain/Nonchain



- Restaurants, bars and pizzas chains have smaller number of seats than nonchains in average
- Cafes and pizzas show the opposite

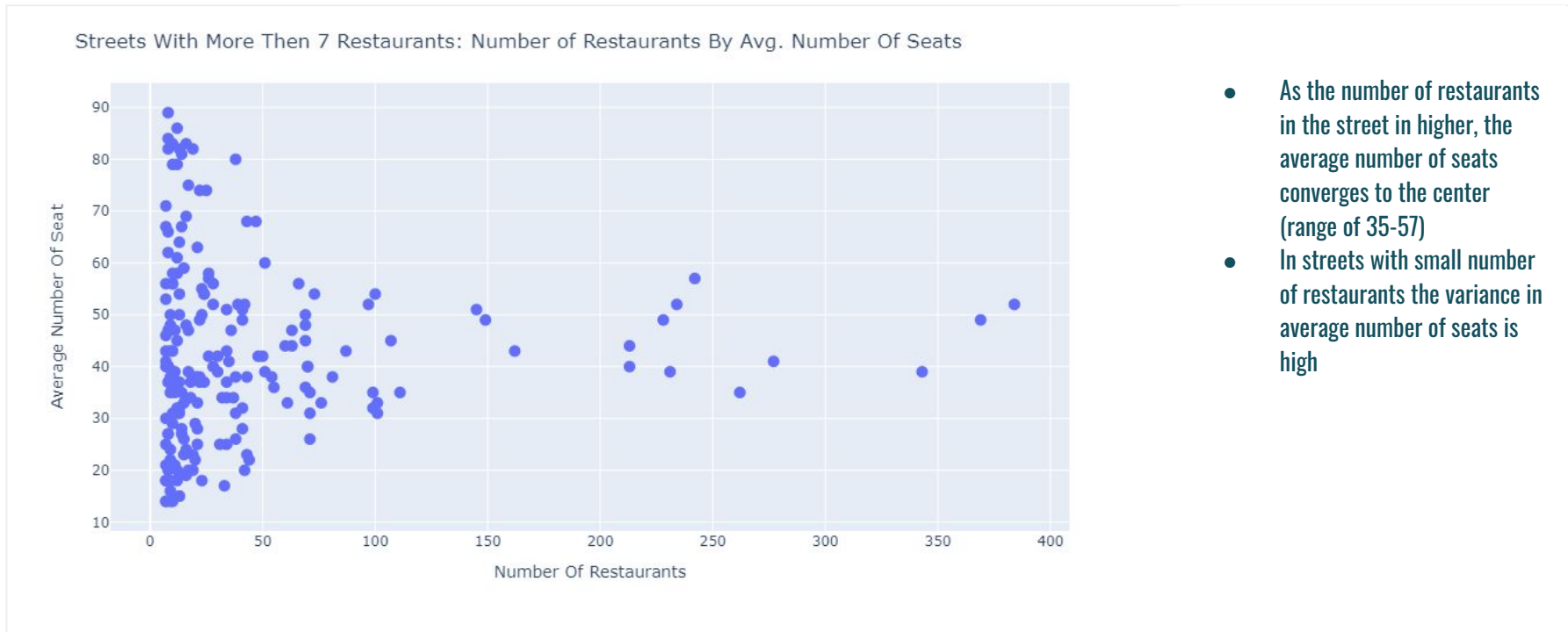
Market Research : Popular Streets

10 Top Streets By Number Of Restaurants



- The 10 top streets in the dining scene in L.A. have between 210 and 380 restaurants each

Market Research : Popular Streets Seats



Final Recommendation

- ★ I recommend on opening a robot-run cafe.
- ★ Cafes consist only 4.5% out of all the dining places in L.A., there is a place for more.
- ★ The cafe will be unique in terms of service (by robots), and this will create a buzz over the place.
- ★ I recommend to start with medium size place, with around 30 seats, which is big for cafe.
- ★ Our robot waiters will be able to give fast service to a large number of guests.
- ★ I recommend to open it in one of the popular streets, in order to get a high exposure.
- ★ We should start as a unique place and if the concept will be a success we can always build a chain of our cafe.