

# **Los Angeles restaurant market research.**

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# Project description

You've decided to open a small robot-run cafe in Los Angeles. The project is promising but expensive, so you and your partners decide to try to attract investors. They're interested in the current market conditions—will you be able to maintain your success when the novelty of robot waiters wears off?

You're an analytics guru, so your partners have asked you to prepare some market research. You have open-source data on restaurants in LA.

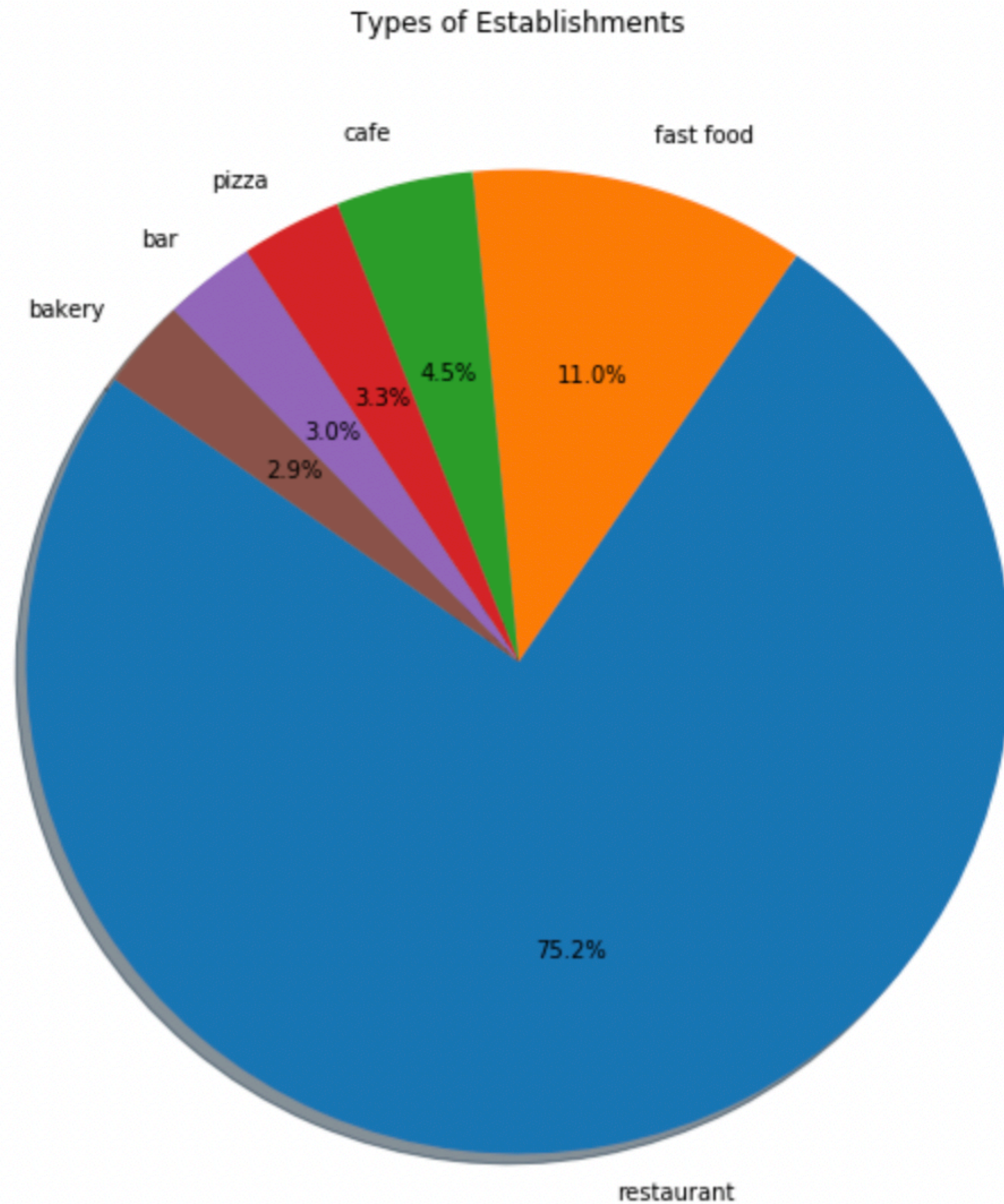




# General conclusions on the analysis:

- Restaurants are the majority - 75.2% of the sample (7255 objects), followed by fast food 11% of the sample (1066 objects). Other types of establishments account for less than 5%.
- Non-chain establishments make up the majority - 61.1% of the sample (5975 objects), and network establishments make up the remaining 38.1% of the sample (3676 objects).
- 100% of bakeries are network ones, cafes 61% (266 out of 435) and fast food 56.7% (605 out of 1066). Bars are the least likely to be a chain, only 26.3% (77 out of 292).
- Generally, most establishments have 50 or fewer seats, while fewer establishments have 50 or more seats.
- There are more seats in restaurants (average number of seats per 48 people), then there are bars with an average of 44 seats, the least seats are usually in bakeries, with an average of 21 people.
- Most popular streets for establishments are Sunset Boulevard, Pico Boulevard, where more than 300 establishments are located.
- There is only one restaurant on 1197 streets.

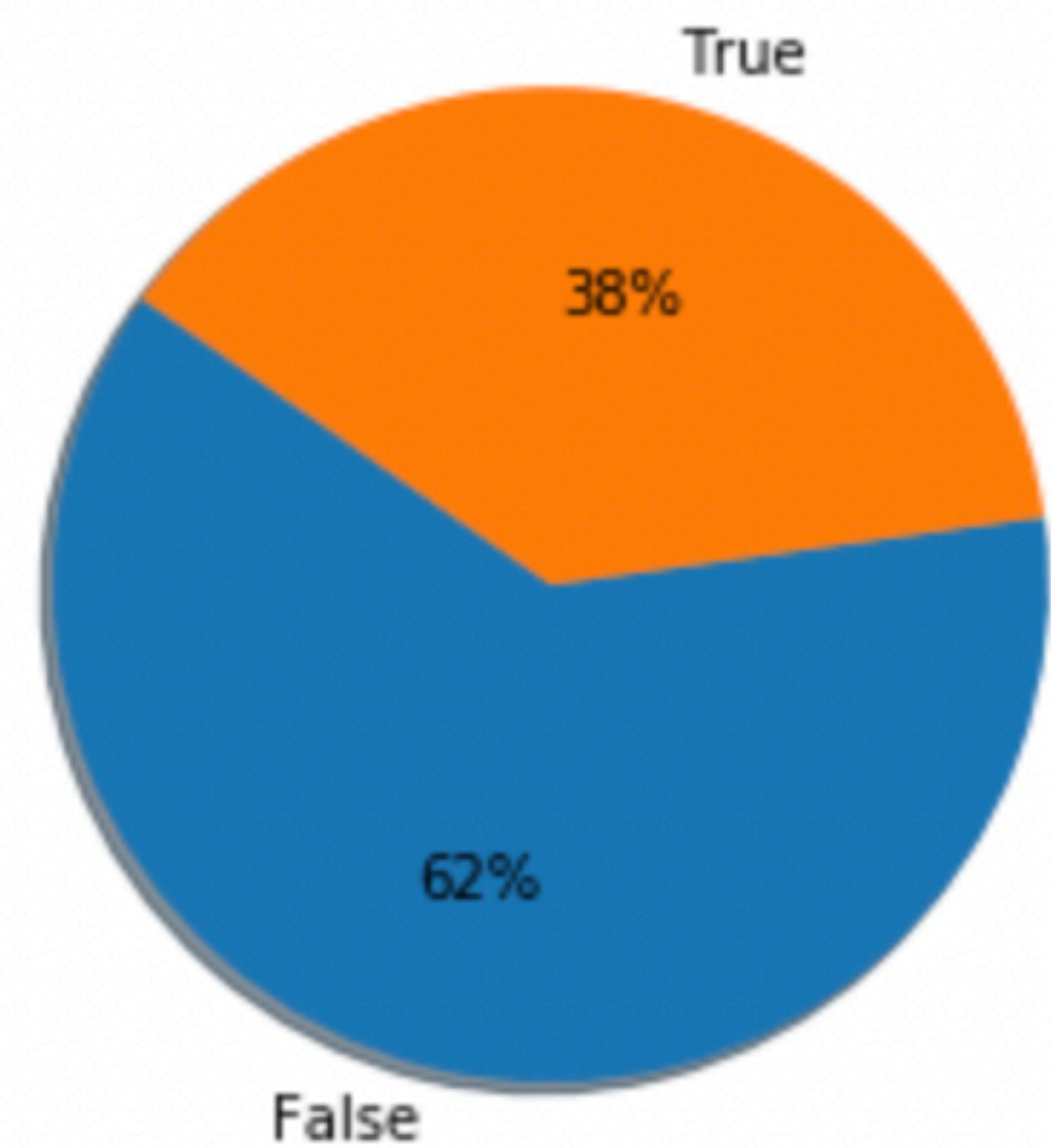
# The proportions of the various types of establishments



It can be seen from the pie chart that restaurants are the majority, they make up 75.2% of the sample (7255 objects), followed by fast food 11% of the sample (1066 objects). Other types of establishments account for less than 5%.

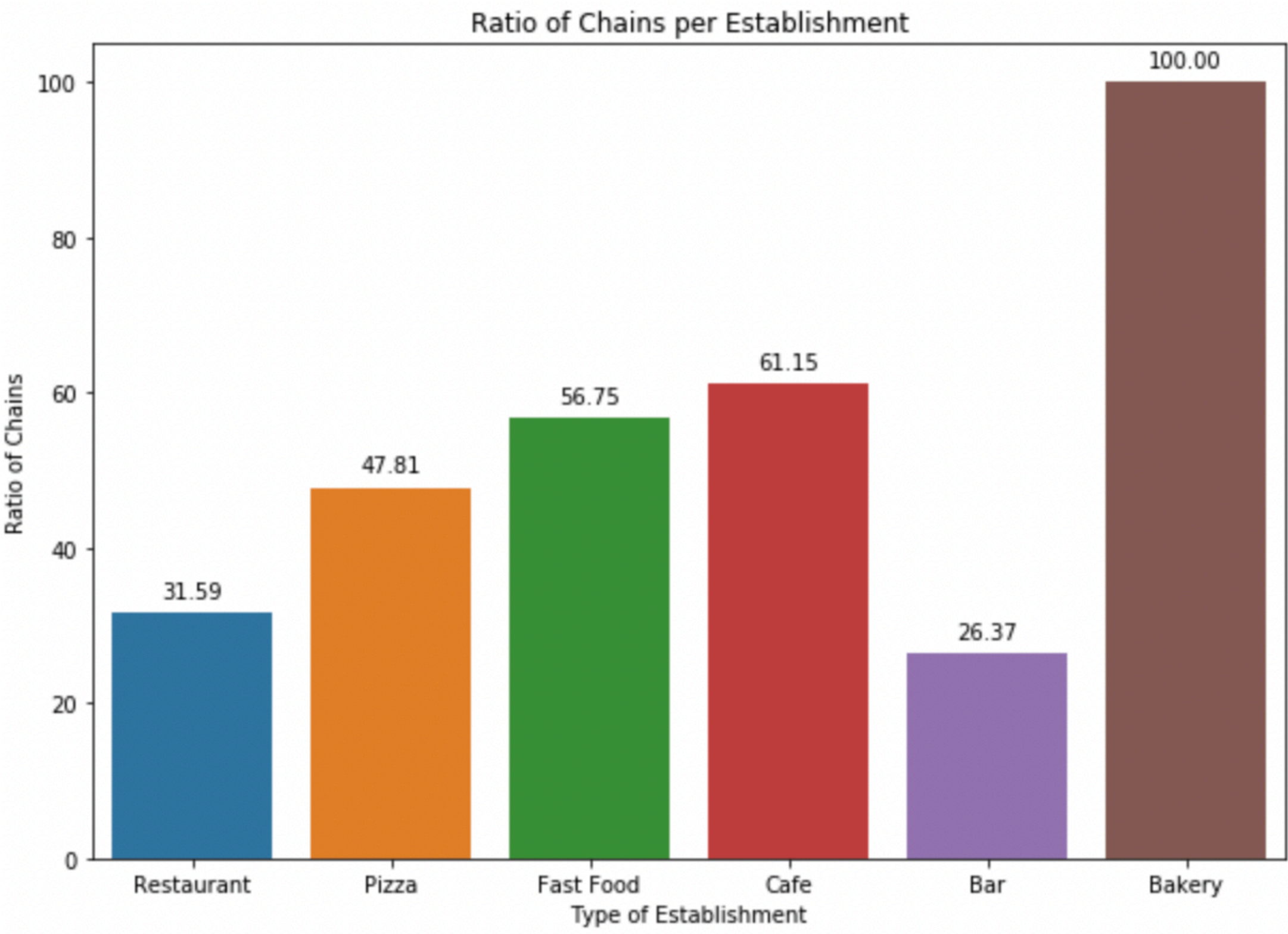


Chain vs Non-Chain Establishments

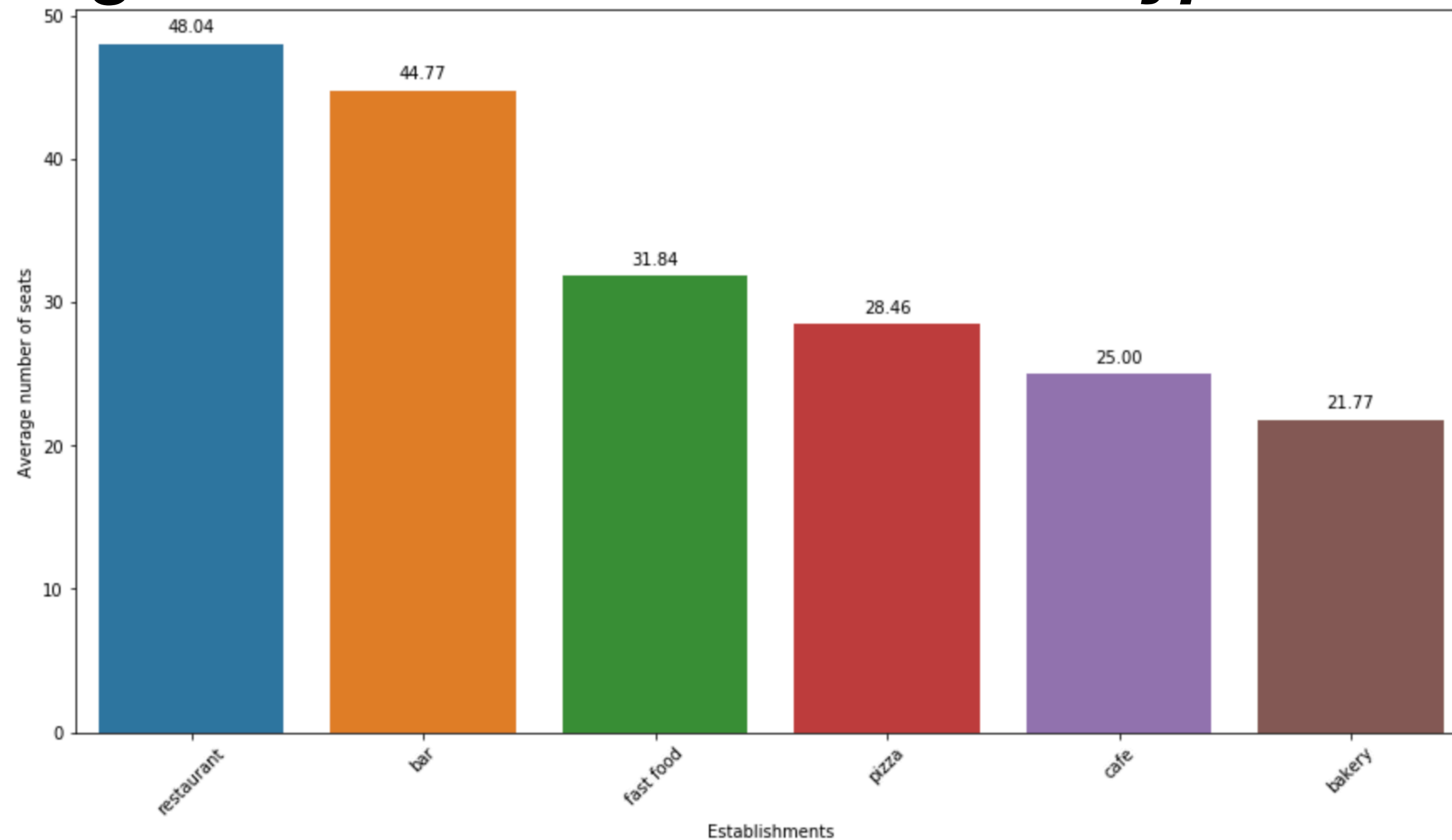


Non-chain establishments make up the majority - 61.1% of the sample (5975 objects), and network establishments make up the remaining 38.1% of the sample (3676 objects).

	object_type	count	total	ratio
0	bakery	283	283	100.000000
1	bar	77	292	26.369863
2	cafe	266	435	61.149425
3	fast food	605	1066	56.754221
4	pizza	153	320	47.812500
5	restaurant	2292	7255	31.592006

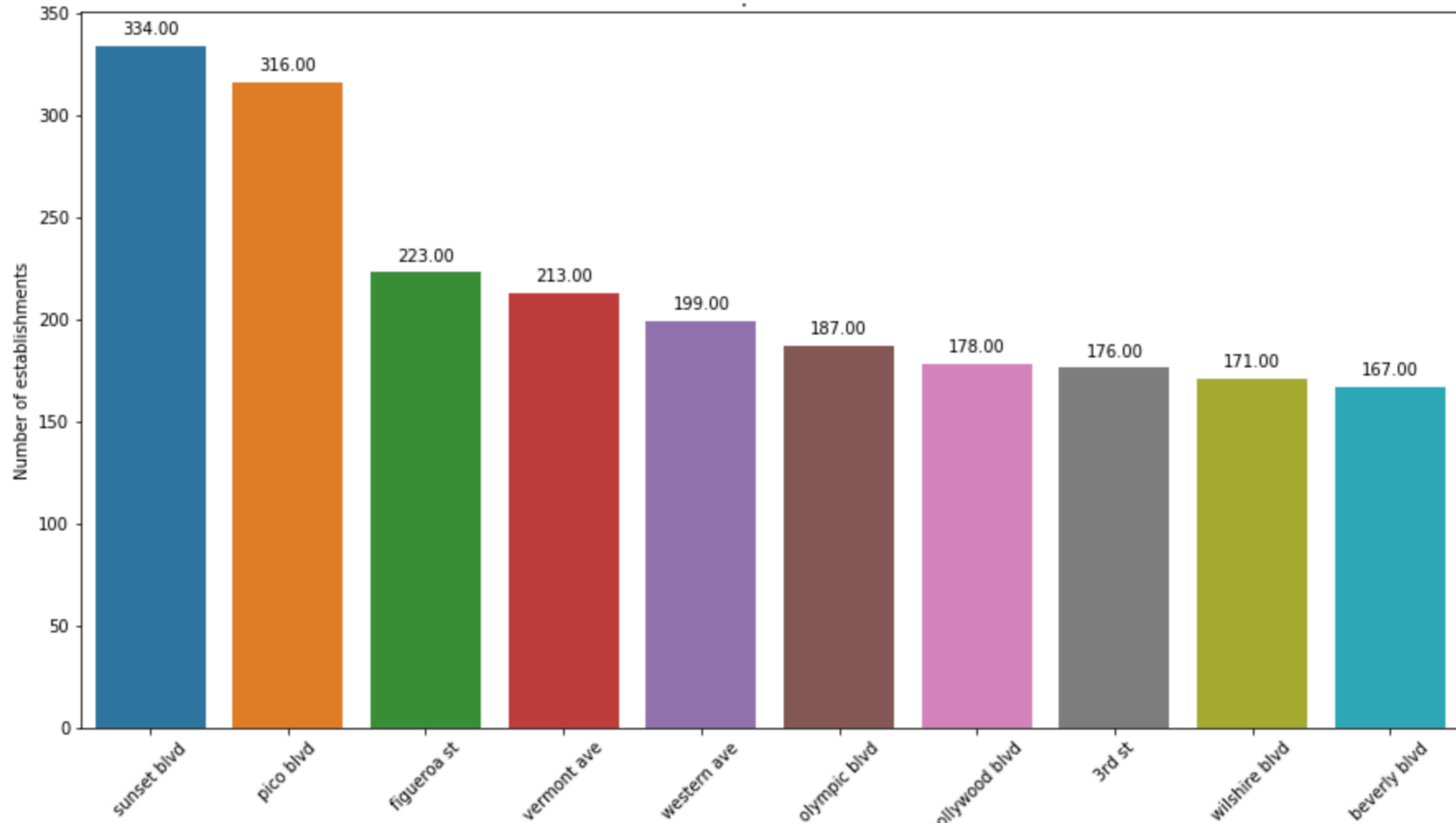


## ***The average number of seats for each type of restaurant***



There are more seats in restaurants (average number of seats per 48 people), then there are bars with an average of 44 seats, the least seats are usually in bakeries, with an average of 21 people.

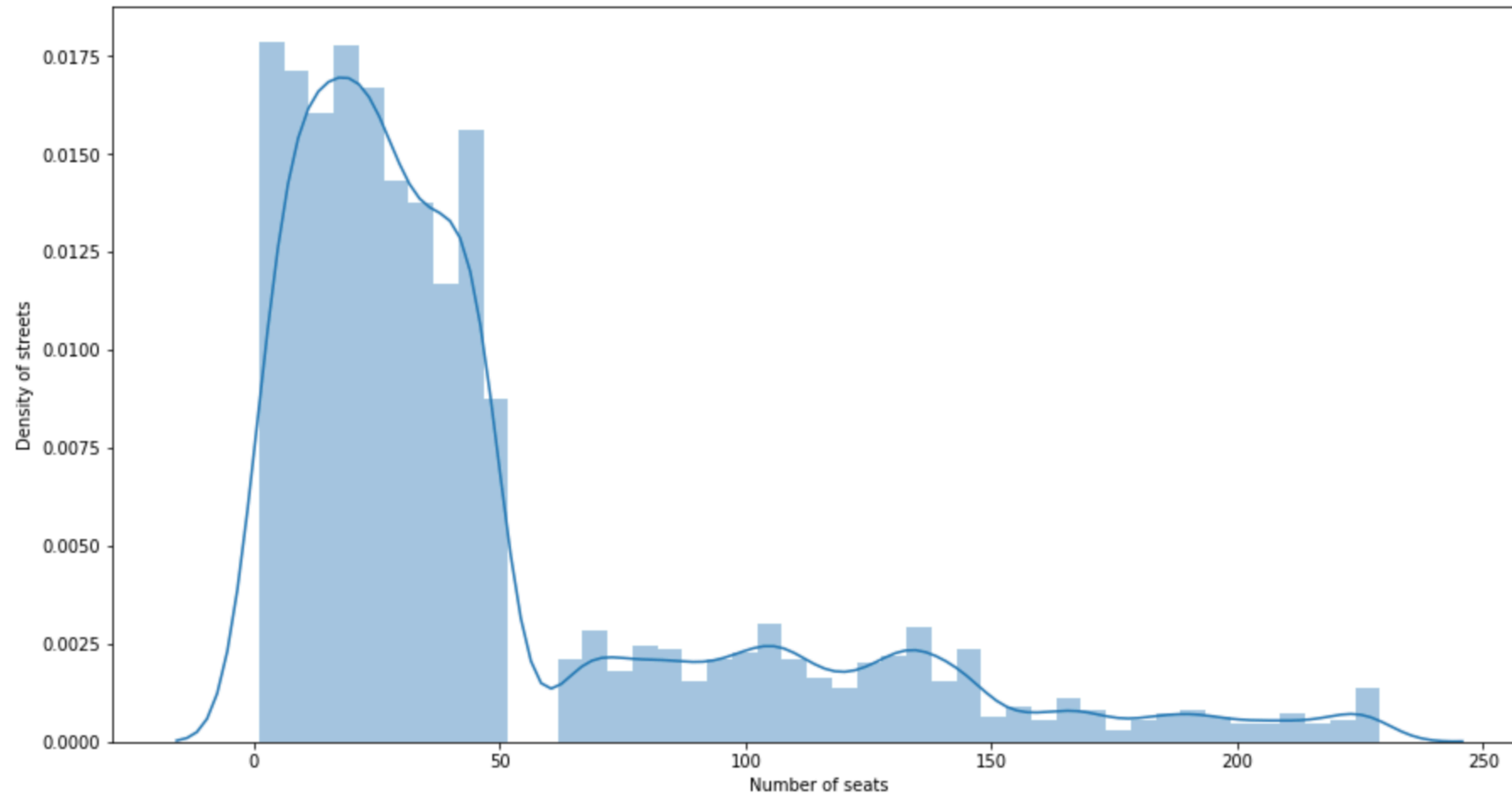
# The top 10 streets



Most popular streets



# Distribution of the number of seats



In most of the establishments the number of seats is up to 50. There are establishments that also contain from 60 to 230 seats, but they are much smaller.



# Conclusion

I believe that the most profitable and worthwhile food establishment to invest in would be either a restaurant or a bar with anywhere between 40-50 seats that is located on any one of those 10 most popular streets mentioned above.