Business Analysis Report

Jakarta's Food and Beverage Service Industry

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Executive Summary

This report provides an analytical overview of the food and beverage service industry in Jakarta, utilizing a comprehensive dataset from 2014. The study explores the business types, capacity trends, regional preferences, and leading businesses and directors, offering actionable insights for stakeholders in the culinary sector.

Scope of Analysis

The dataset comprises key information about restaurant businesses in Jakarta, including:

1. Business Names and Addresses

2. Business Corporations and Owners

3. Regional Distribution and Contact Information

4. Business Types and Capacities

Insights and Findings

1. Popular Business Types

- **Dominance of Restaurants:** Restaurants outpace other business types, including cafes and alternative culinary ventures, in both presence and popularity.

2. Regional Preferences

- **South Jakarta's Leadership:** As a culinary hotspot, South Jakarta surpasses Central Jakarta in hosting popular and successful franchises.

- **Key Locations:** Grand Indonesia emerges as a favored venue for franchise businesses, attracting significant consumer traffic.

3. Top Culinary Business and Directors

- **Prominent Franchise:** Kentucky Fried Chicken (KFC) leads as the most preferred franchise in Jakarta.

- **Influential Leader:** Carolina Susanty is recognized as a notable figure directing popular franchises in the region.

4. Room Capacity Preferences

- **Common Capacity Usage:** The "10/40/B" room configuration is the most utilized capacity setup for culinary businesses, suggesting a strategic alignment with consumer demand and business operations.

Top 10 Culinary Business in Jakarta

Top 10 Culinary Business Location in Jakarta

Data Quality Assessment

Missing Values Analysis

- Missing value ratios were analyzed and visualized using pie charts to identify gaps in the dataset, ensuring a robust understanding of the available data.
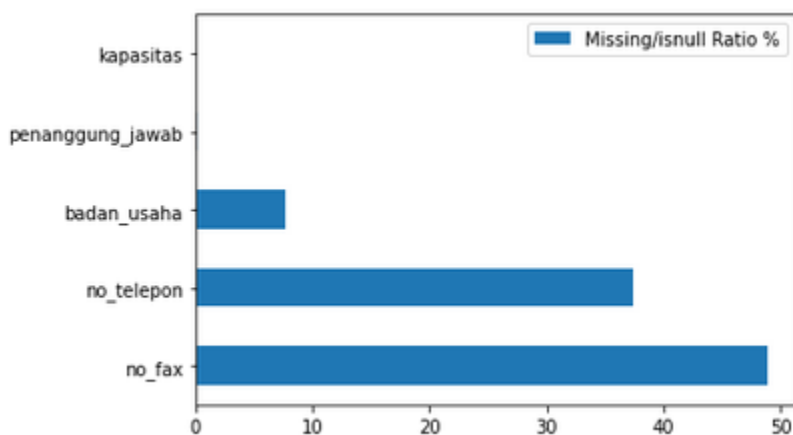
Missing Value Ratio

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alamat_usaha        0.000000
badan_usaha         7.632044
penanggung_jawab    0.252717
wilayah             0.000000
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no_fax             48.850139
jenis_usaha         0.000000
kapasitas           0.025272
dtype: float64
```

Missing Value Percentage
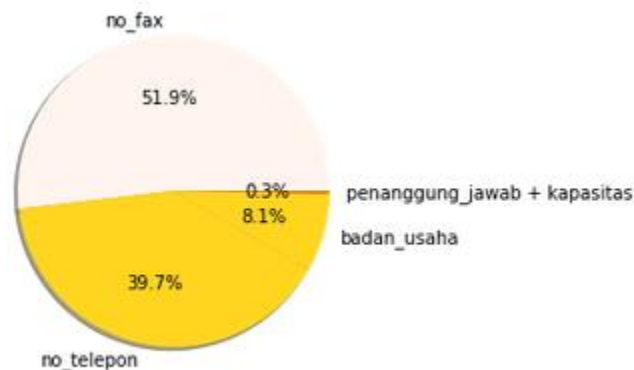
Missing Value Plot in Pie Chart

Business Implications

1. **Strategic Expansion:**
   Investors and entrepreneurs are advised to consider South Jakarta for new ventures due to its consumer density and business-friendly environment.

2. **Franchise Success Factors:**
   Aspiring franchisees may benefit from studying the operational models of leading businesses such as KFC.

3. **Capacity Optimization:**
   Adopting the "10/40/B" room capacity standard can enhance customer satisfaction and operational efficiency.

Conclusion

This analysis demonstrates the dynamic nature of Jakarta's food and beverage industry, highlighting growth opportunities and strategies for success. The insights can guide business decisions, contributing to a thriving culinary market in Jakarta.

For further collaboration or consultation:

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