

Robo-Cafe

Robot-run cafe in Los Angeles analysis



Backstory

We want to open a robot-run cafe in L.A. A large investment is needed.

This is an analysis of the current market status of restaurants and cafes in L.A.





Research goals

- 01 Understand how the restaurants market is represented in L.A.
- 02 Investigate the type of establishments, chains, number of sites, and establishment's location



The Data

The data used in the research has the name of the establishments, their address, type, number of sits, and an indication of whether it's a part of a chain

The file has data of 9651 establishments in the region of L.A.

6 Types

Cafe, Pizza, Bar, Fast-Food, etc.

Chain

Part of a chain or not

Address

Street and number

Sits

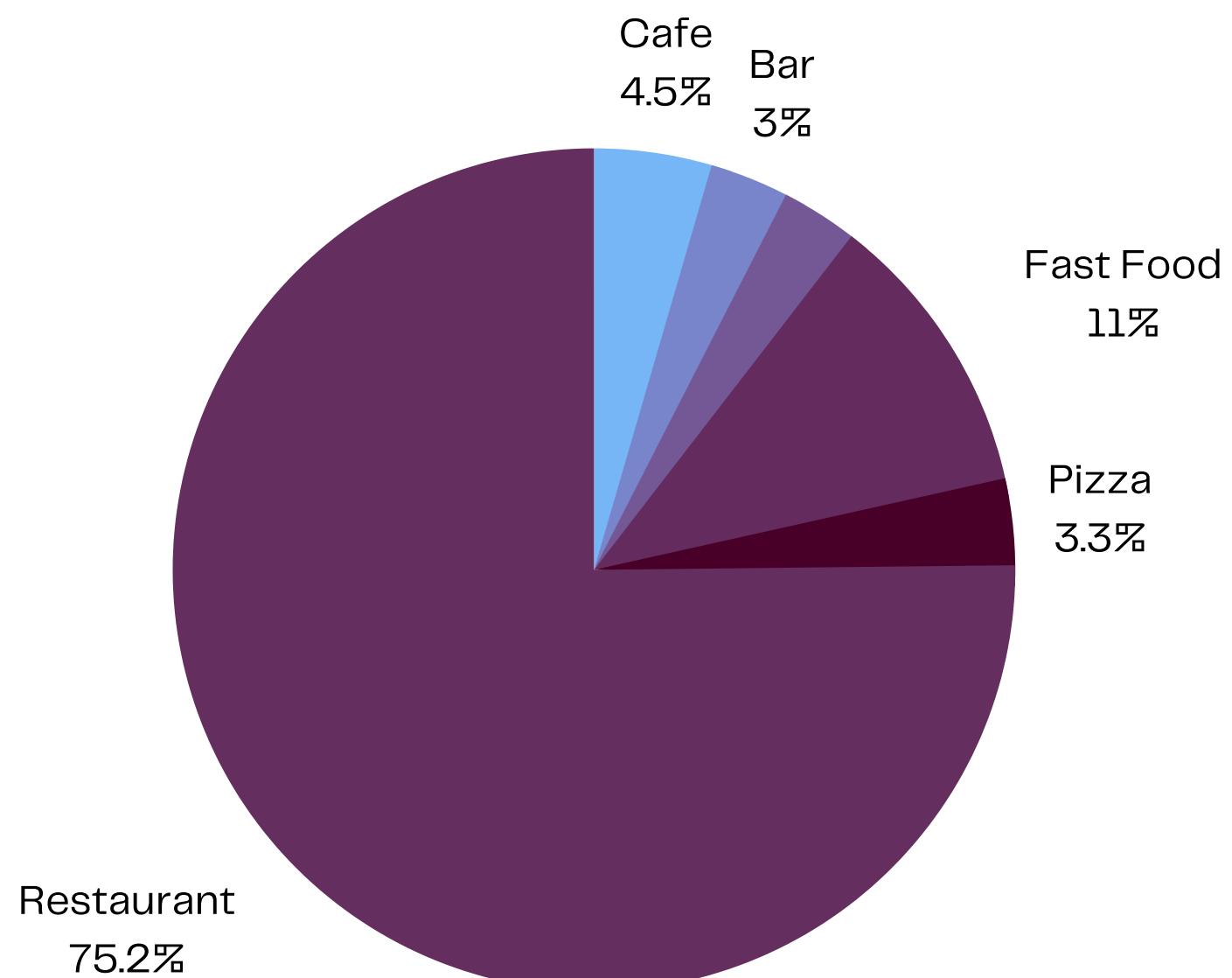
For how many customers



Restaurant Types



Establishments types proportions



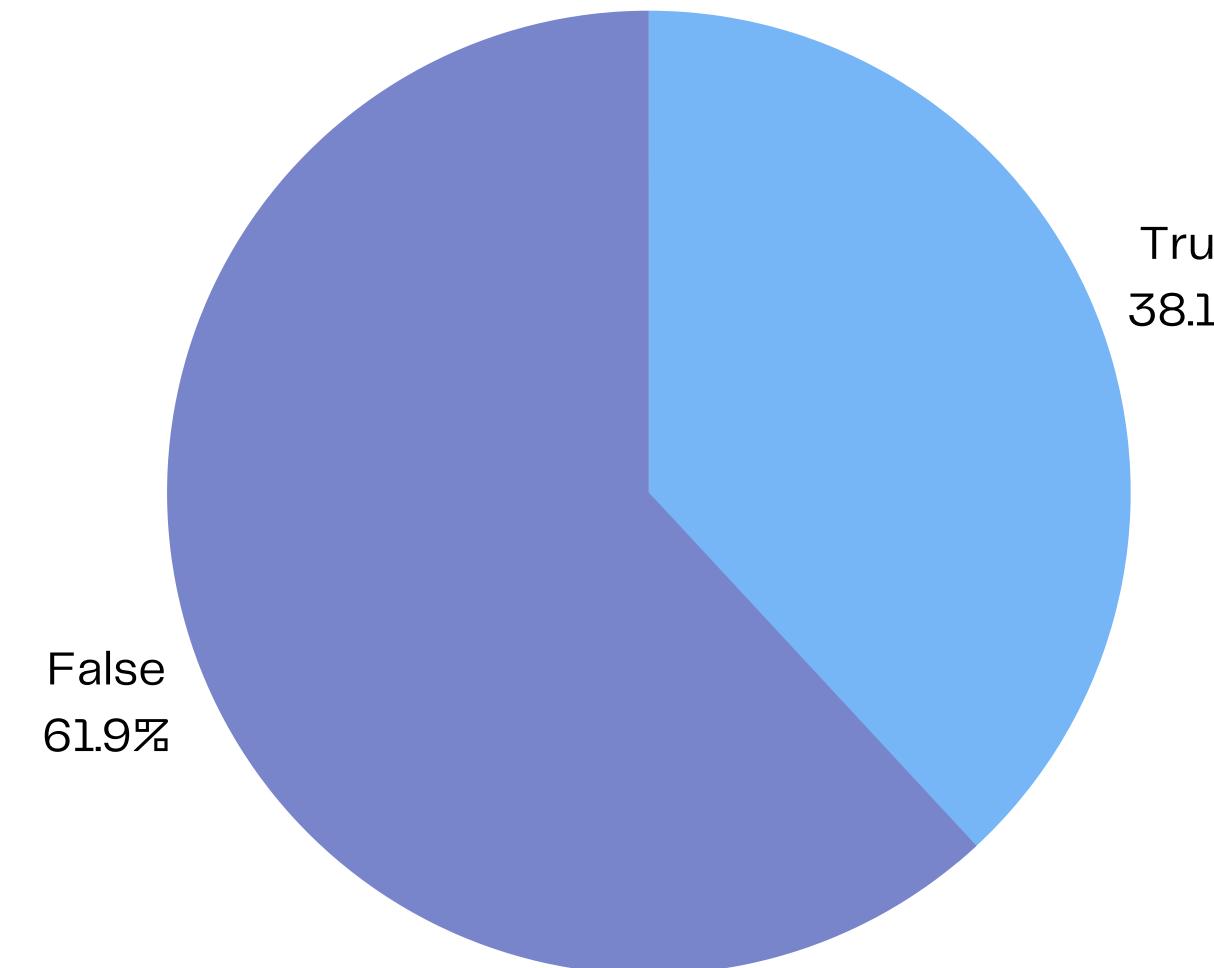
75.2% of all establishments in the city are restaurants, but cafes are only 4.51%, which is a very small portion of the food-related establishments. There is a place for more cafes in the city.



Chain vs. Independent



Establishments chain proportions

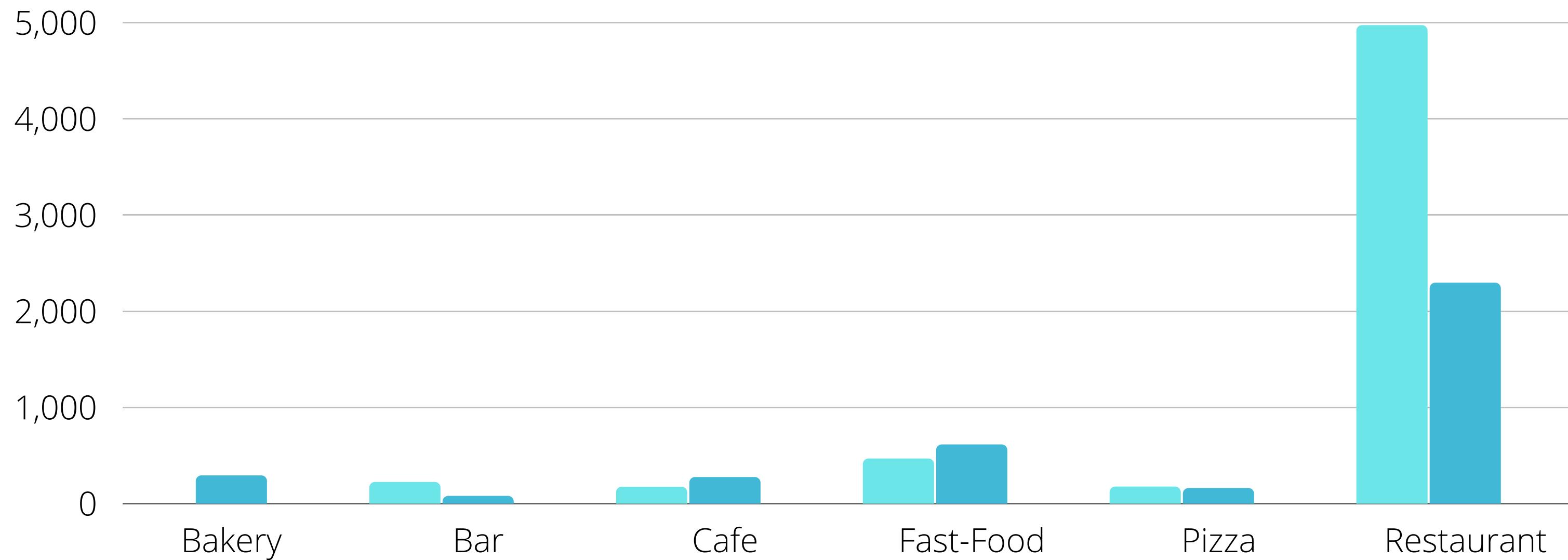


The portion of chain-related establishments is larger, but 38.1% of all establishments are independent, meaning that there is a place for a new establishment that is not part of a chain.

Chained and independent by type

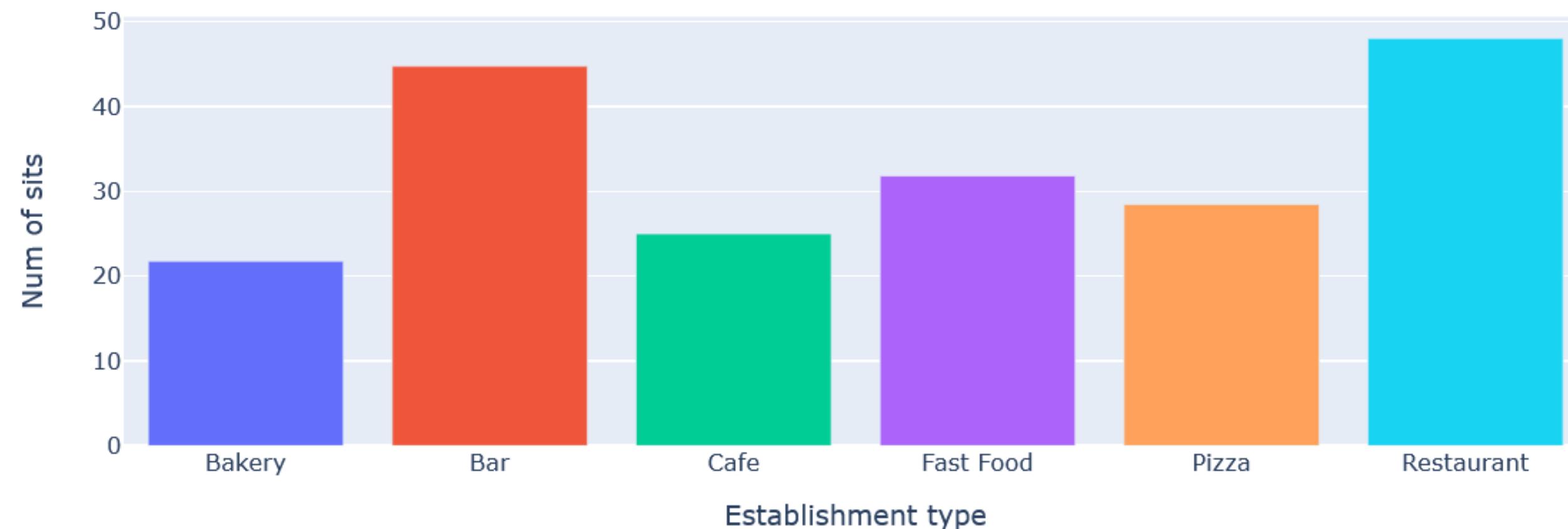
There are more chained cafes rather than independent cafes.

Chain
independent



Sits per establishment type

The average number of sits for cafes is 25, meaning that those are small places.



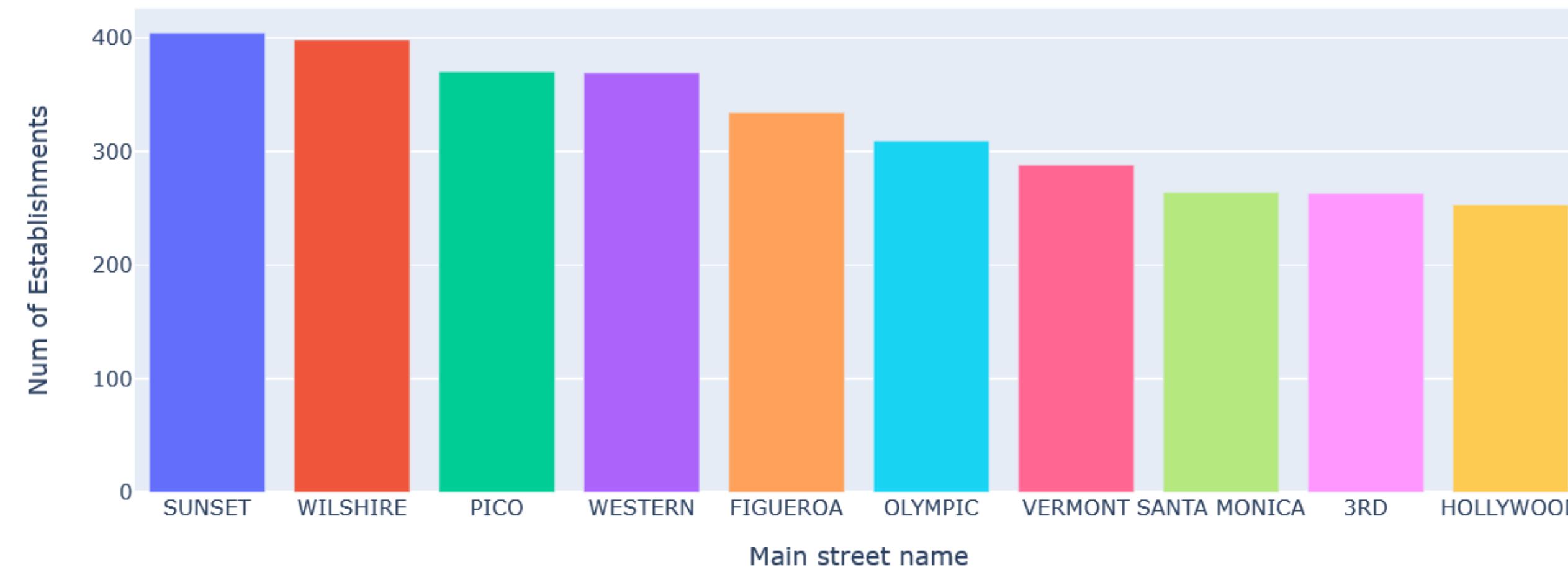


Location Analysis



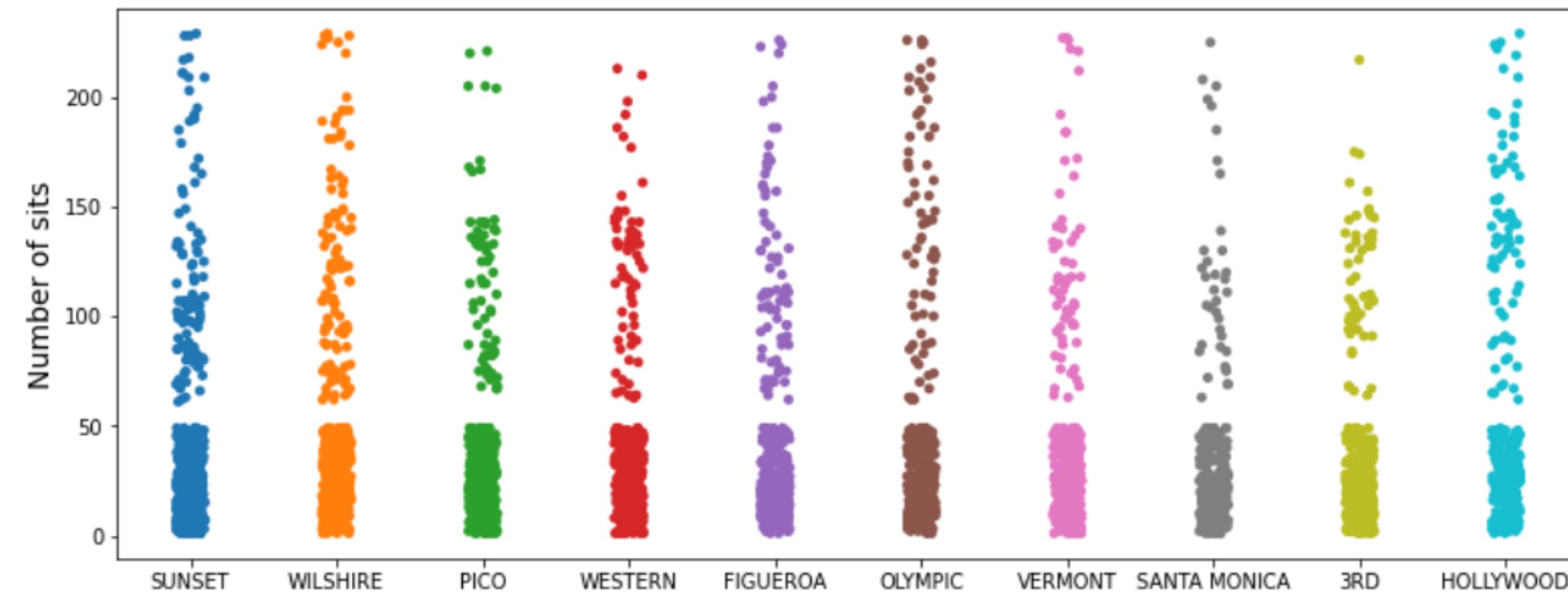
Establishments in main streets

Location, location, location.
Those are the very best
streets to have a restaurant
in them



Main street's distribution of the number of sites

The trend on the main street is to have small places up to 50 places.



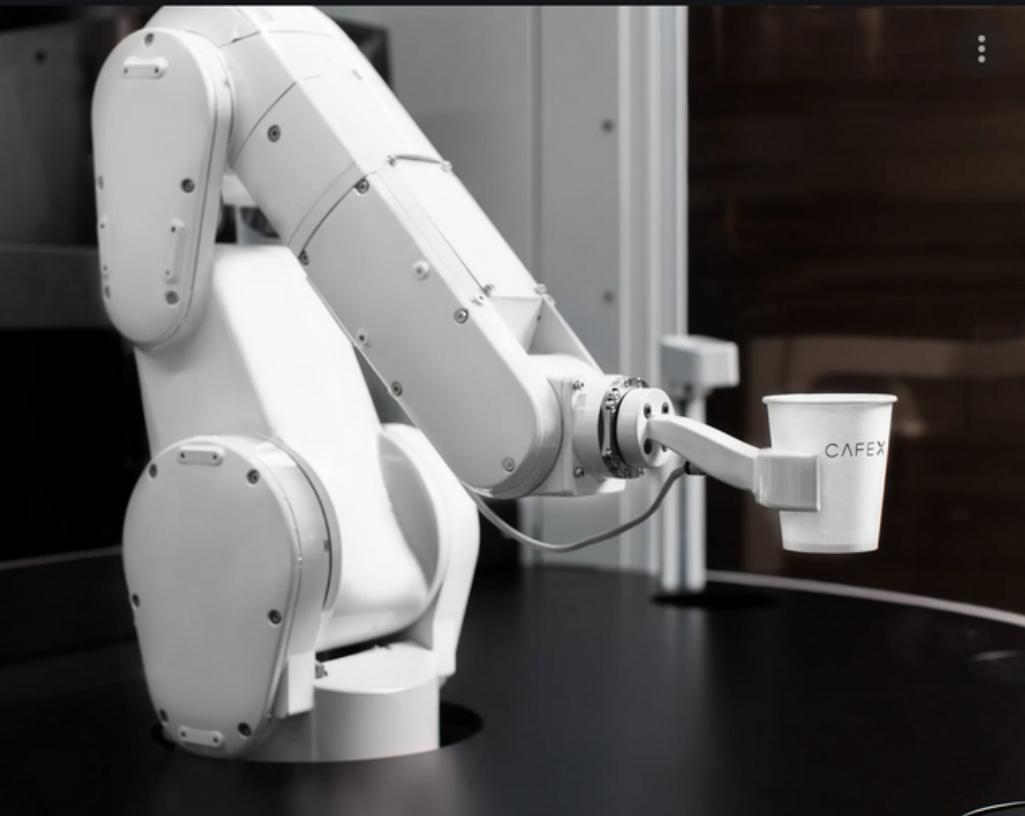


Conclusion





Cafe in L.A.



Location

Main street

Size

Max 50 sits

Chain

Not a must – an option in the future

Robots

Save money and it's an attraction

