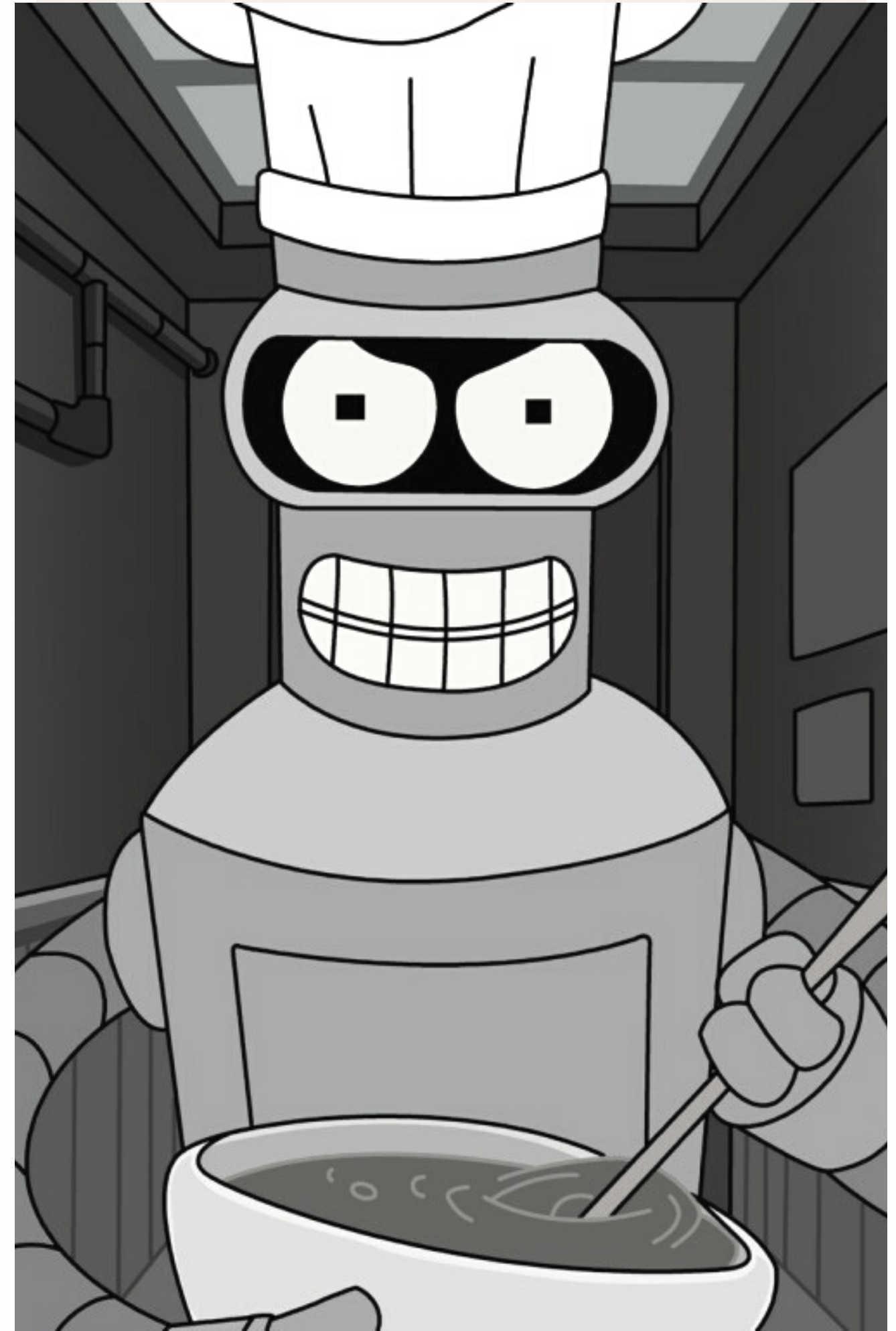


MARKET ANALYSIS

PRESENTATION OF
DATA ANALYSTS TEAM



GOALS



The goal of our research is to show restaurant market state of LA and help make a data driven descision about opening a new conceptual robot cafe

01

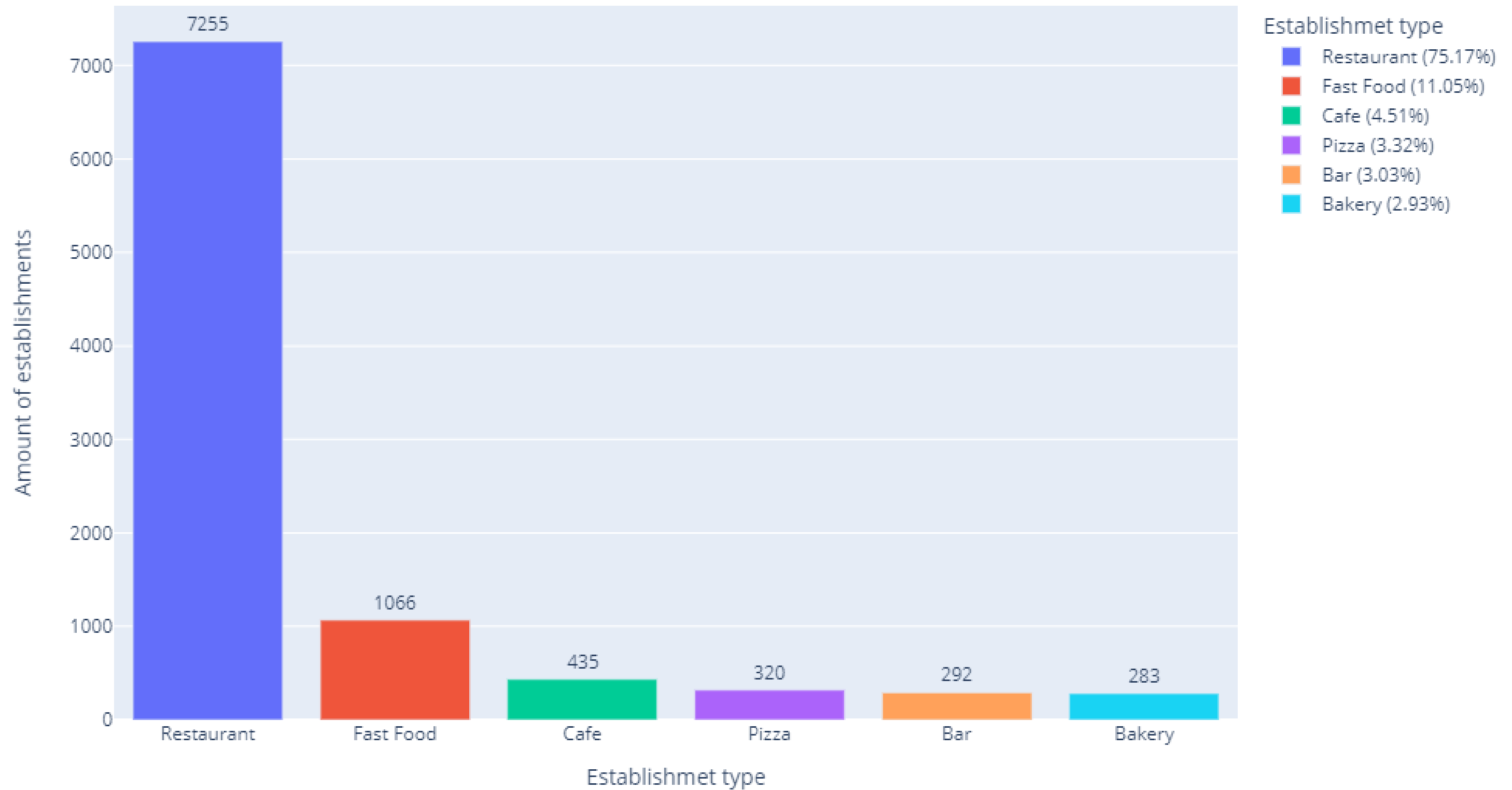
SUMMARY OF THE RESEARCH

- What types of venues are there in LA?
- Chain and nonchain venues, what is the difference?
- How big are establishments, what are their capacity?
- What are the most crowded streets?

03

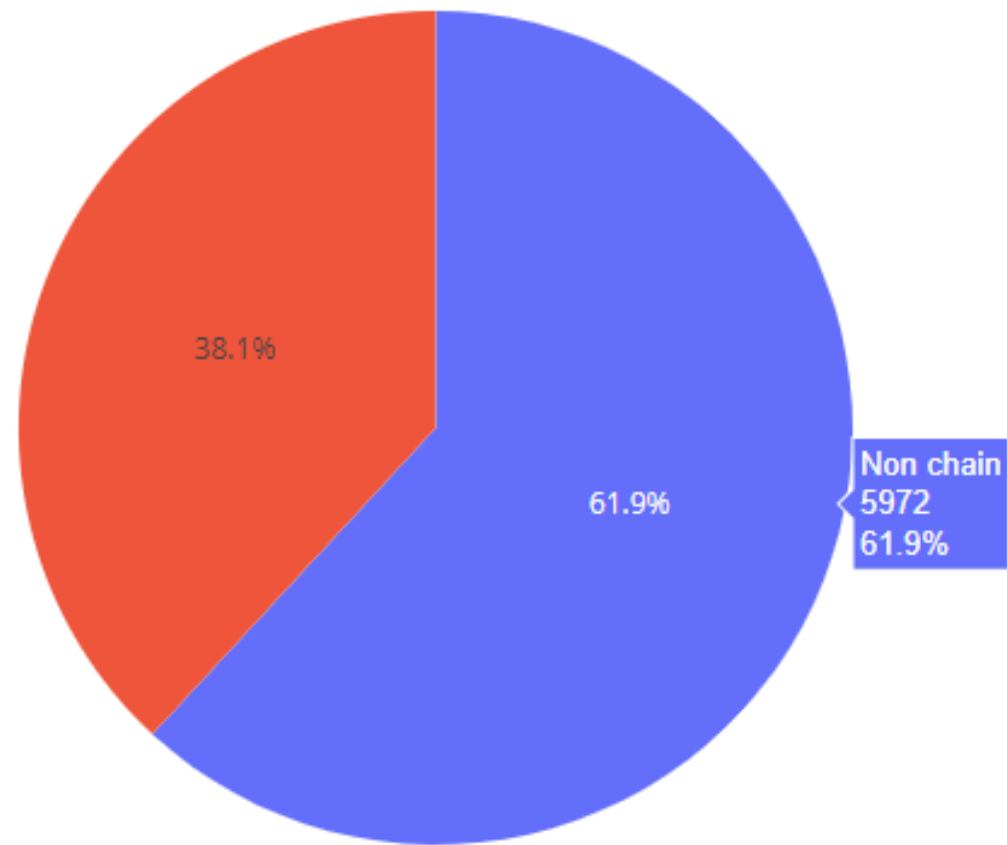
TYPES OF VENUES

Number of establishment types

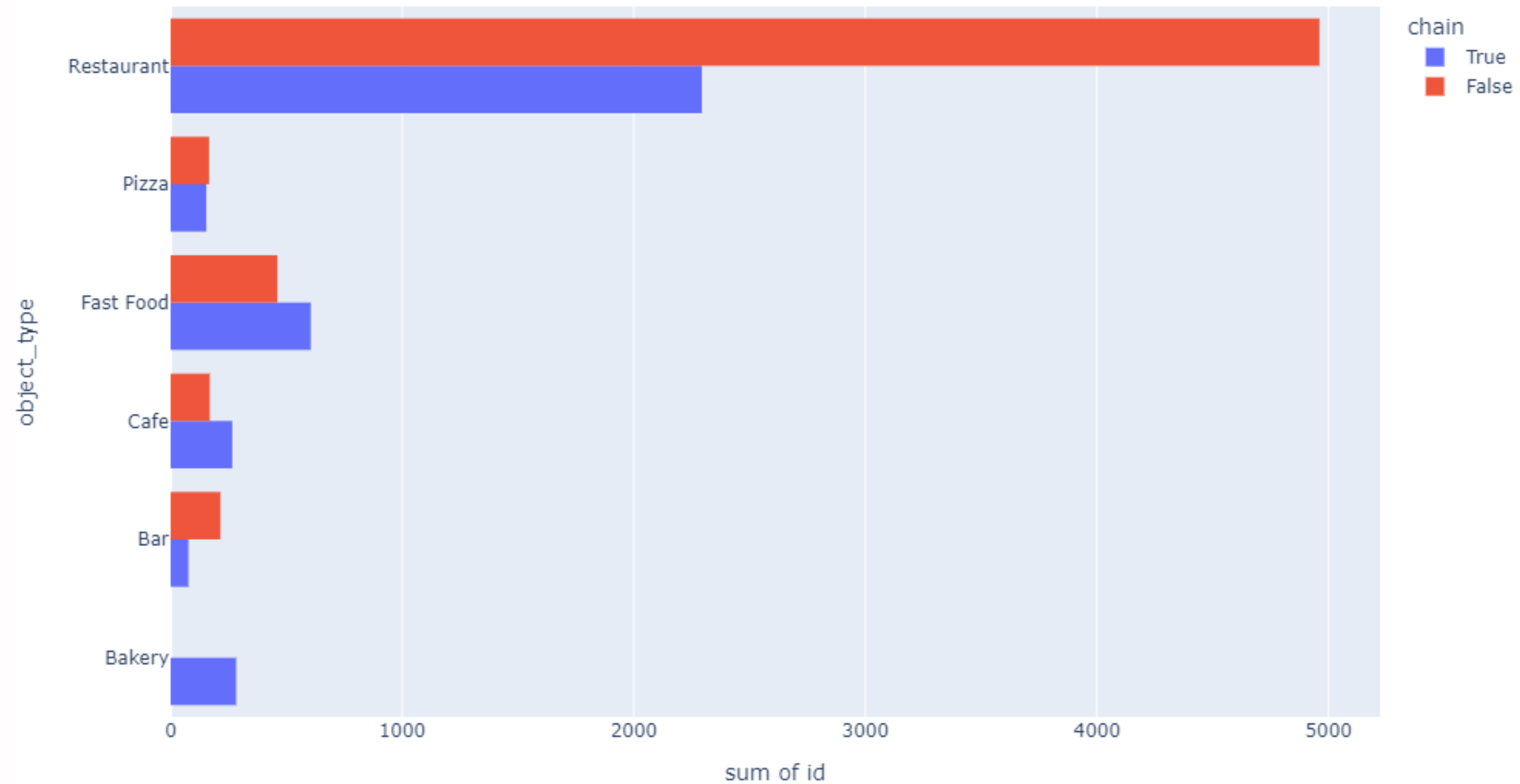


75% of all venues are restaurants

Chain and nonchain establishments ratio



Distribution of chain and nonchain object types



The chain establishments take 38% of the market, rest of them are nonchain.

There are much more restaurants and bars that don't belong to chains. On the contrary - there are no nonchain bakeries and we are more likely to find a cafe and a fastfood establishment to be in chain.

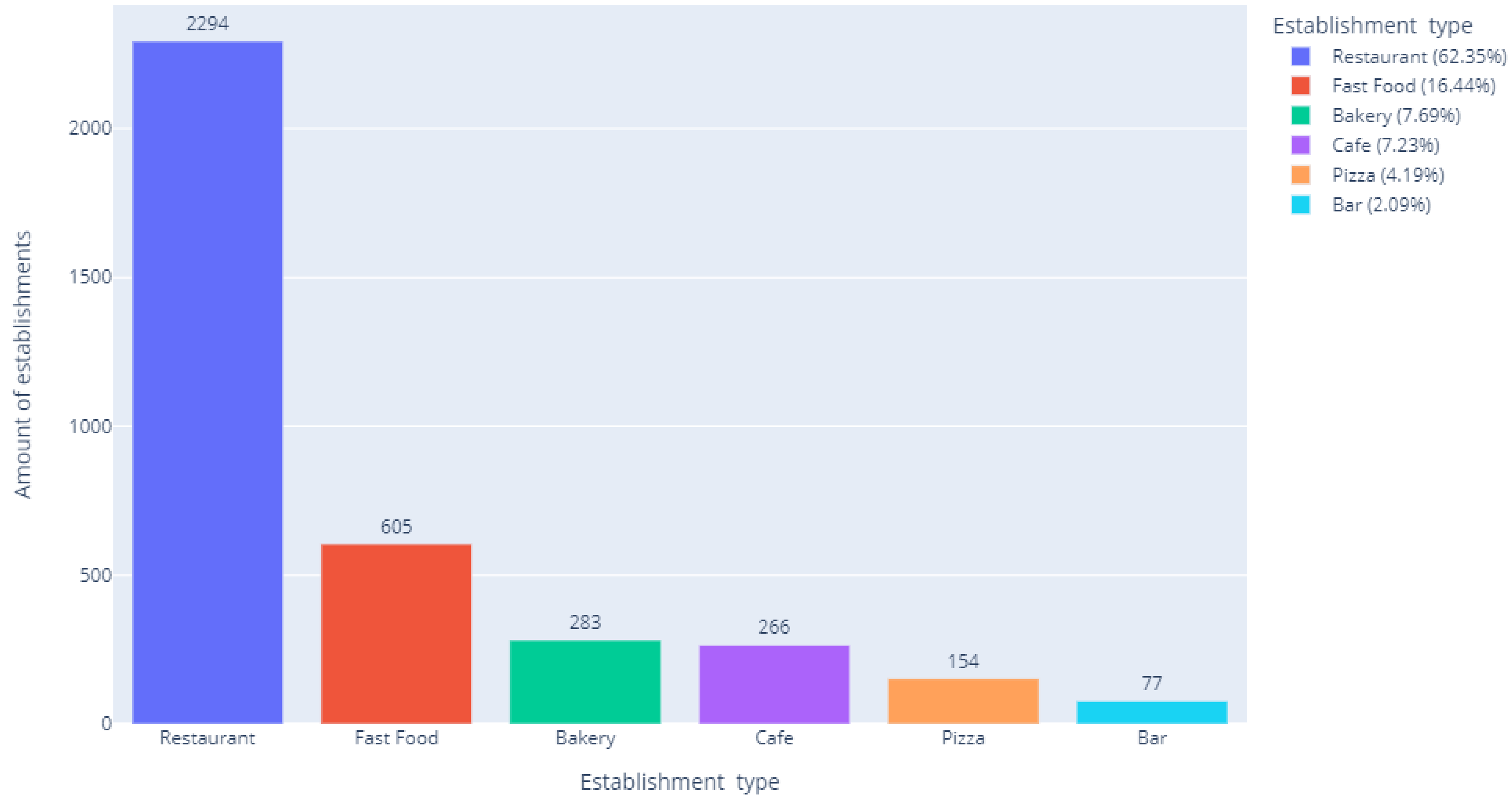
05

AND WHAT ABOUT CHAINS?



We can filter the data and have a look only at the 38% of chain establishments.

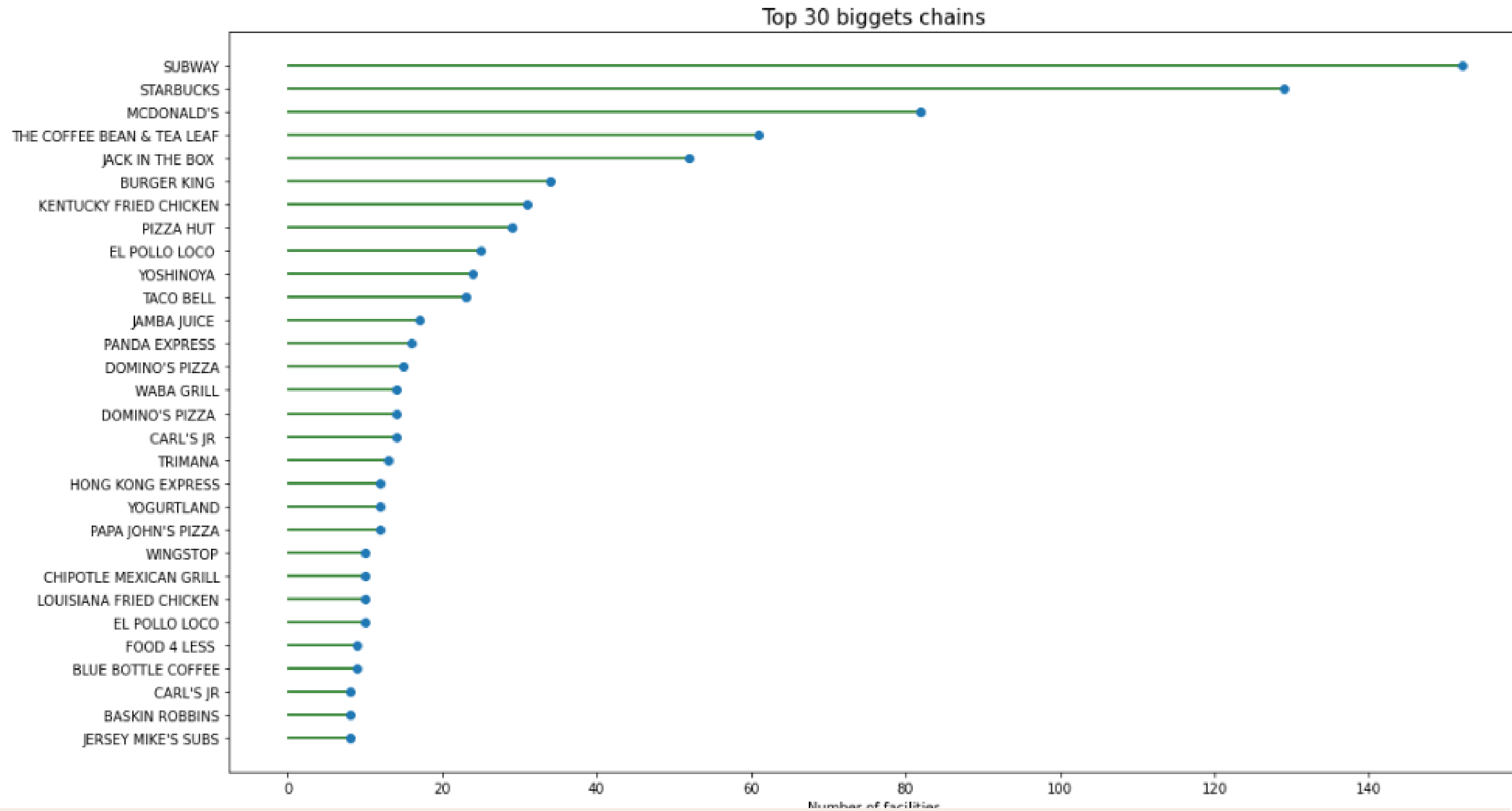
Types of chain establishments



06

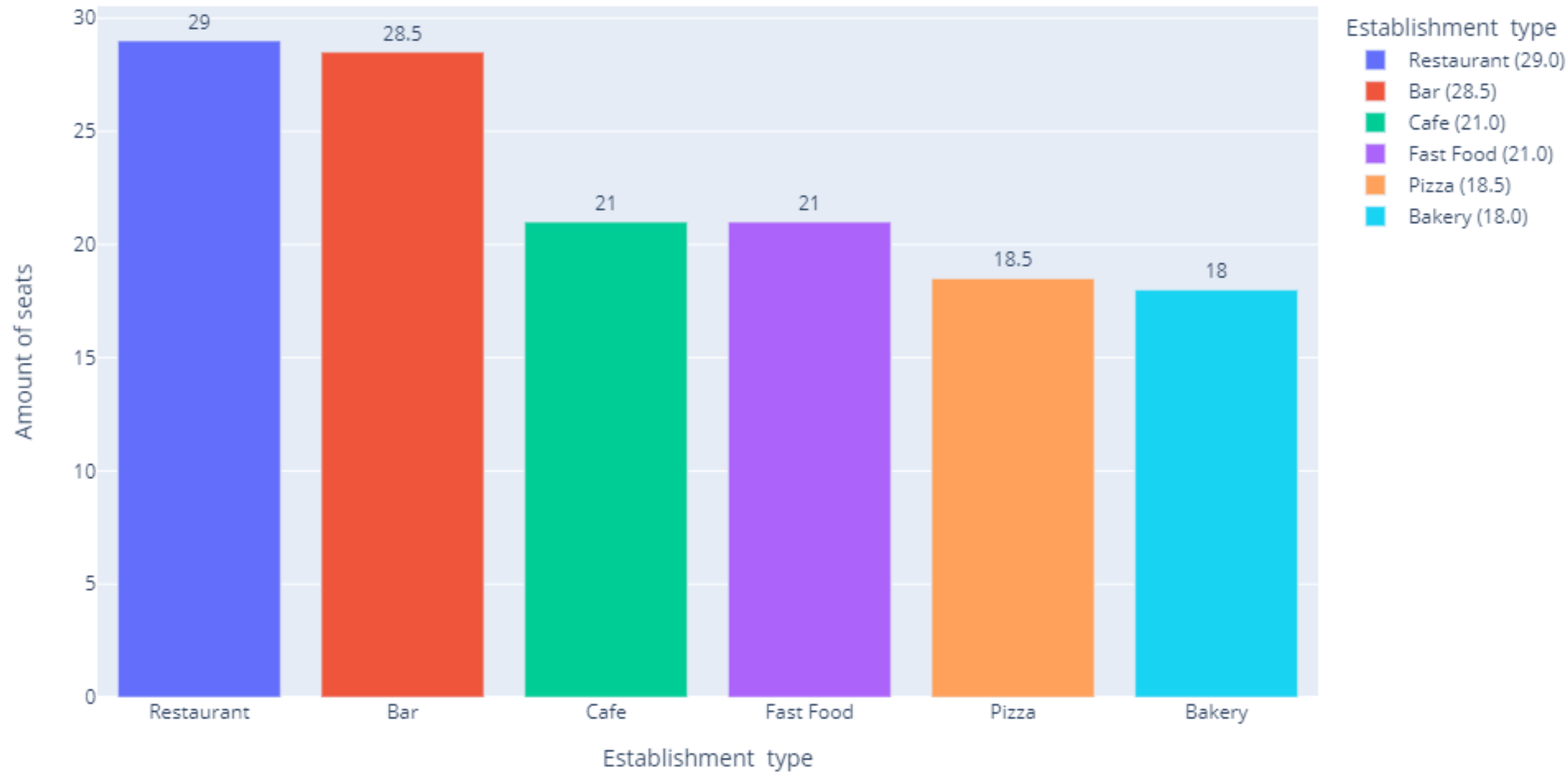
CHAIN VENUES

62% of chain venues are restaurants



The biggest chains are SUBWAY, STARBUCKS and MCDONALD'S

Average number of seats in different types of establishments



Average
number of seats
vary between
18 and 29

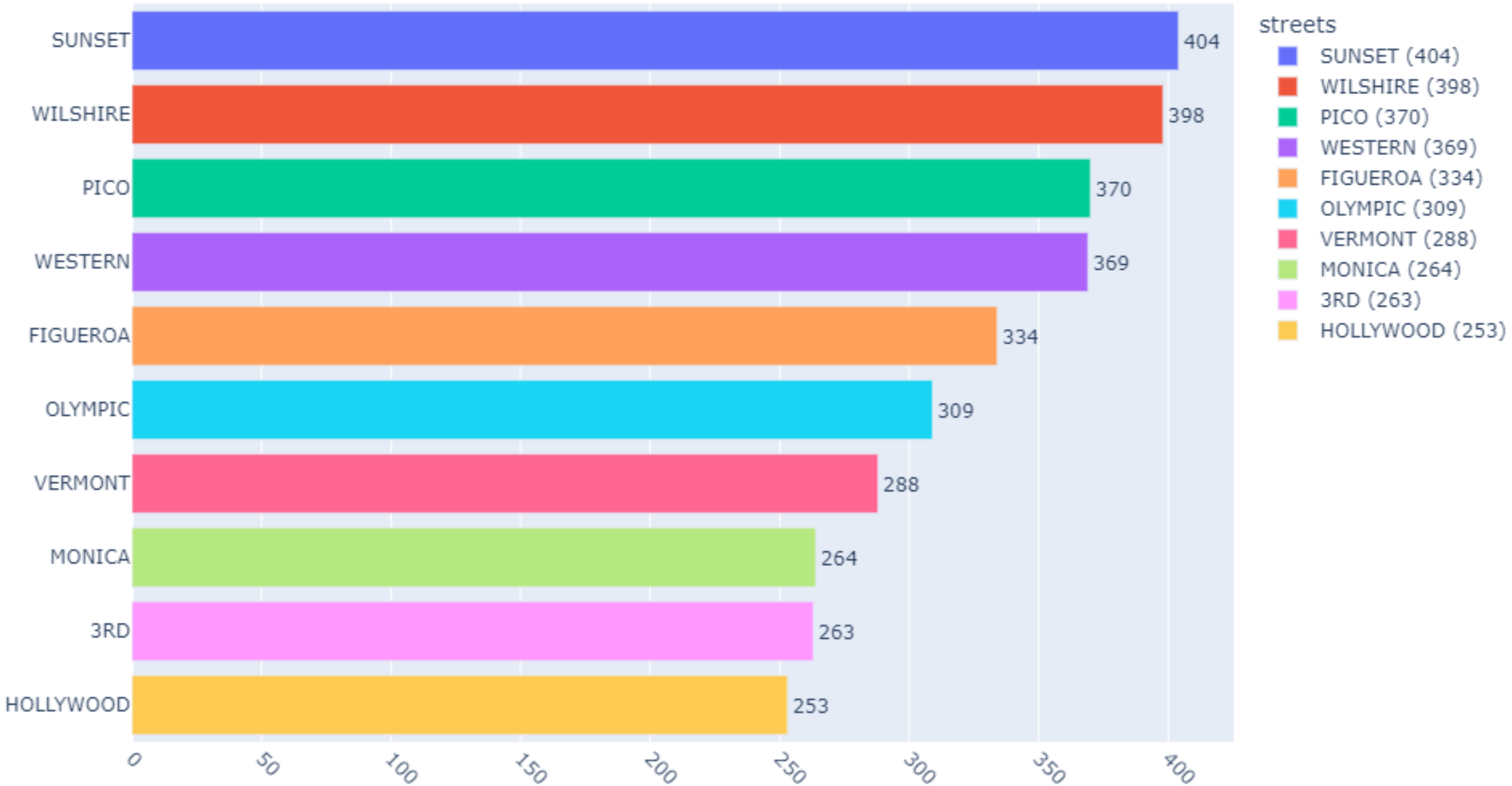
As we can see from the graph the average number of seats is the highest and almost equal for restaurants with 29 seats on average and bars with 28.5 seats on average. Cafes and bars share second place with 21 seats each and 18.5 and 18 seats on average have pizza places and bakeries.

SUNSET AND WILSHIRE ARE MOST CROWDED STREETS

Top 10 streets with the most establishments

09

Amount of establishments



The number of establishments on our top10 streets vary between 250 and 400

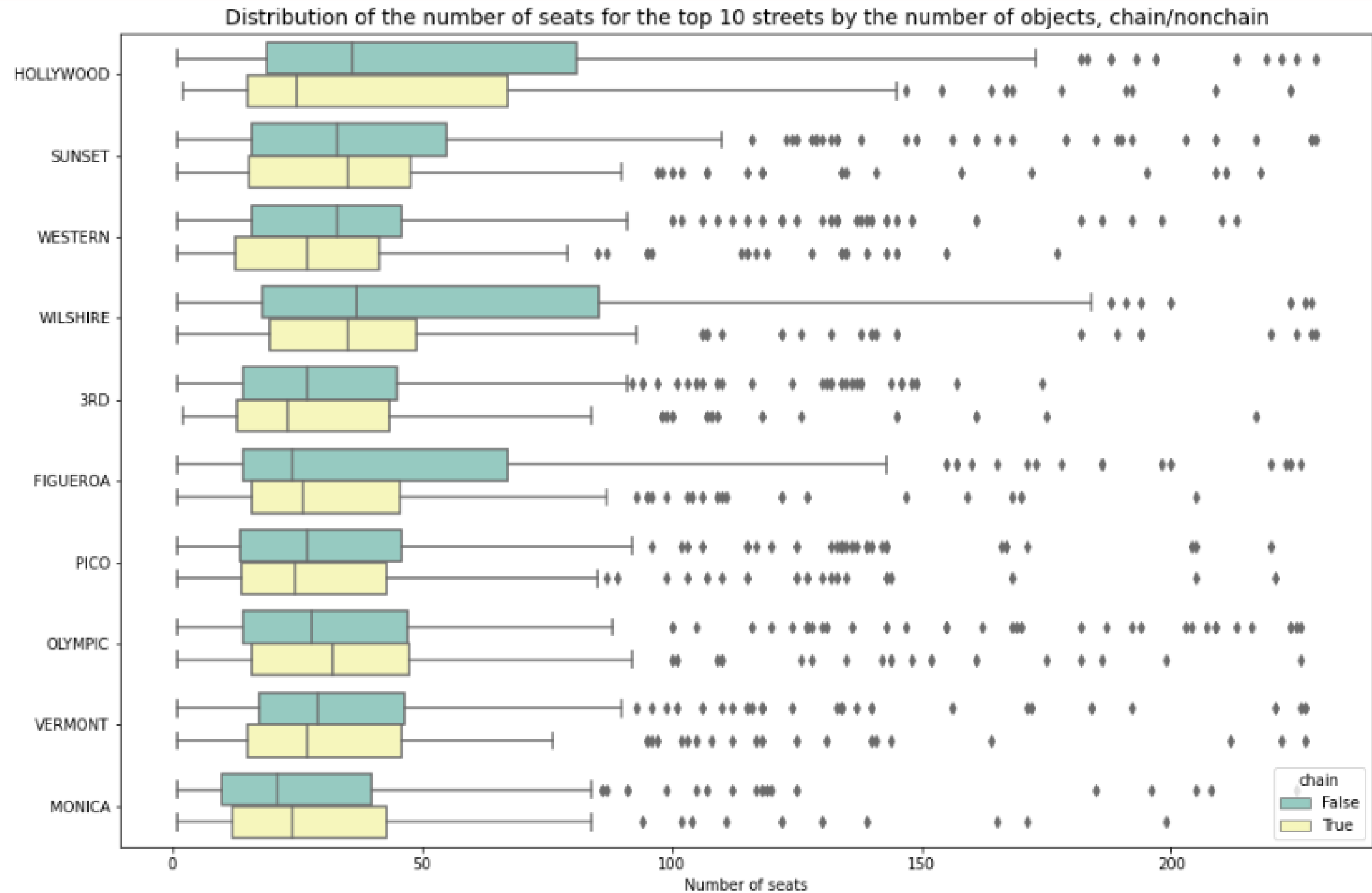
Overall distribution of the number of seats most crowded streets



10

On average there are between 32 and 36 seats on the most crowded streets.

On 6 of the top 10 streets the median of seats is higher at chain establishments.



12

CONCLUDED

- There is quite a high concurrency on the most crowded streets of LA.
- The largest share among LA establishments is cafes (75%), fast food takes 11% of all establishments.
- Almost 40% of establishments belong to chains (among them: restaurants 62.35%, fast food places 16.44%, bakeries 7.69%, cafes 7.23%, pizza places 4.19% and bars 2.09%)
- The biggest chains are fast food type and coffee shop franchises - SUBWAY, STARBUCKS and MCDONALD'S
- A typical establishment has about 40 seats
-
- On the most crowded streets the average number of seats is about 35

RECOMMENDED

- The preferred type of establishment will be a restaurant, or fast food
- Pay attention to popular franchises (SUBWAY, STARBUCKS and MCDONALD'S).
- The recommended number of seats will be 30-35 for restaurant type.
- For both restaurants and fast food, the most acceptable location would be a crowded place, for example, near shopping and entertainment complexes or inside them, near business centers, office buildings or educational institutions.
- Districts - where the top10 streets are located.

GENERAL CONCLUSIONS

13



THANK YOU!