

Restaurant market in Los Angeles

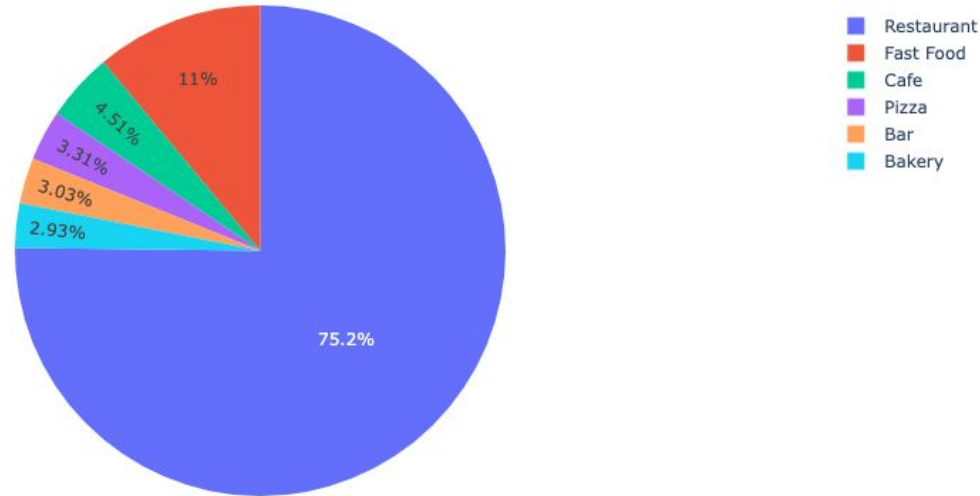
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Steps

1. Types of establishments.
2. Chain and non-chain proportion.
3. Which type of establishment is typically a chain?
4. Chain characteristic.
5. The average number of seats for each type of restaurant.
6. Top 10 streets by number of restaurants
7. The average number of seats in popular streets.
8. Recommendation.

Types of establishments

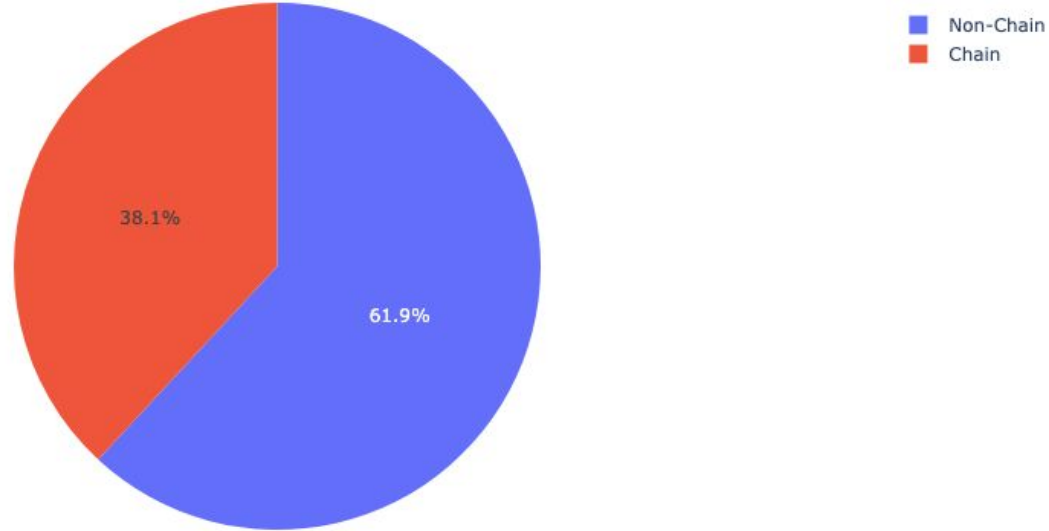
Proportions of the various types of establishments



TOP 3 : Restaurants 75.2%, Fast Food 11%, Cafe 4.5%

The proportions of chain and non-chain establishments

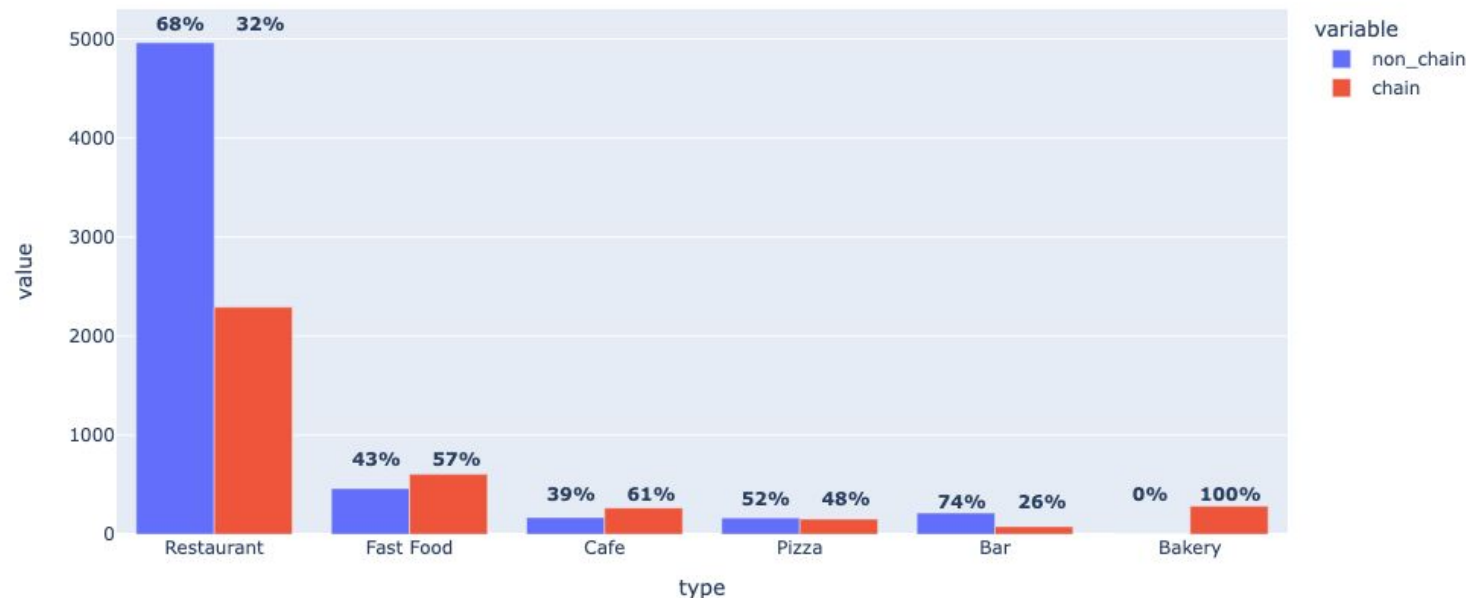
Proportions of chain and non-chain establishments



62% are non-chain establishments

Which type of establishment is typically a chain?

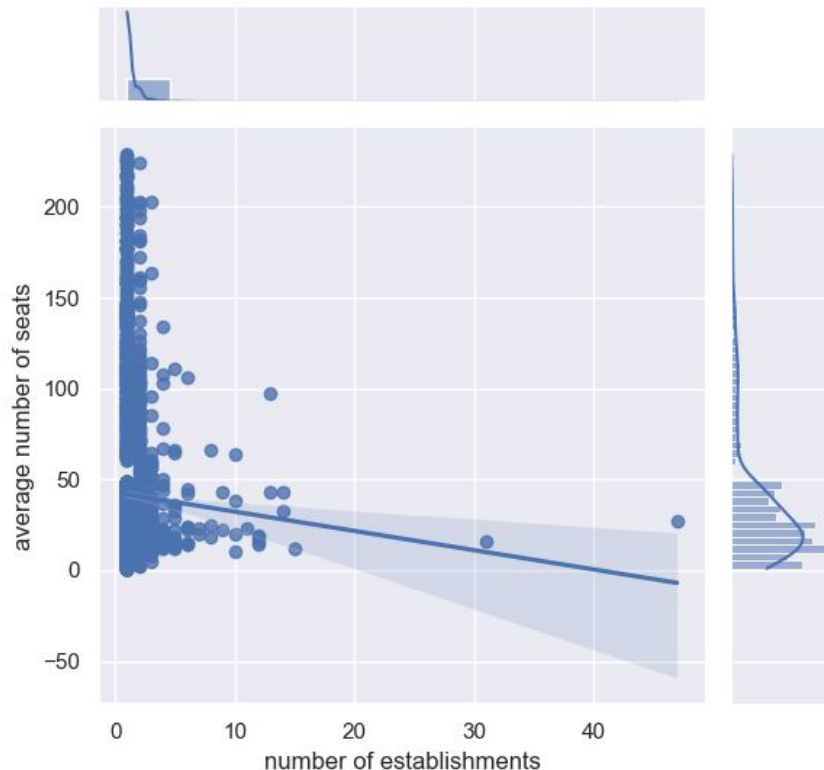
Chain/non-chain distribution by establishment type



100% of bakeries are chains, **61%** of cafes and **57%** of fast food. Restaurants: over **2000** chain establishments.

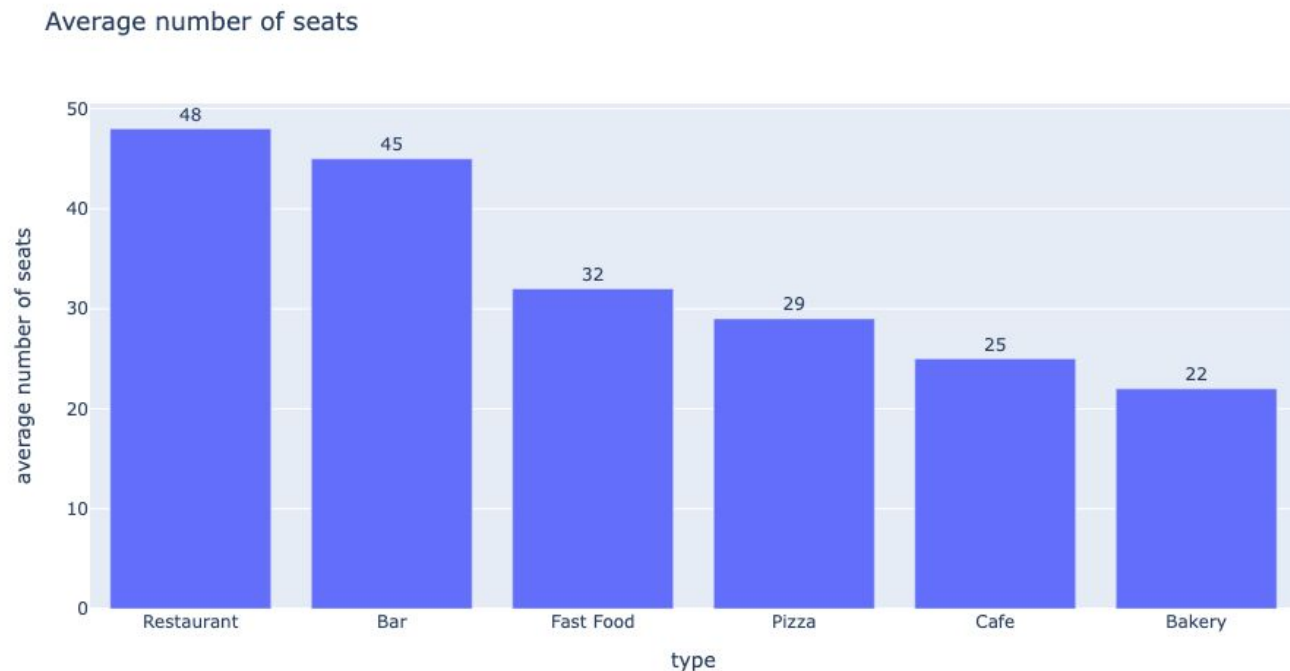
What characterizes chains?

Correlation between number of chain establishments and average number of seats



- **75% of chains have only 1 restaurant.**
- Average number of seats per restaurant ranges **up to more than 200 seats.**
- **75% of chain restaurants have less than 45 seats per restaurant.**
- the more establishments chain has the less seats there are in each restaurant.

The average number of seats for each type of restaurant



Restaurants and **bars** have biggest average of **48** and **45 seats**.

Cafes and **bakeries** have smallest average of **25** and **22 seats**.

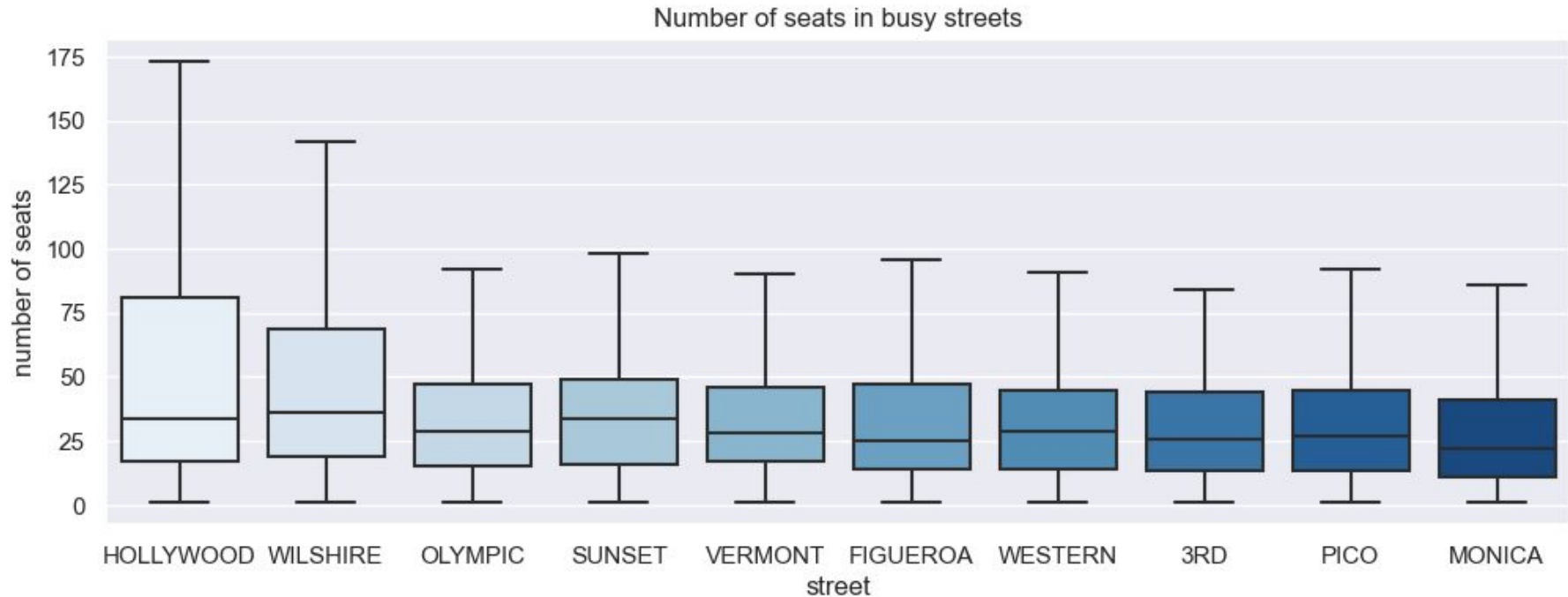
Top 10 streets by number of restaurants

TOP 10 streets with large amount of establishments



The top 10 streets have a range of **254 to 405 establishments** on each of them. The leading streets in terms of restaurant density are **Sunset, Wilshire, and Pico**. There are **170 streets** with only **one restaurant**.

The average number of seats in popular streets



Restaurants on **Hollywood** and **Wilshire** have a higher number of seats. Majority of them have seating capacity from **18 to 80 seats**.

50% of the restaurants on popular streets have a maximum seating capacity of **35 seats or less**.

Recommendation

What to open? — Cafe. The number of cafes is relatively low - 4.5% of all establishments. It could indicate an unfilled niche, making it an opportunity for our new cafe.

Where to open? — On the popular street. Choose a popular street with fewer large restaurants to ensure our small cafe stands out and creates its own unique identity. **Sunset, Pico, Western, Figueroa, Olympic, Vermont, Monica and 3rd** are the choices.

How big should it be? — Around 20-25 seats. This is the average number of seats for the cafes in the area.

We should think about becoming a chain of cafes - most of the cafes are chains.