

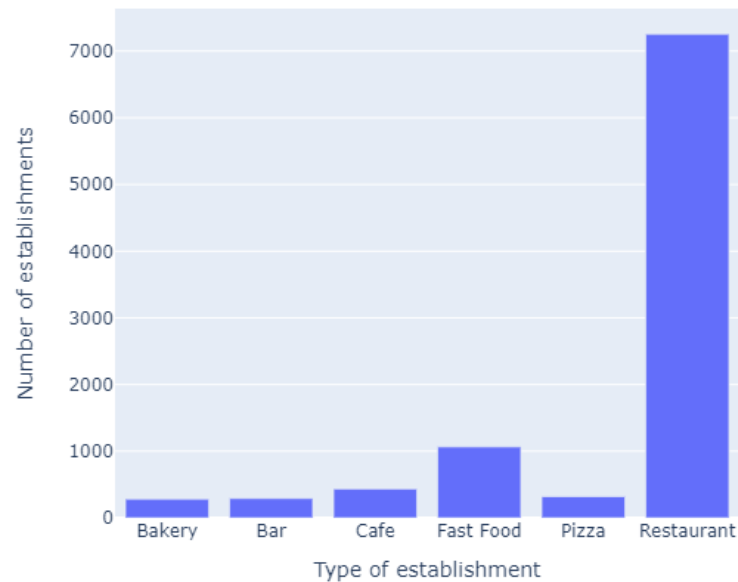
Market research of restaurants on LA

The quick report about situation on restaurants market based on open
source

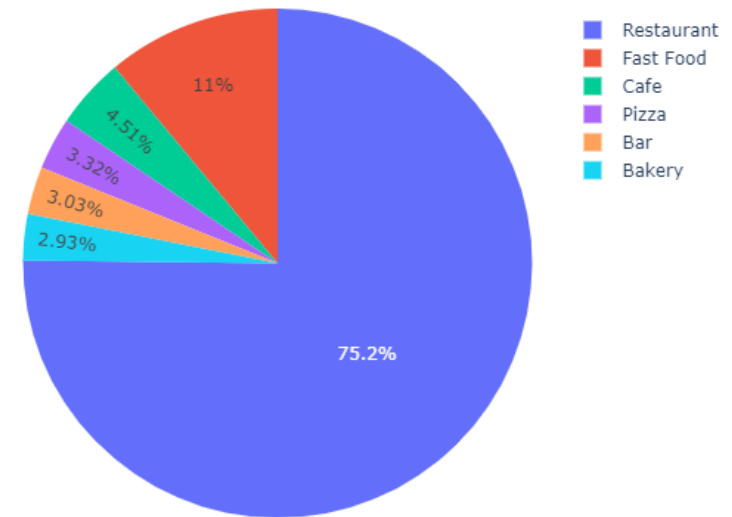
The proportions of the various types of establishments

So, we see that the restaurants - it's major part of establishments in our list. Their share is more than 75% or 7255 establishments. The second one - it's fast food with 11% of share or 1066 establishments.

Distribution by establishments

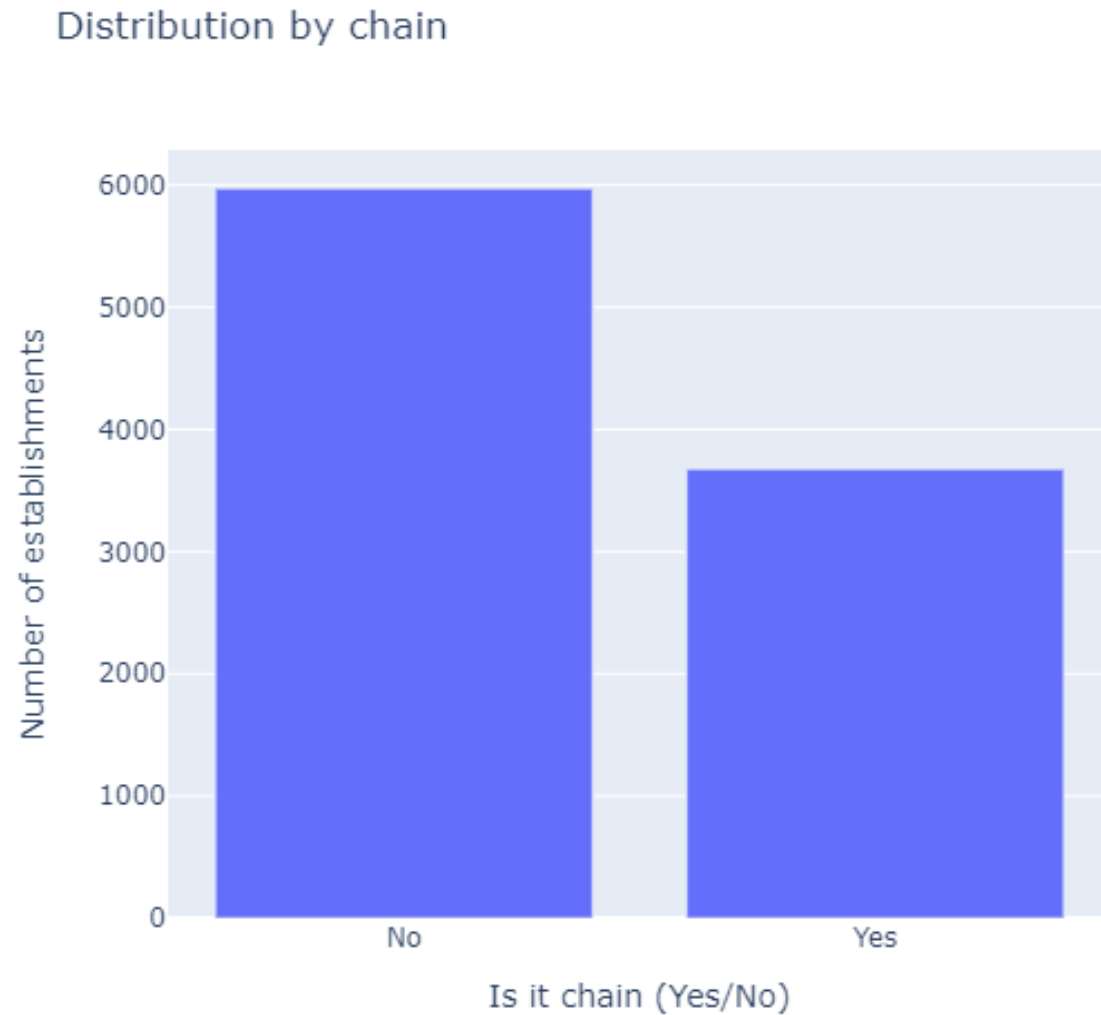


Proportions of the various types of establishments



The proportions of chain and nonchain establishments.

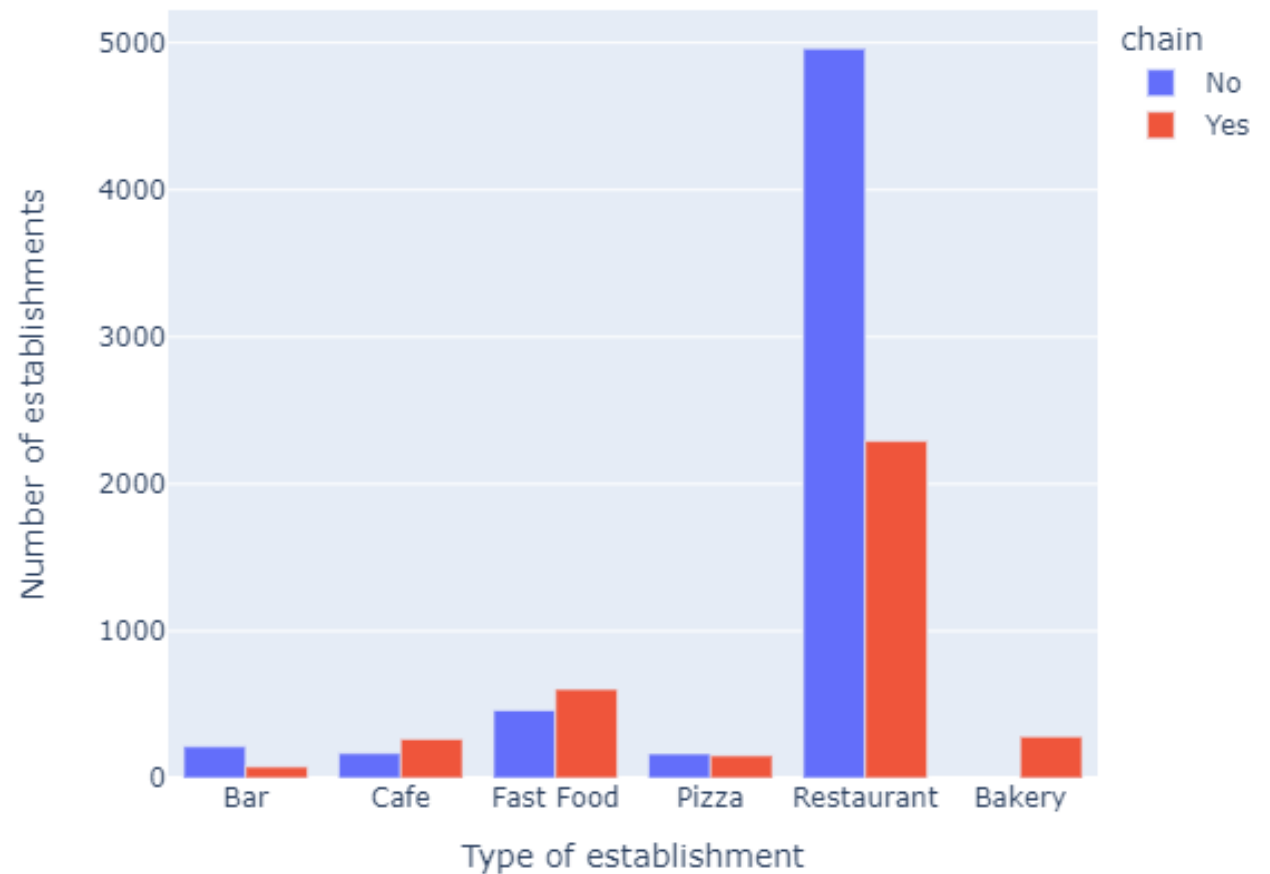
As we can see, most establishments are not chains



Which type of establishment is typically a chain?

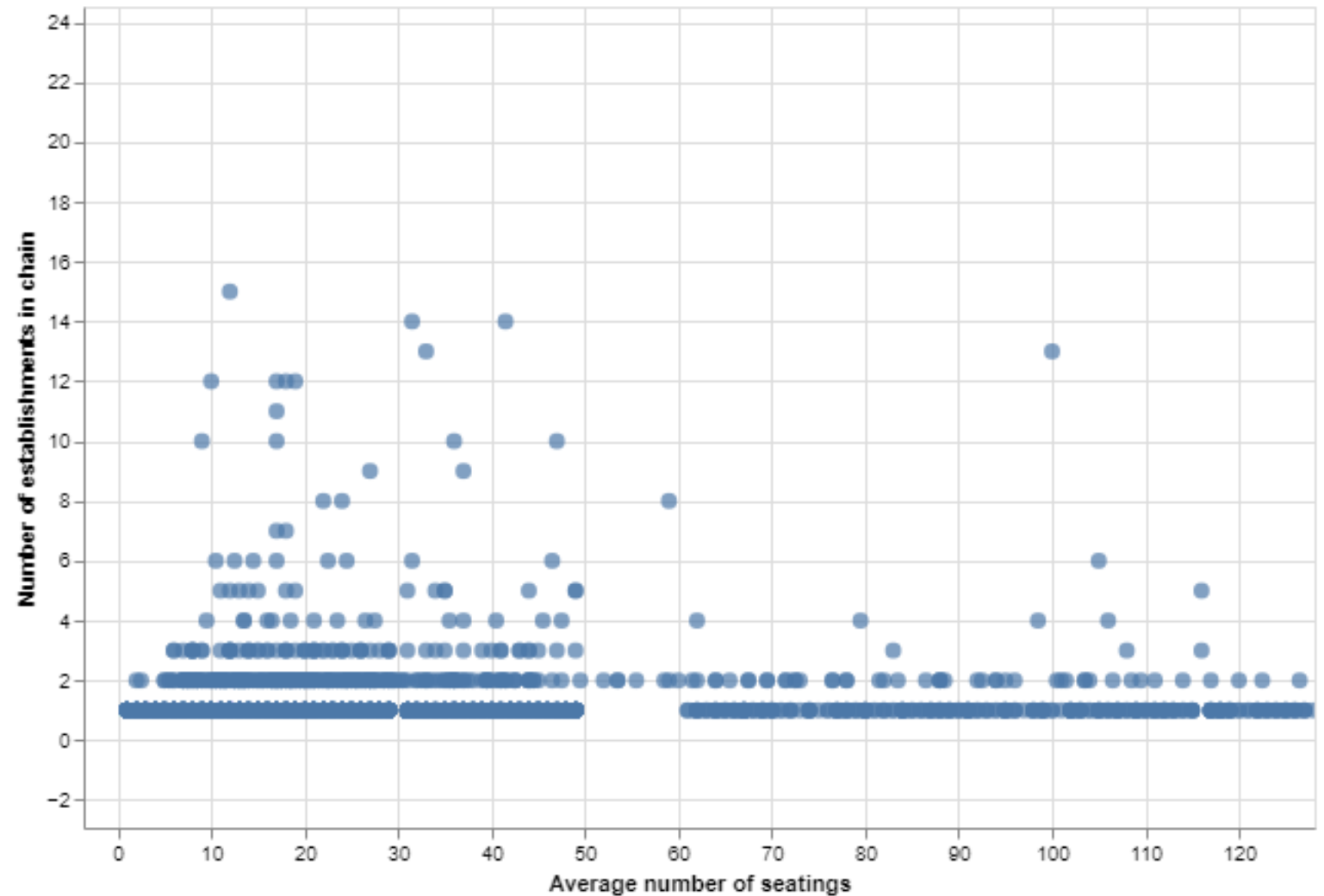
As we can note cafes, fast food establishments, bakeries, as a rule, are network establishments: in these cases, the share of chain establishments is greater than that of non-chain establishments. Pizzerias have almost the same share as chain and non-chain establishments. Most likely due to the complexity of the product - creating and maintaining a large number of restaurants at a high level is more difficult than a less complex product.

Distributions of establishments by chain



**What characterizes chains:
many establishments with a
small number of seats or a
few establishments with a lot
of seats?**

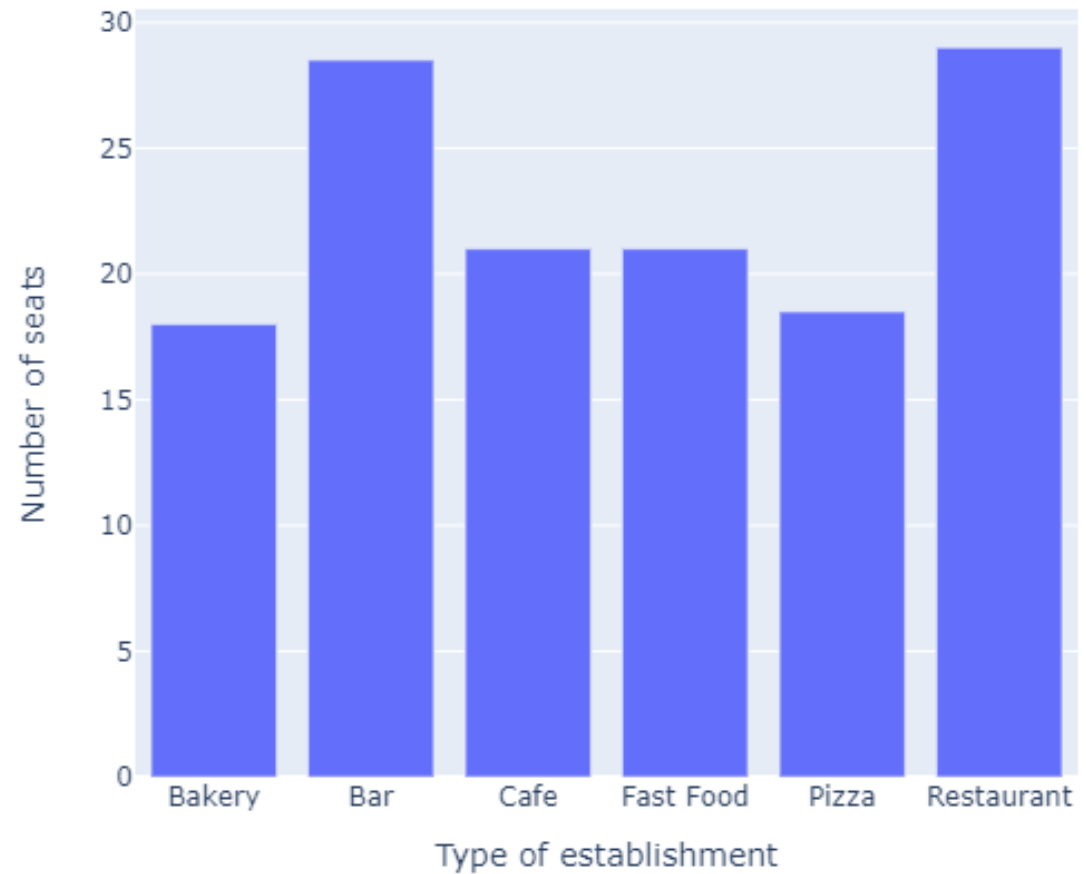
So, there are no obvious patterns for chains, the data varied a lot. We can just mention that the major part of chains has 2 establishments with an average number of seats between 10 and 30. The world-famous chains such as KFC, Domino's pizza, Papa Johns, Starbucks have from 10 to 15 establishments with from 10 to 20 average numbers of seats.



The average number of seats for each type of restaurant

It appears that places distributed in pairs: restaurants and bars have almost the same number of seats on average - 29. The two next numbers - 21, both for cafes and fast-food establishments. And the last one pair - bakery and pizzerias, each with 18 seats on average

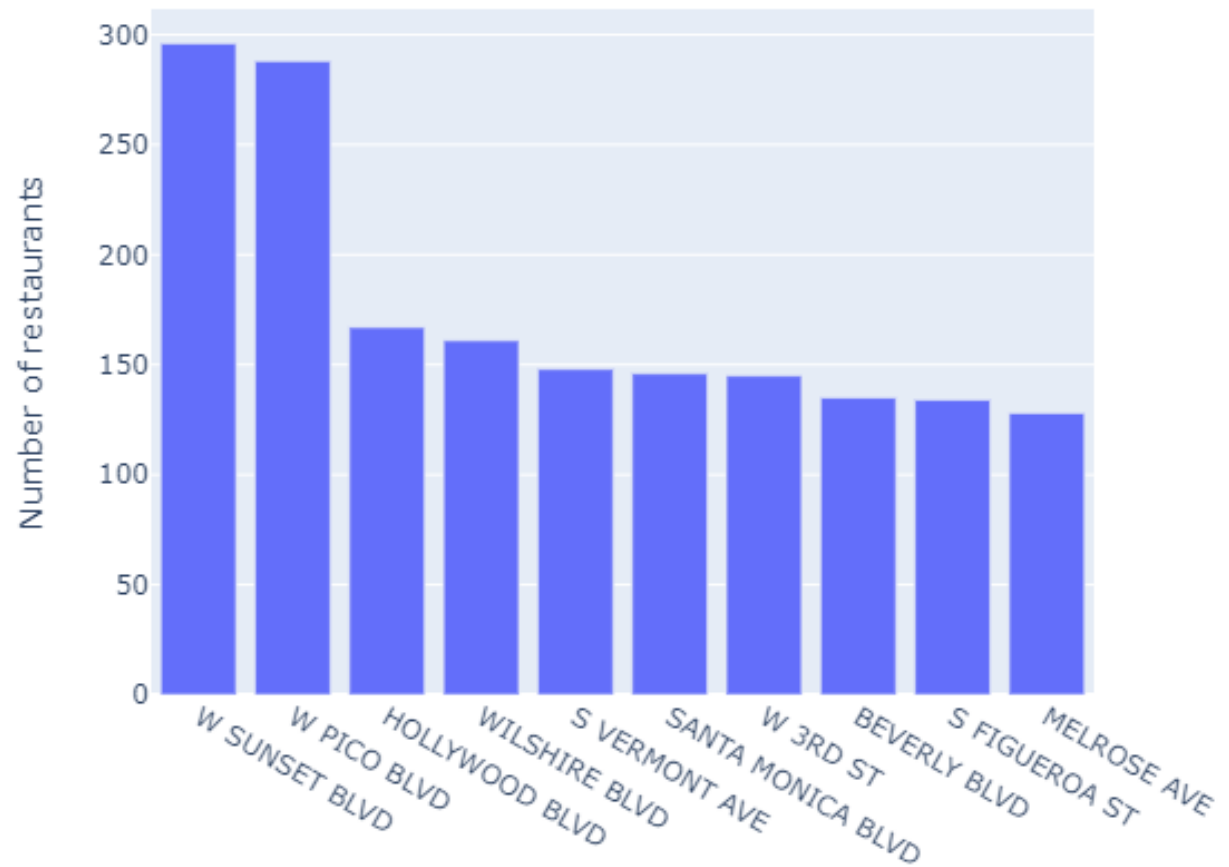
Average number of seats



The top ten streets by number of restaurants

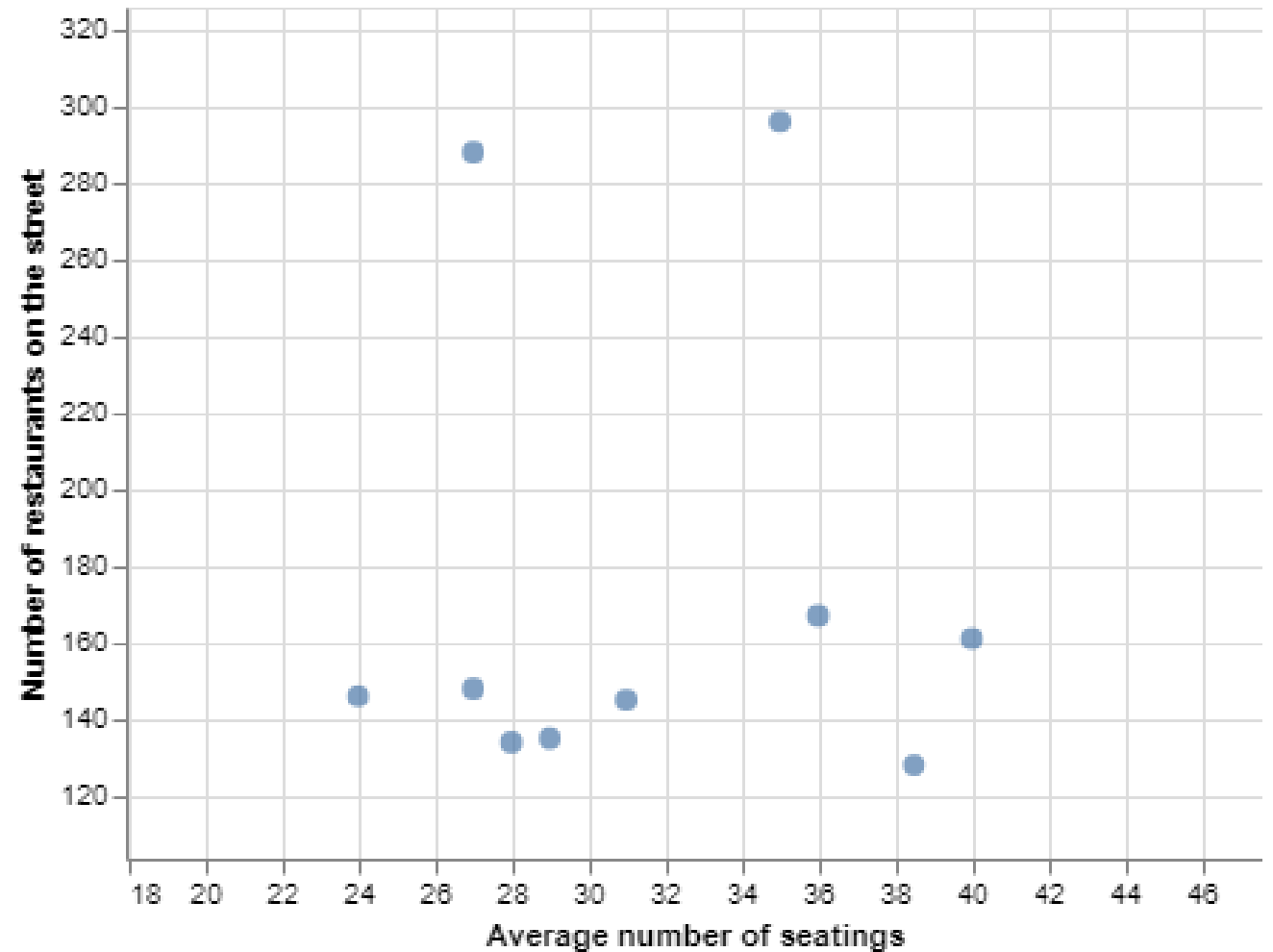
It's not surprising that the two most length streets became the leaders - boulevards Sunset and Pico with 296 and 288 restaurants respectively. The next eight streets contain from 128 to 167 restaurants on street.

Top 10 streets by number of restaurants



The distribution of the number of seats for streets with a lot of restaurants

We can't highlight how tend the streets with different number of restaurants. Even if we exclude "outliers", all streets have almost the same picture - on average the number of seats varies from 24 to 40, but never mind does the street has more restaurants or fewer.



Conclusion

- It seems that the most competitive type is restaurants - they take the major share in the list of establishments. It might be a little bit difficult to keep results in terms of sales at a high level across a long period with so untypical a direction. So, probably, the most suitable option might be a cafe or fast-food establishment. As we mentioned earlier, for this type of restaurant the most frequent number of seats falls between 20 - 25 seats. Where open? Hard to say, there may be so expensive pay rent payments if cafe will open on one of the two main "restaurant streets". We may consider opening 2 cafes in less competitive streets.