

NEW ROBOT-RUN CAFE

26.04.2021-1.05.2021

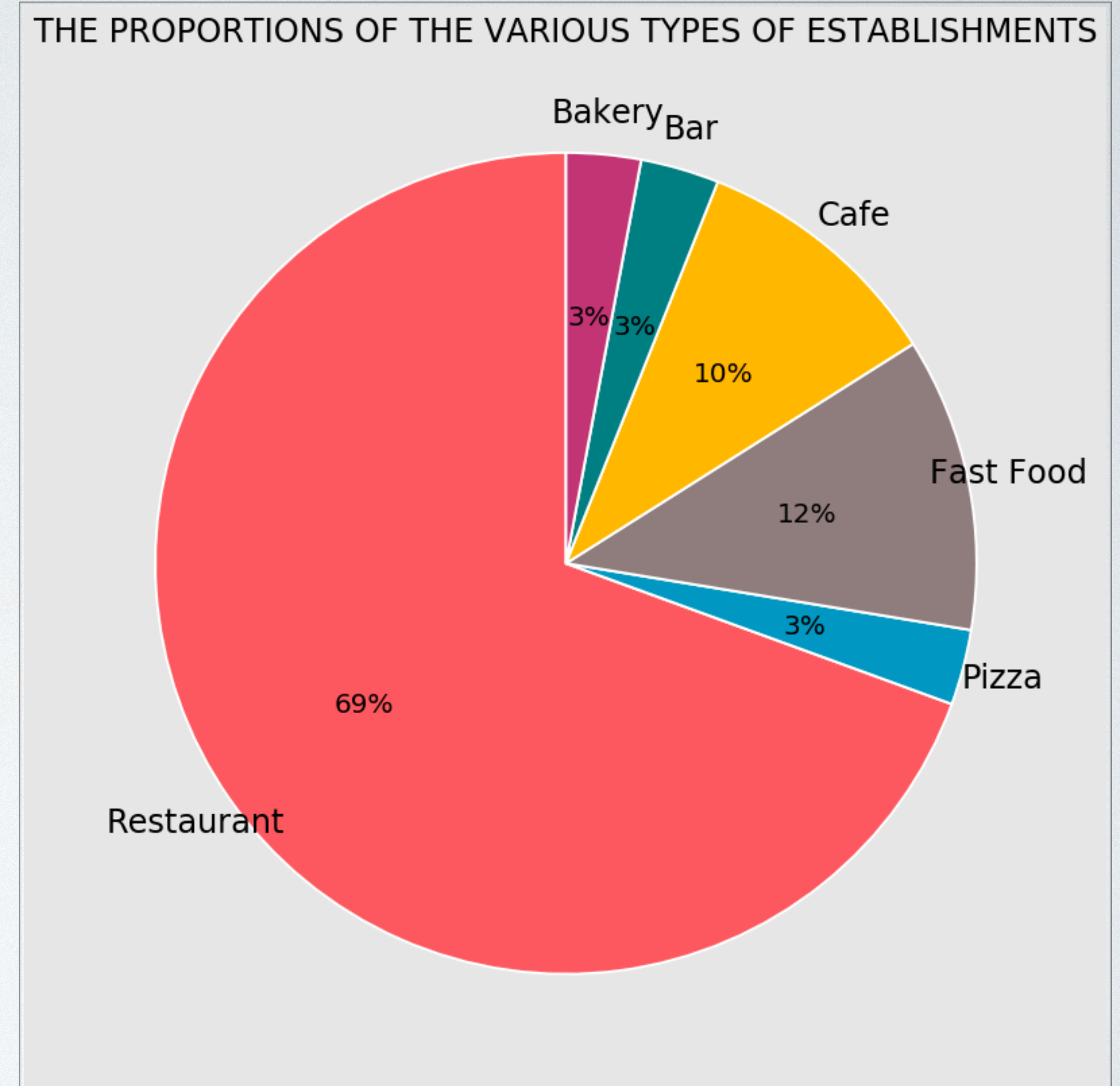
Anastasia Klein

DATASET DESCRIPTION

- There are about 9.5 thousand establishments in Los Angeles of various types: Cafe, Restaurant, Fast Food, Bakery, Bar, and Pizzeria.
- The dataset contains the following data on establishments: establishment name and type, chain or non-chain, address, and a number of seats.
- More than 7.5 thousand names of establishments are unique.
- There are 1775 chains with about 3700 branches, which is 40% of all establishments.
- There are about 4,5 hundred different streets.

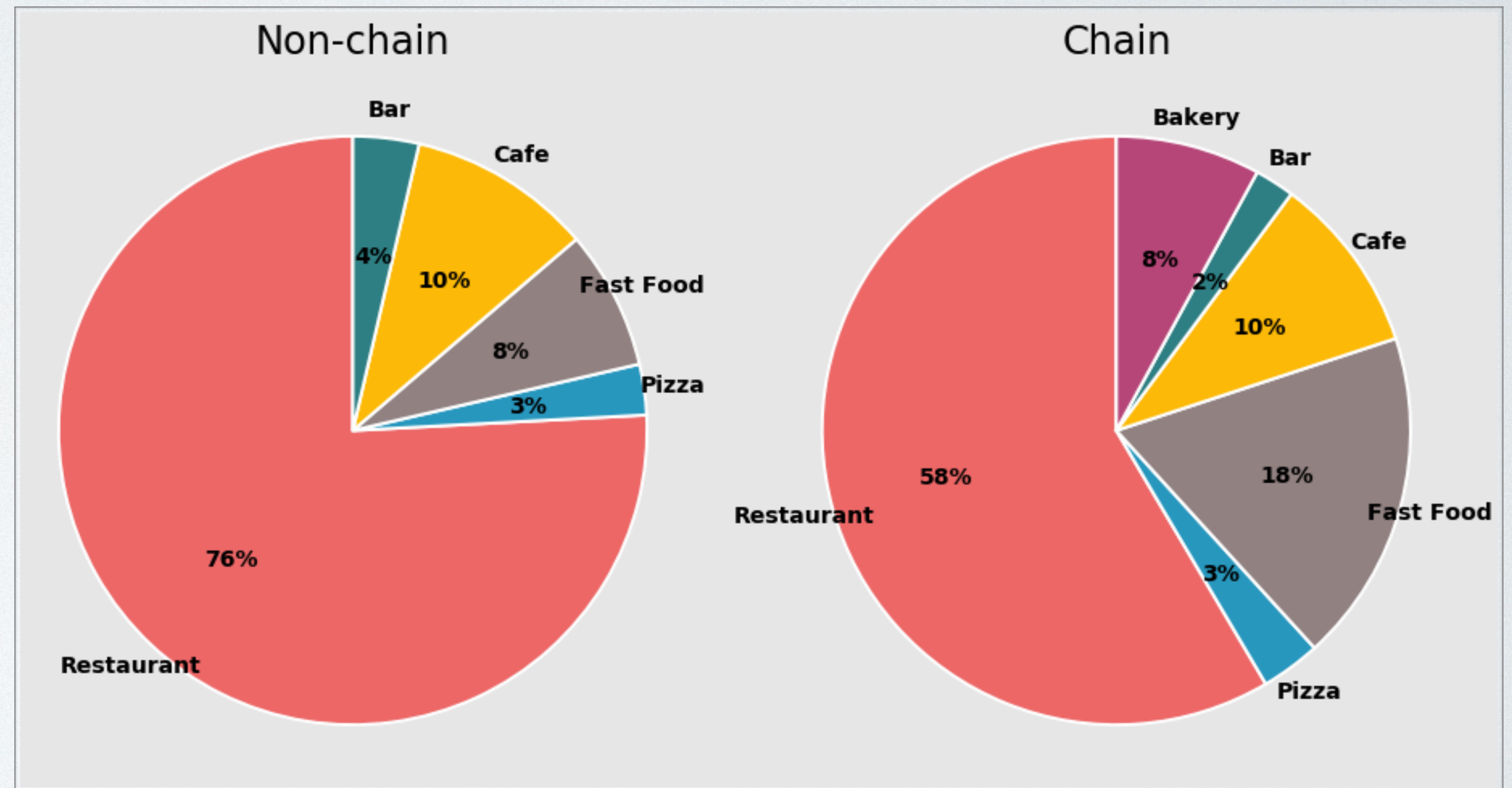
TYPES OF ESTABLISHMENTS

- The most popular type of establishment is a **restaurant**.
- It is worth taking a closer look at **cafes** and **fast food restaurants**.



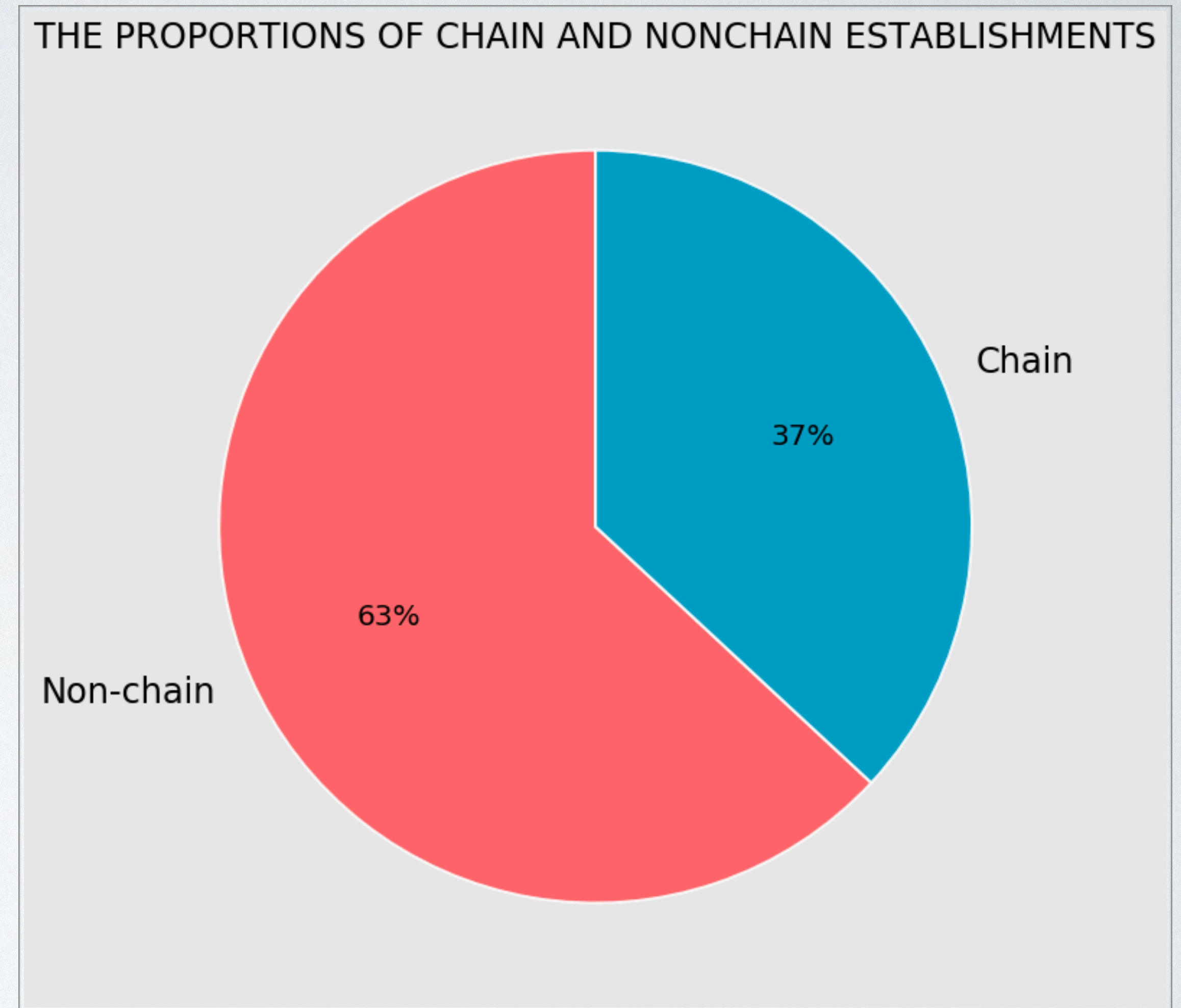
A NON-CHAIN AND A CHAIN TYPES OF ESTABLISHMENTS PROPORTION

- Three quarters of all non-chain establishments are **restaurants**.
- **Fast food** restaurants are more popular among chain establishments, accounting for 20% of all chains.
- The share of **cafes** is the same among chains and non-chains.
- The share of **bakeries** among chains is almost 10%.



A CHAIN AND NON-CHAIN PROPORTION

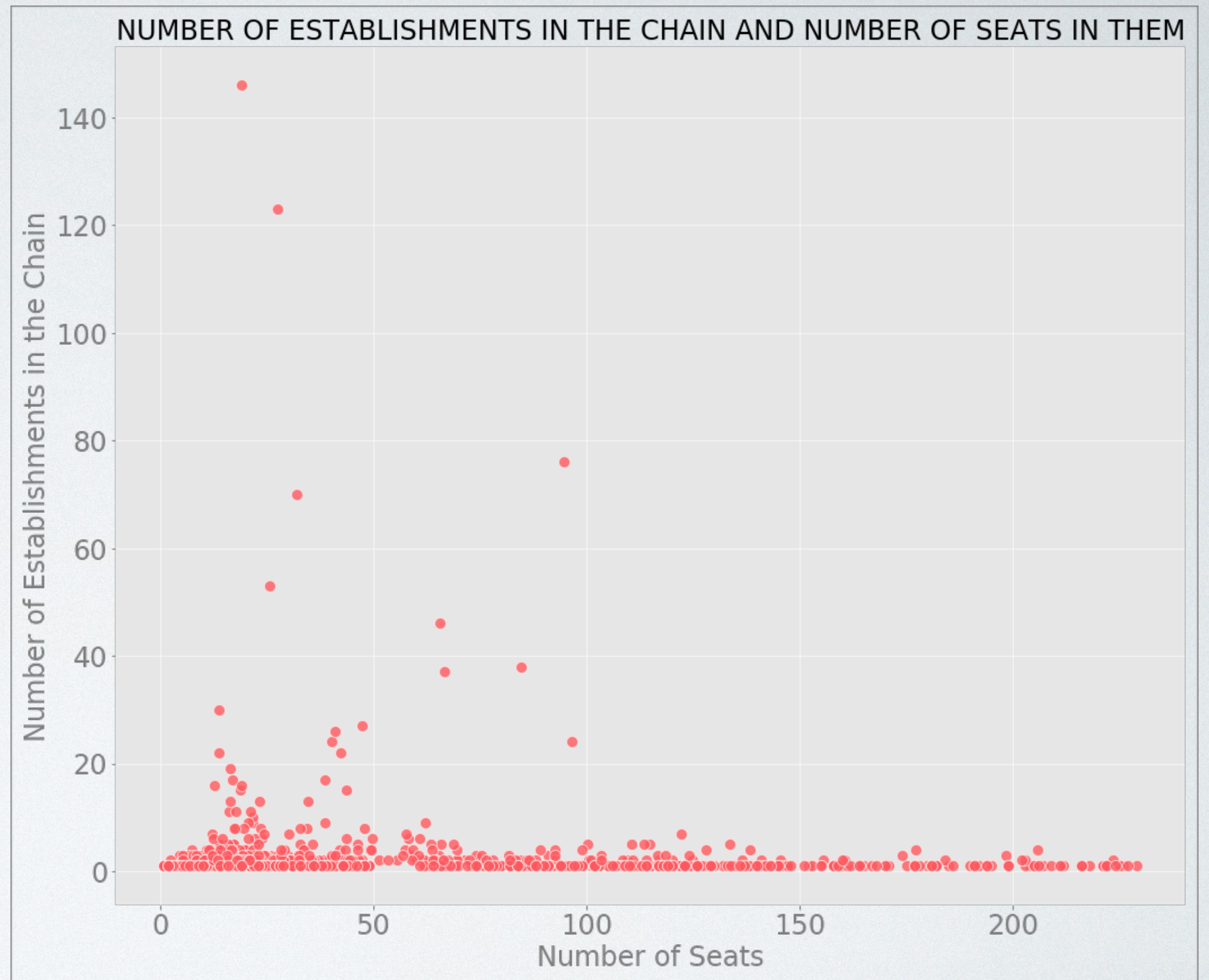
- Most of the establishments are not chain.
- **Non-chain** establishments are 6 thousand out of almost 9.5, which is more than 60%.



A CHAIN:

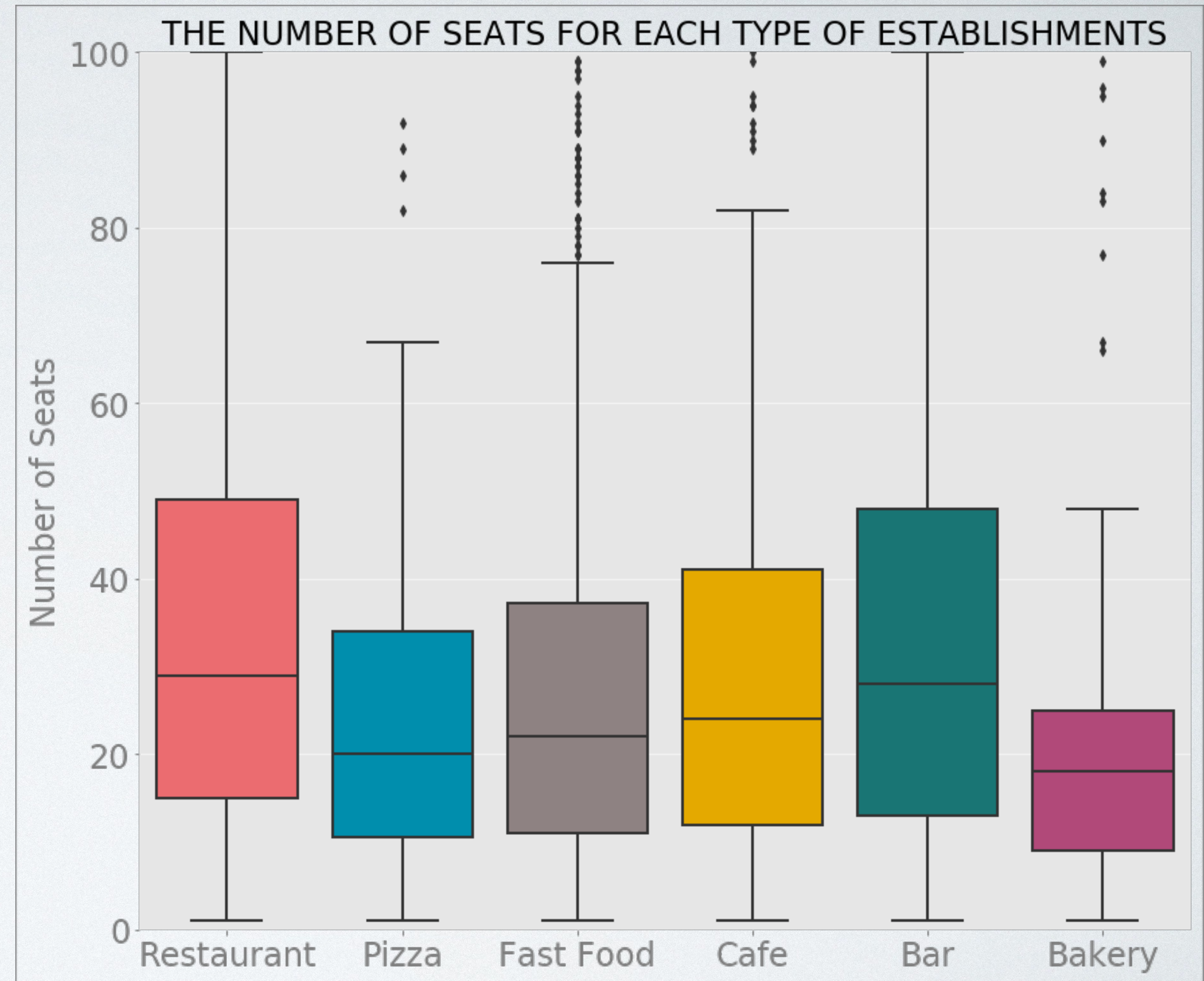
- NUMBER OF ESTABLISHMENTS -NUMBER OF SEATS

- 75% of the chains have **only one branch** in Los Angeles.
- **Average number of seats** in chains with different number of branches is **from 35 to 50** seats.
- Some chains have only a few branches but with a lot of seats.
- Some chains have small number of branches and a small number of seats in them.
- Starbucks Coffee House and Subway Fast Food Restaurant have over 120 branches with fewer seats.



NUMBER OF SEATS BY ESTABLISHMENT TYPE

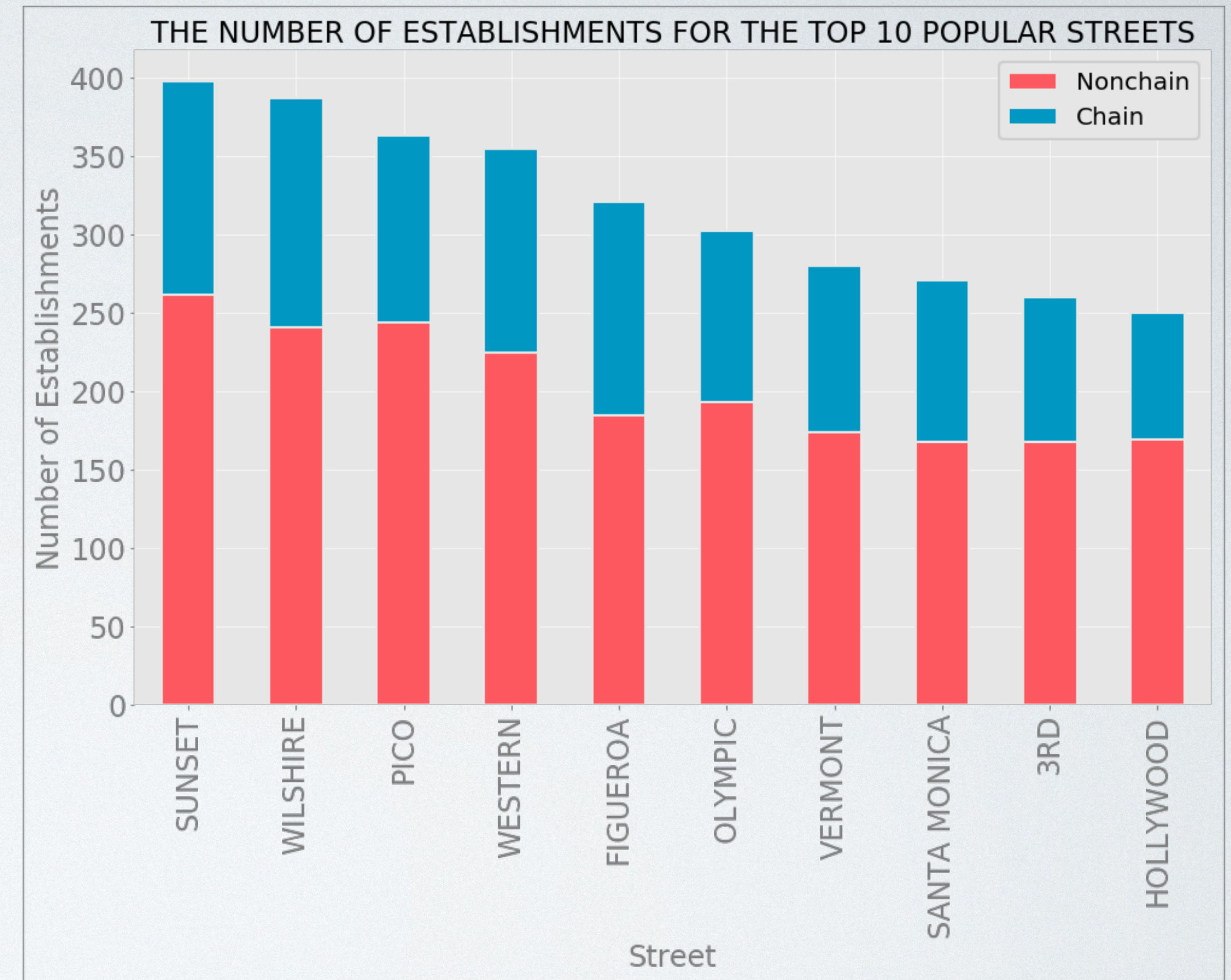
- On average, restaurants have the greatest number of seats. About the same number of seats spread to bars.
- The smallest number of seats for bakeries.



THE TOP 10 STREETS

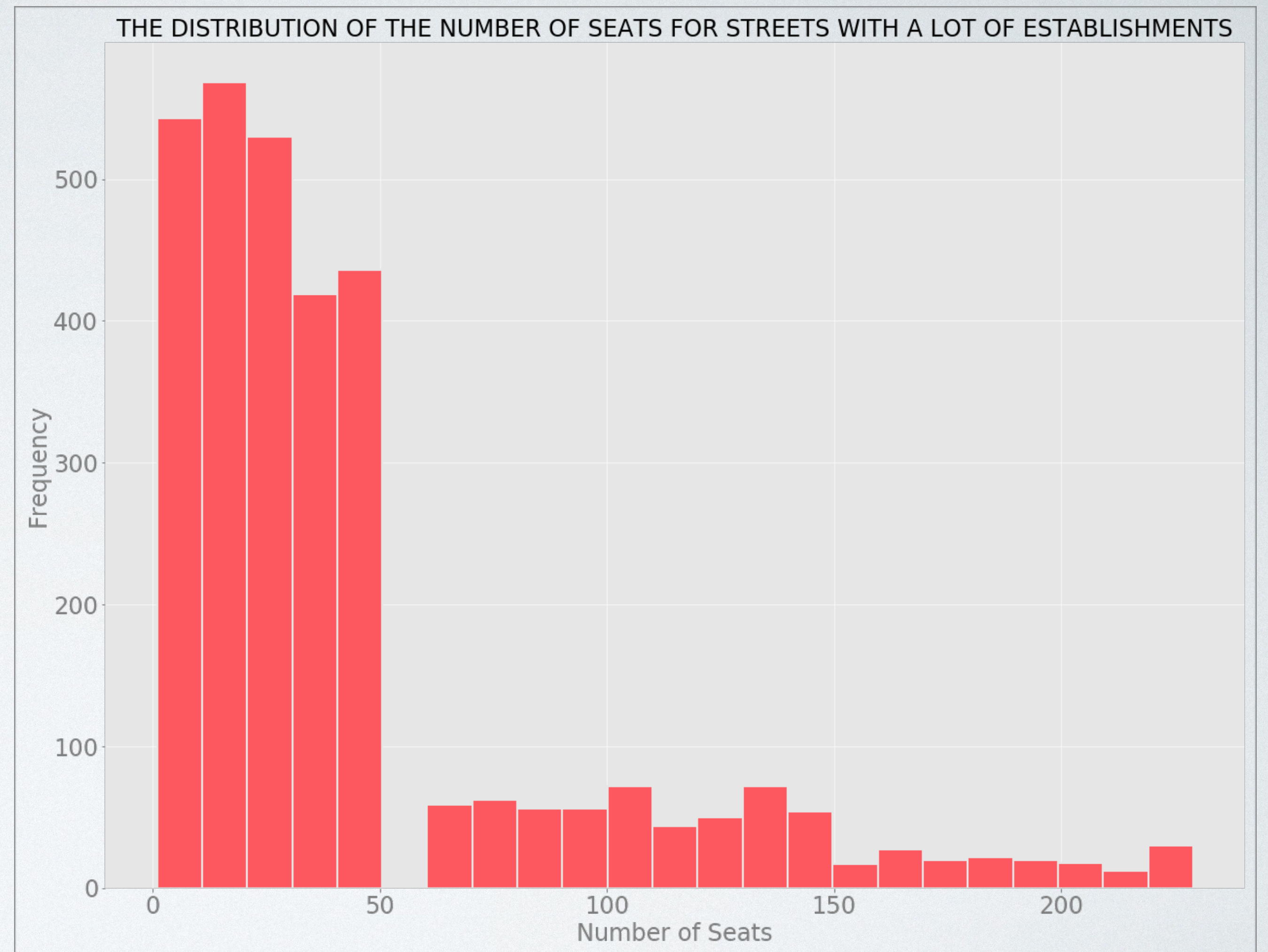
BY NUMBER OF ESTABLISHMENTS

- On the 10 streets with the largest number of establishments, there are from 250 to almost 400 establishments.
- The share of chain establishments among them is approximately the same, about 40%. On Figueroa street, there are a little more chains.



THE DISTRIBUTION OF SEATS NUMBER FOR ESTABLISHMENTS ON TOP 10 POPULAR STREETS

- More than 75% of establishments have less than 50 seats.
- About 5% of the establishments of the ten most popular streets have more than 150 seats.



RECOMMENDATIONS

Fast-food establishment with many (>50) seats on lively street.

Robot-run establishment means that we can **cook and deliver fast**.

Time is a significant success factor for fast-food establishments. Among chains fast-food establishments are also popular. So the chance of developing a chain is high. Location with high traffic will allow us to test the concept - there is enough customers even without a huge marketing budget - whether the concept is viable or not.