

MARKET RESEARCH FOR CAFE IN LOS ANGELES

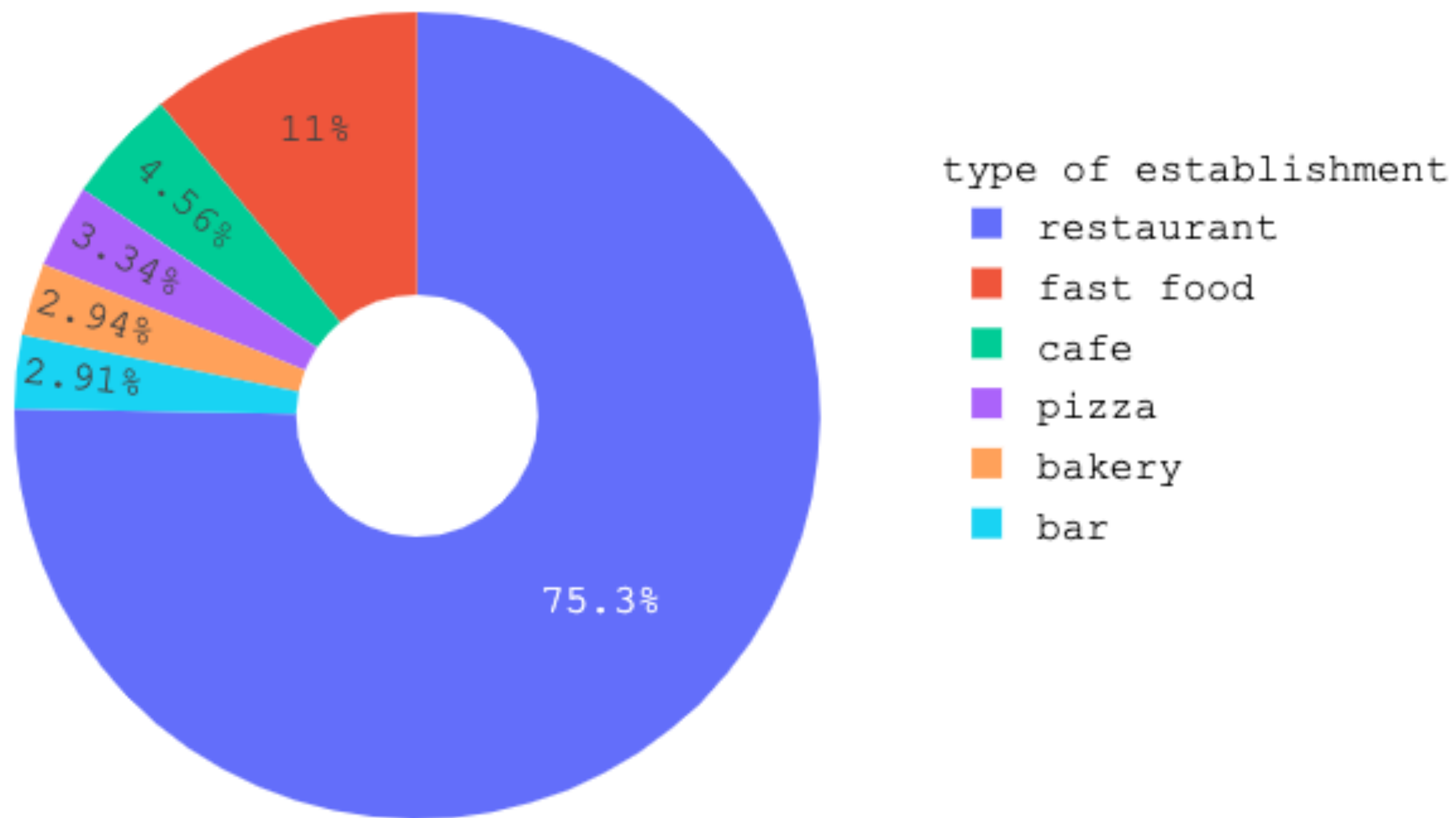
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01/21

TO GAIN INSIGHTS INTO THE MARKET

the following analysis were performed:

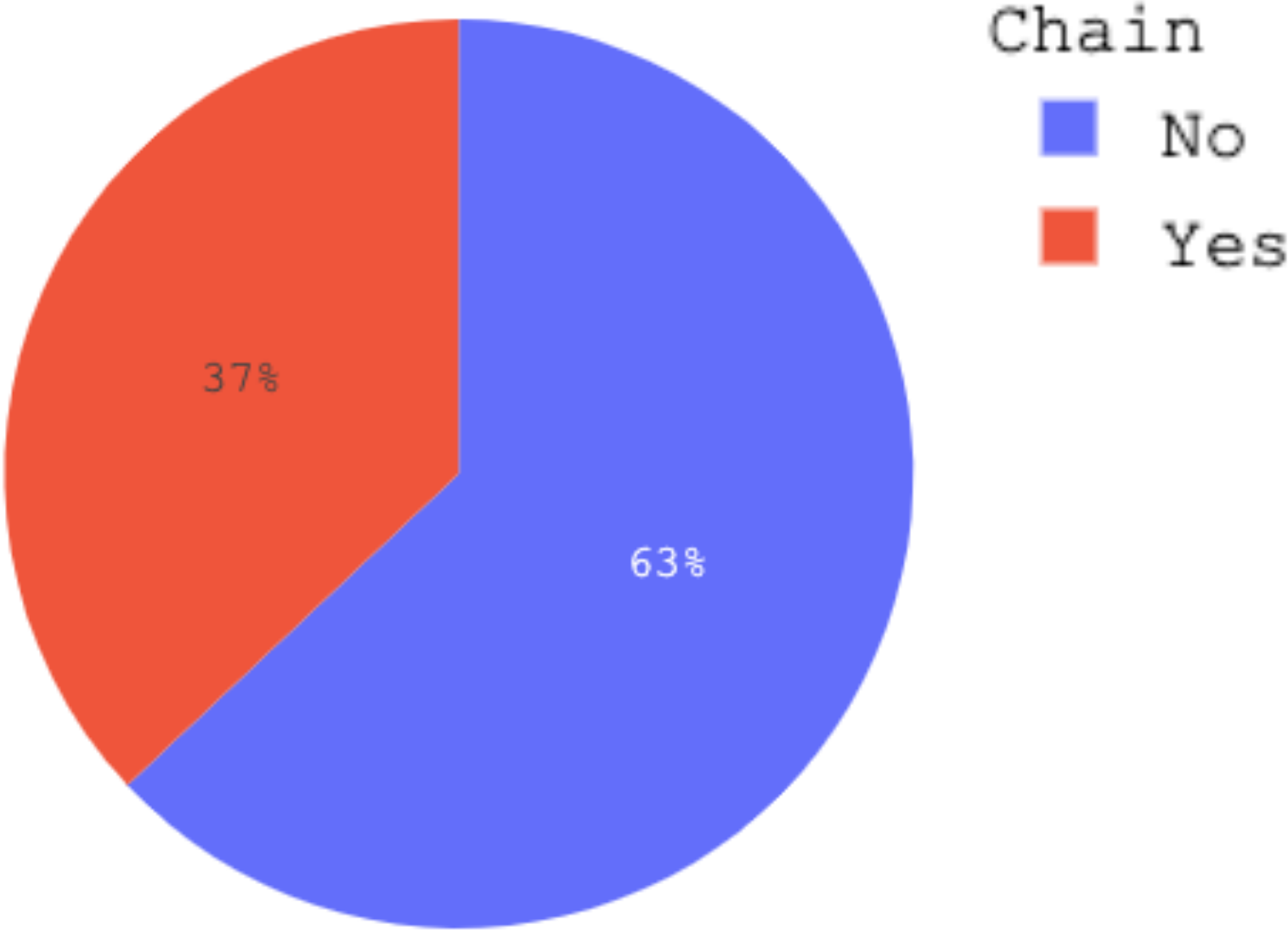
- Distribution of the various types establishments
- Distribution of of chain and non-chain establishments
- type of establishment is typically a chain
- seating arrangement depends depends of the type of establishment
- Determine the average number of seats for each type of restaurant
- the top ten streets by number of restaurants
- Find the number of streets that only have one restaurant
- For streets with a lot of restaurants, look at the distribution of the number of seats

Distribution of the various types of establishments

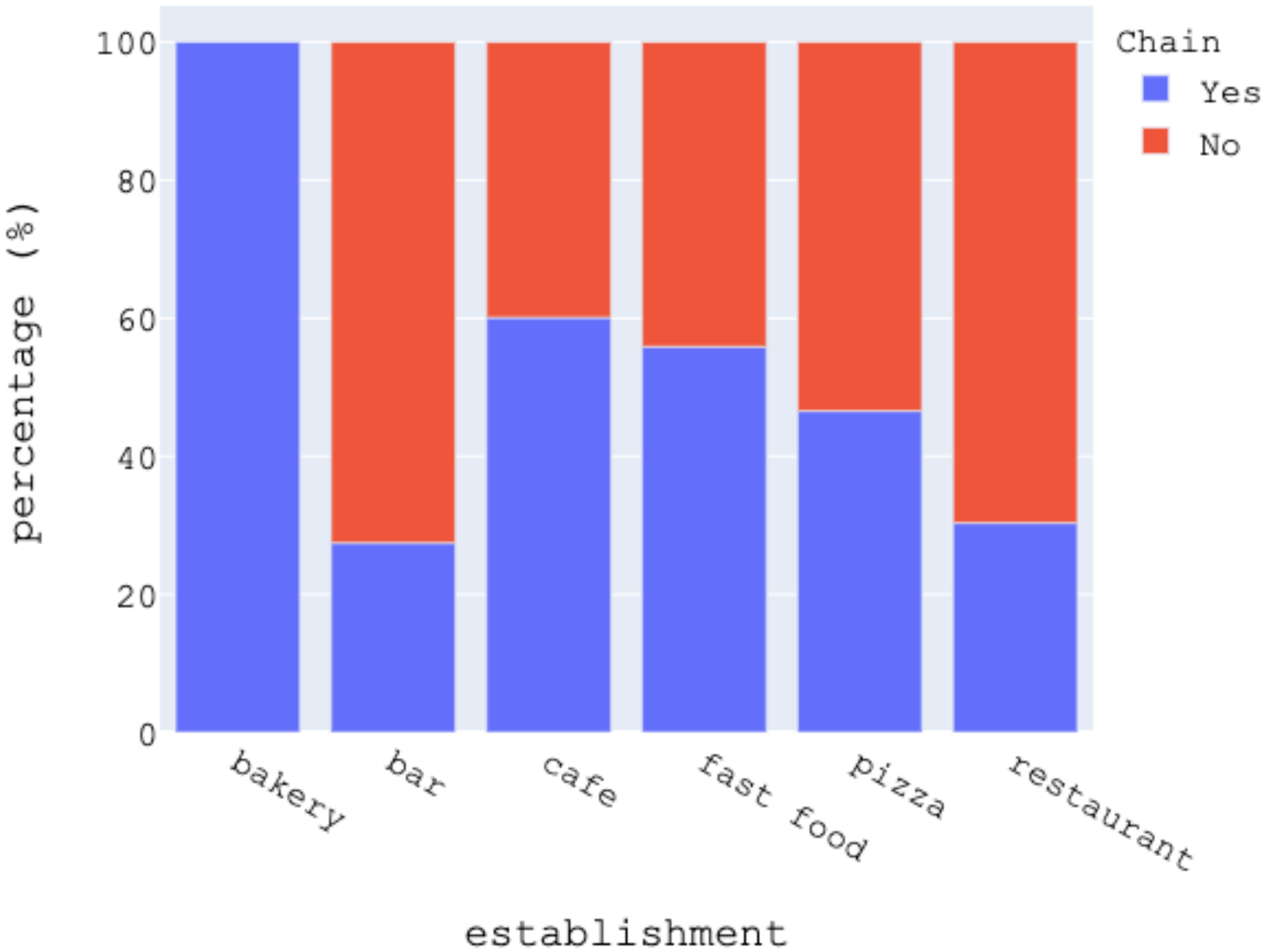


- Restaurants are the highest distribution (75%)
- Fast-food are around 11%
- Of interest, Cafes are around 5 %

Distribution of chain and non-chain establishments

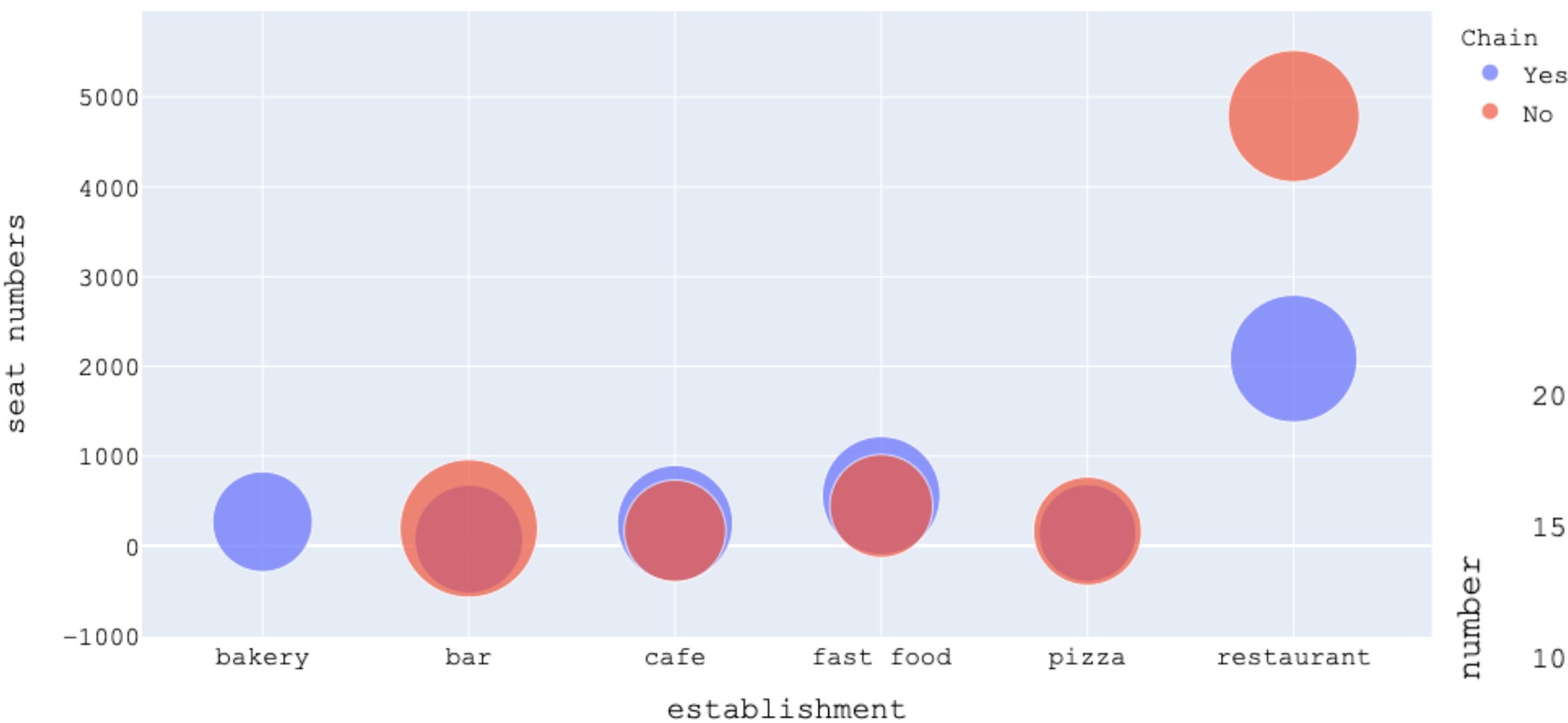


Distribution of various establishment in chains/ non-chains

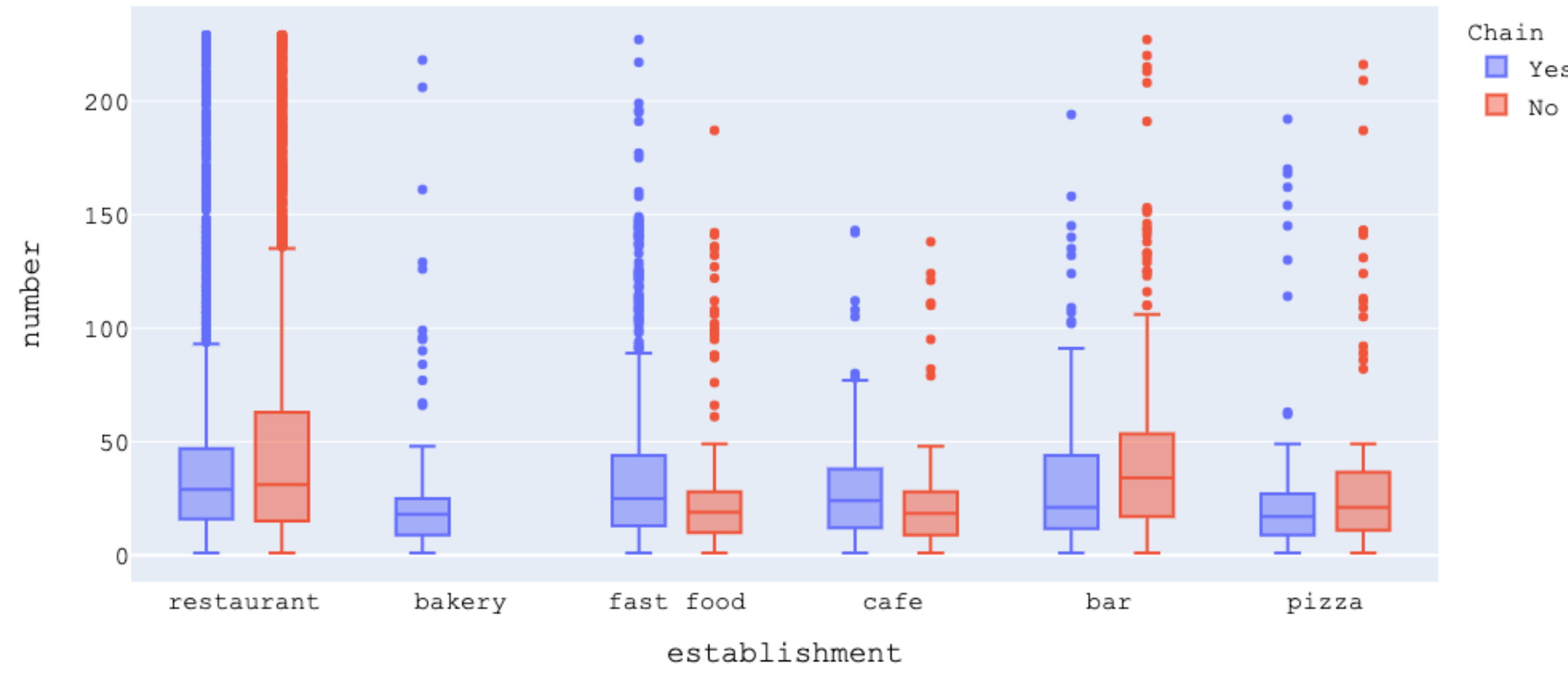


- Clearly non-chain establishments are the highest(63%)
- around 60% of Cafe and fast food are chains
- **Of interest: Cafe are 60% chains**

Chain/Non-Chain distribution of seats

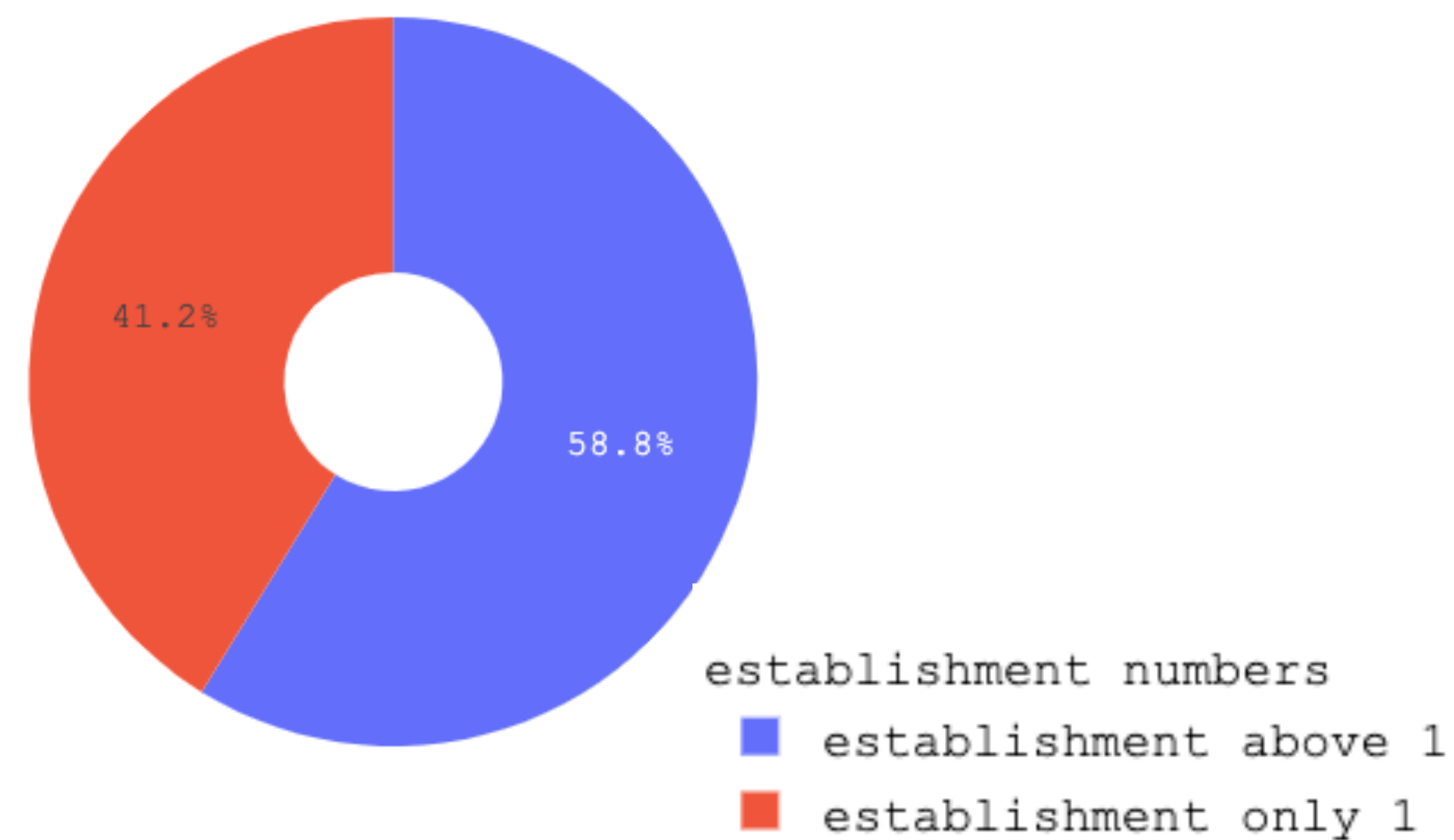


The average number of seats for each type of restaurant

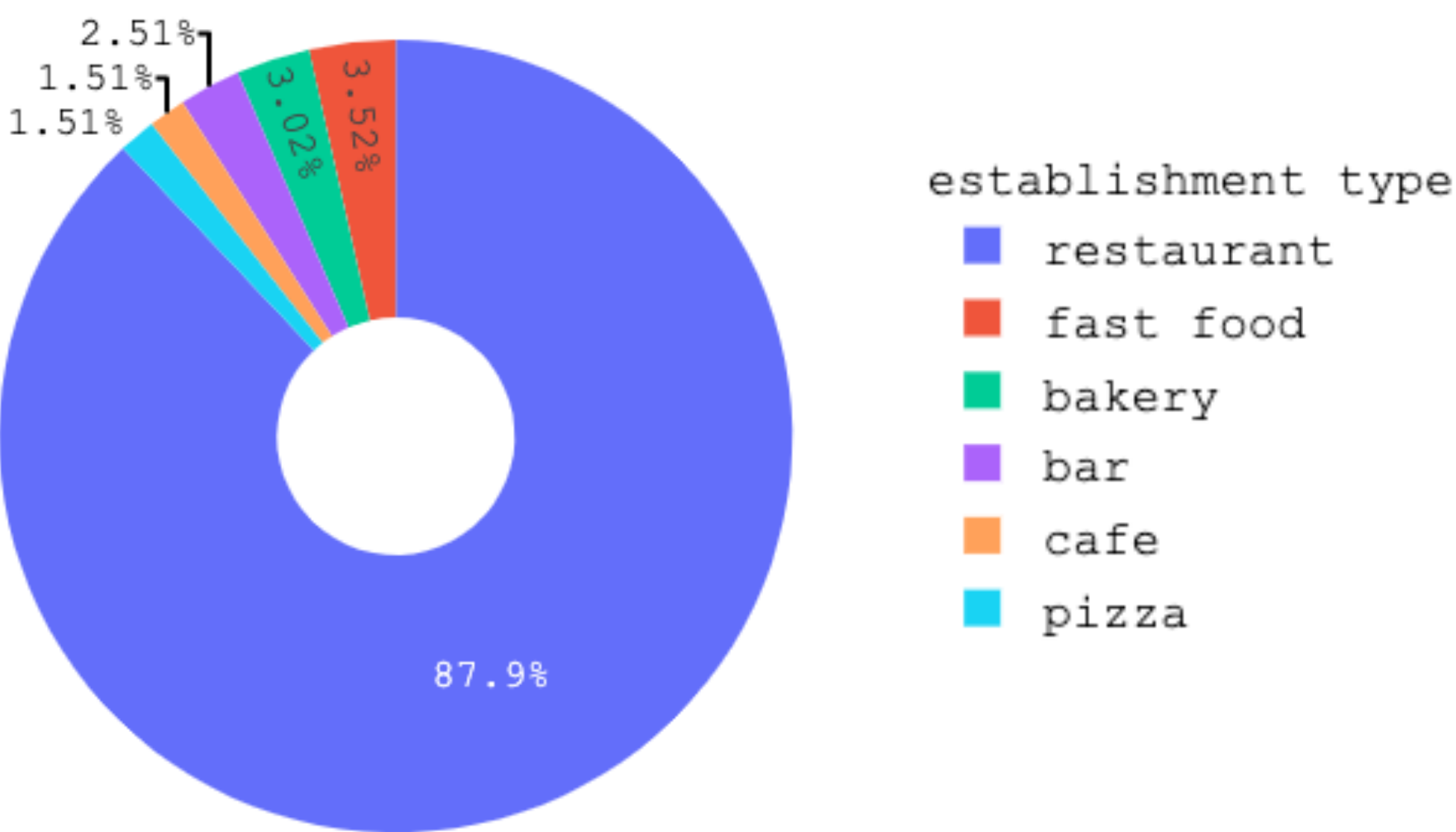


- Non-chain Restaurants have a highest seating number
- chain establishment cafe and fast-food show higher seating number

Distribution of streets with only have one restaurant

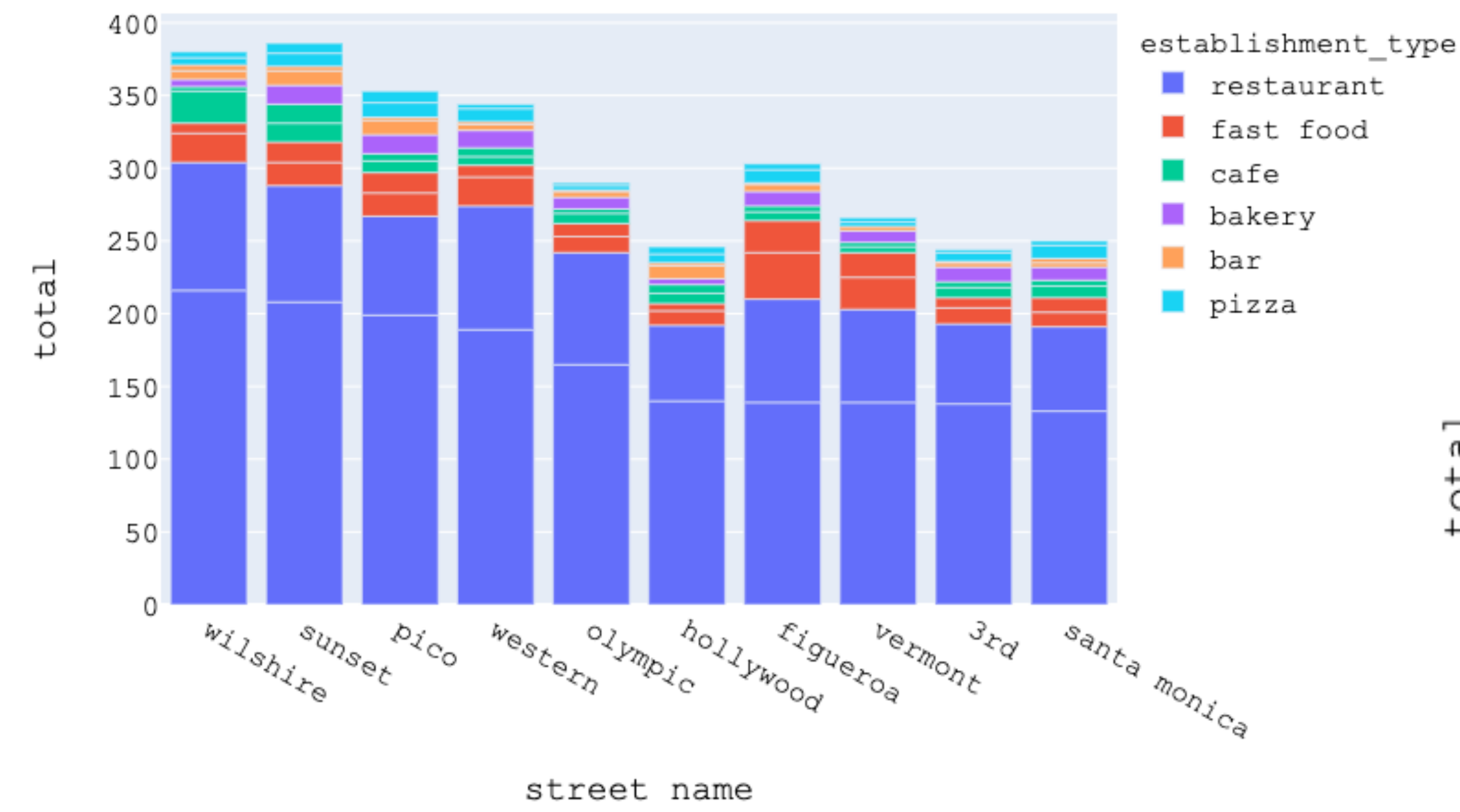


Distribution various one establishments one restaurant

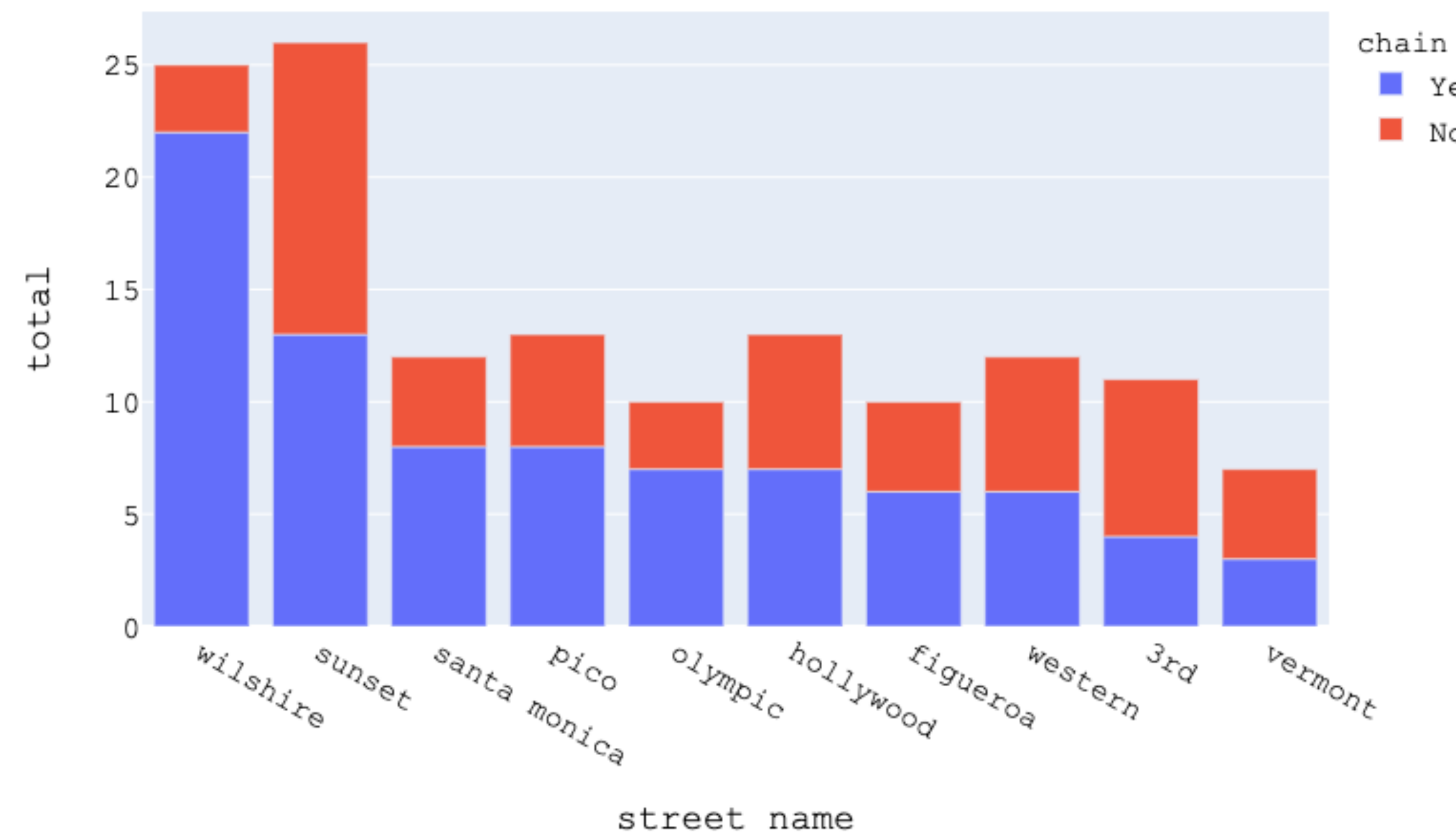


- we have 43% of single restaurants in streets (195)
- restaurants were the highest establishment
- 1.5% of them were cafes

The top ten streets by number of establishments

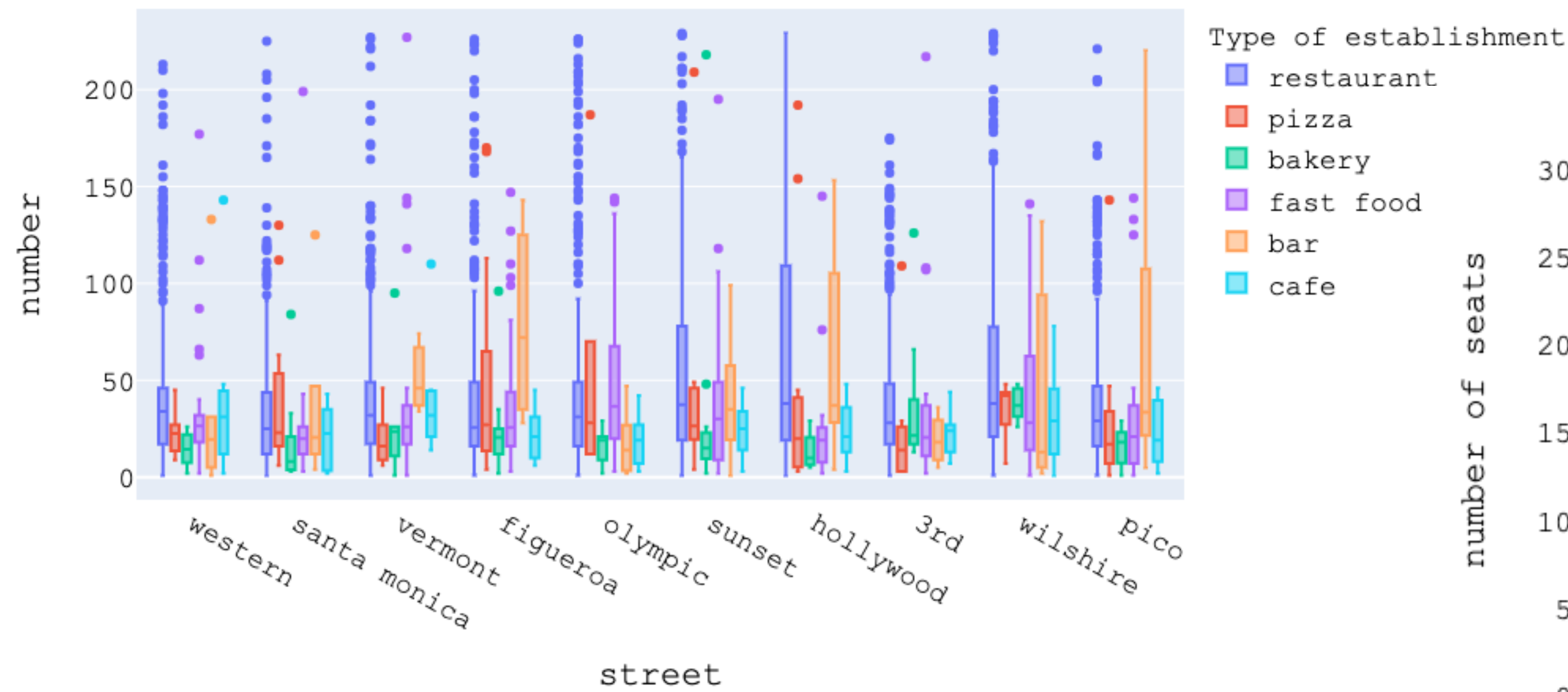


The top ten streets cafe numbers



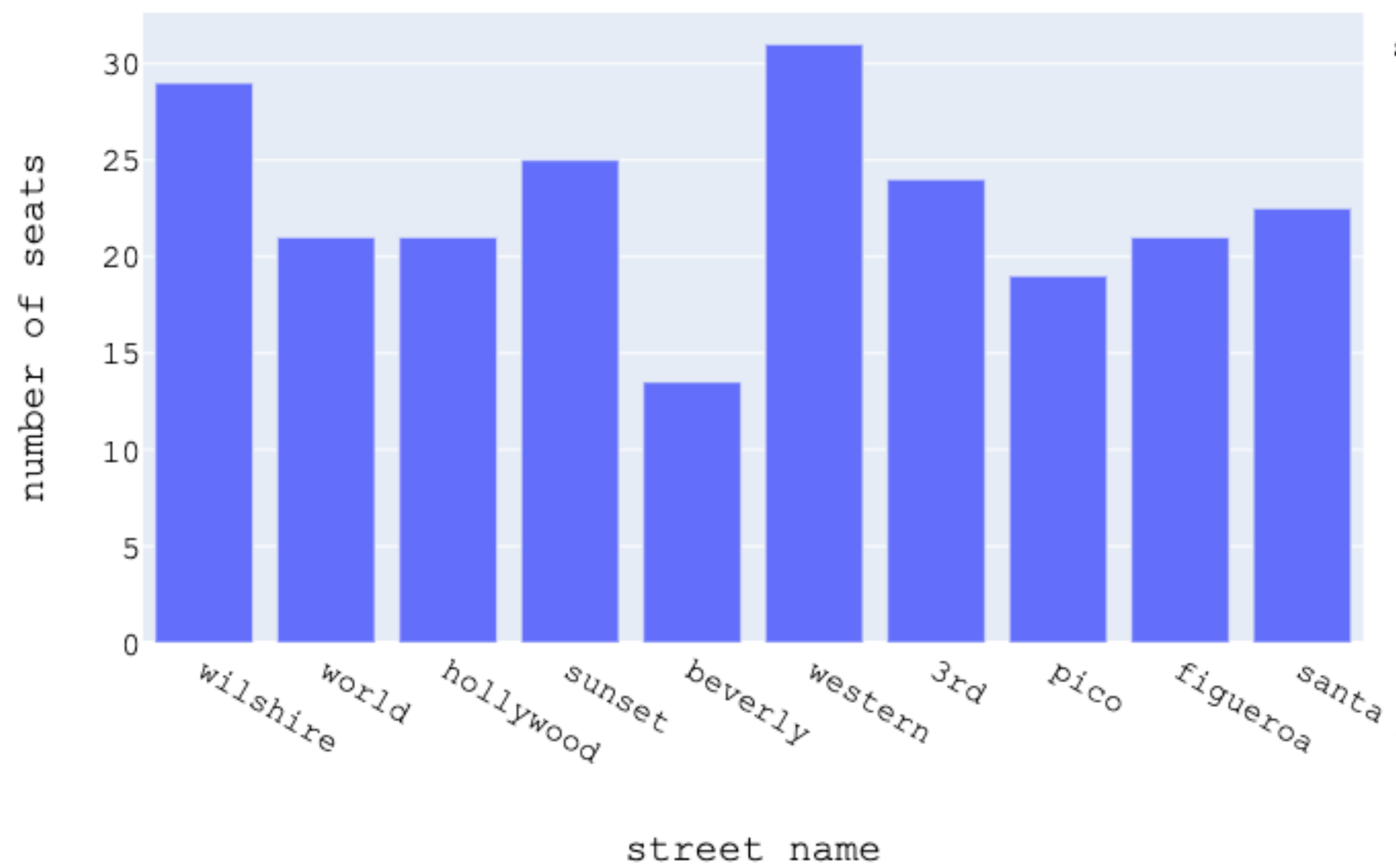
- the top ten streets are SUNSET, WILSHIRE, PICO, WESTERN, FIGUEROA, OLYMPIC, VERMONT, SANTA MONICA, 3RD, HOLLYWOOD
- Restaurants are the highest in the streets, followed by fast-food.
- cafes are the 3rd highest
- streets have preference to both chain and non chain cafes (higher number of chain cafes)

Distribution of the number of seats in popular streets



- non chain establishments like bar pizza restaurant have high er average number seats compared to respective chain establishment
- chain in cafe and fast-food have higher average seats compared to respective non chain establishment

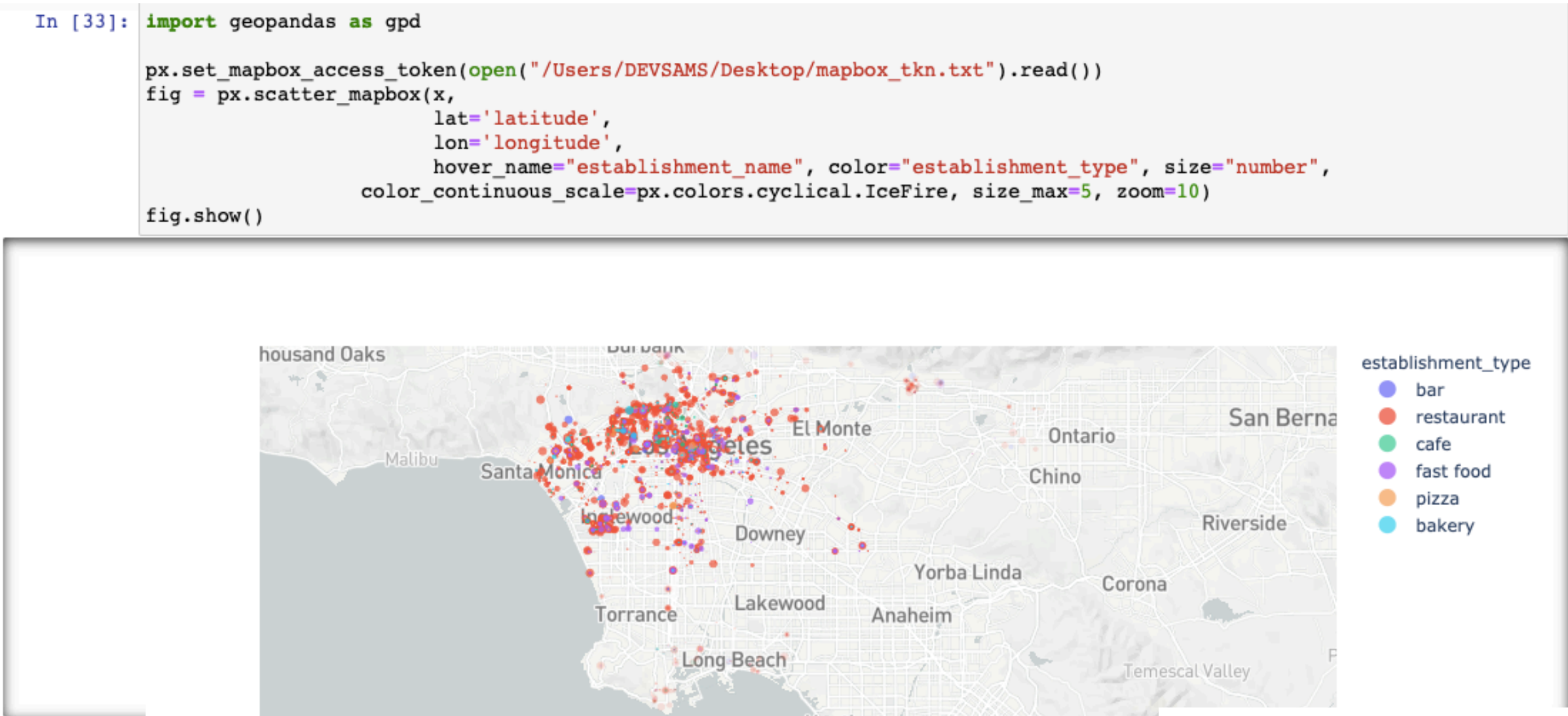
Average seats at cafes in top ten streets



- the seating number in popular streets on average for cafe is 23 seats

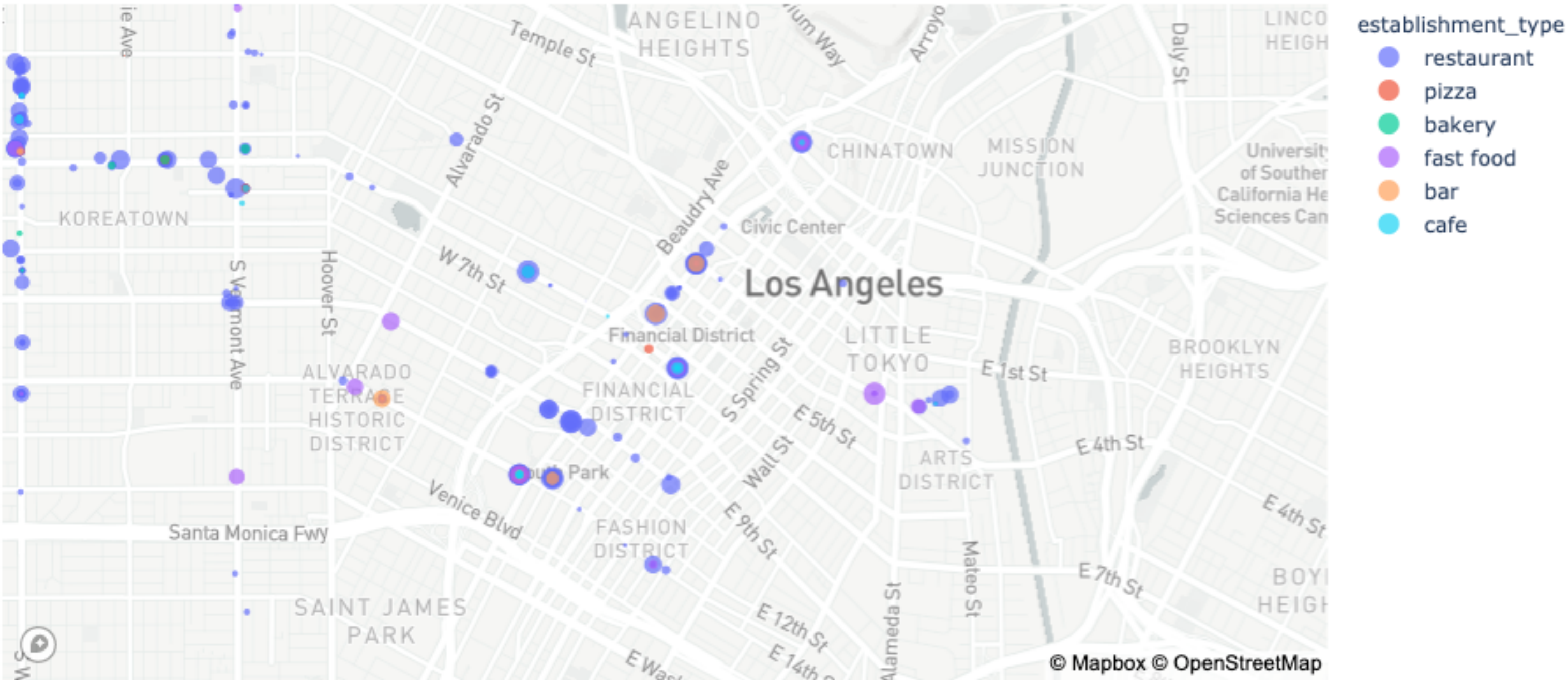
Bonus :)

Map view using Geocoding service



Data analysis team as built live maps using geocoding service this can allow us to detailed view of the location and other services (transport/ malls/shopping establishment/ commercial property) to open the Cafe

Geocoding with:
mapbox
plotly
geopy



CONCLUSIONS

the following conclusions were reached:

- Cafes are around 5 % of the total establishments, which means that we will not have to much competition in the market
- 37% of the distribution are chain and Cafe are 60% chains- their is good possibility to form branches
- all bakeries are Chains
- cafes have a 60% chains
- the top ten streets by number of establishments are: the top ten streets are SUNSET, WILSHIRE, PICO, WESTERN, FIGUEROA, OLYMPIC, VERMONT, SANTA MONICA, 3RD, HOLLYWOOD
- Streets with single establishment are 42% and cafes are 1% ,potential streets for cafe
- streets have preference to both chain and non chain cafes (higher number of chain cafes)
- the seating number in popular streets on average for cafe is 23 seats, we can have 23 seats in the cafe

THANK YOU