

Coastal Sushi Investments

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Investment Thesis

Due to the Covid pandemic, the restaurant industry has taken a huge hit. In addition to decreased demand nationwide, eateries in large cities especially has decreased. Many restaurants were shuttered permanently.

Unemployment remains depressed, which results in further decreased demand in niche cuisine, such as sushi restaurants.

As vaccine deployment picks up and economic recovery picks up, demand will increase. This is a buying opportunity for restaurants.

In this brief, we will examine data on sushi restaurants in NYC and LA, and provide investment recommendations.



New York City
vs
Los Angeles Sushi

Sushi Restaurants

Value • Growth

Method

Examined 2000 restaurants in NYC and LA
that serve sushi

- Review Count
- Average Rating
- Zip Code
- Price

Higher rating + higher review count:

- Generate revenue
 - Generate buzz
 - Succeed
-



Visualizations

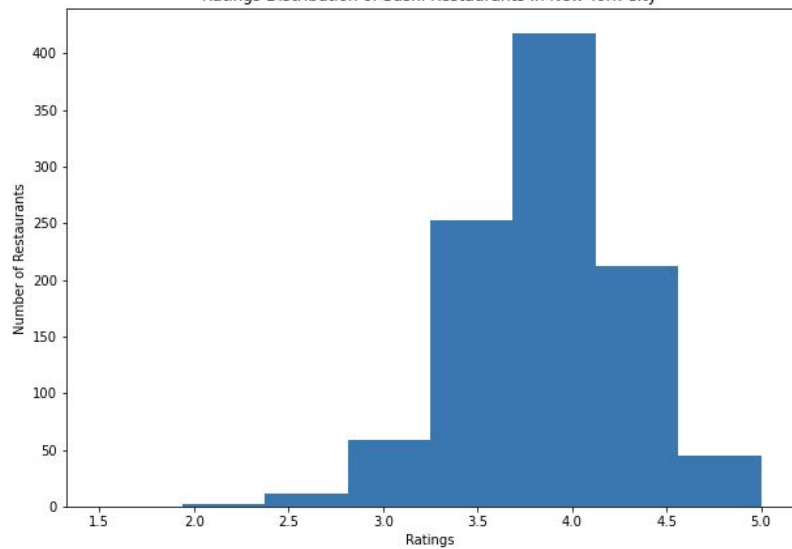
Ratings distribution

Price Distribution

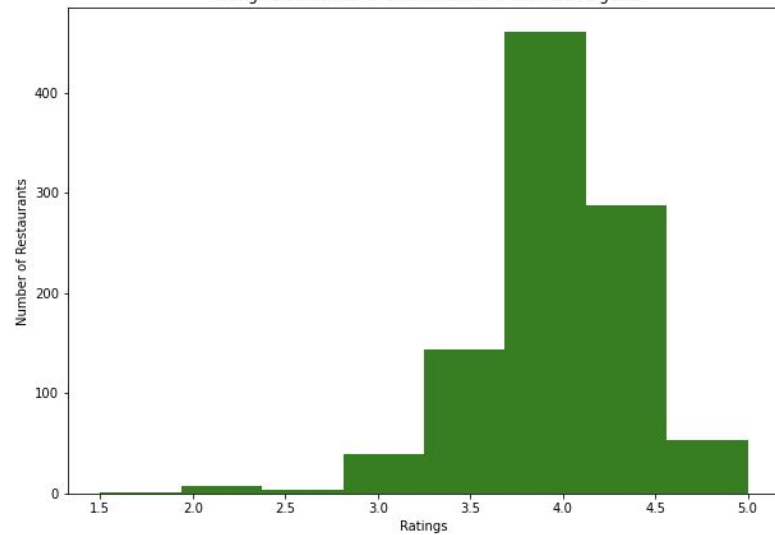
Correlation between
Rating / Price

Correlations between
Review Count / Rating

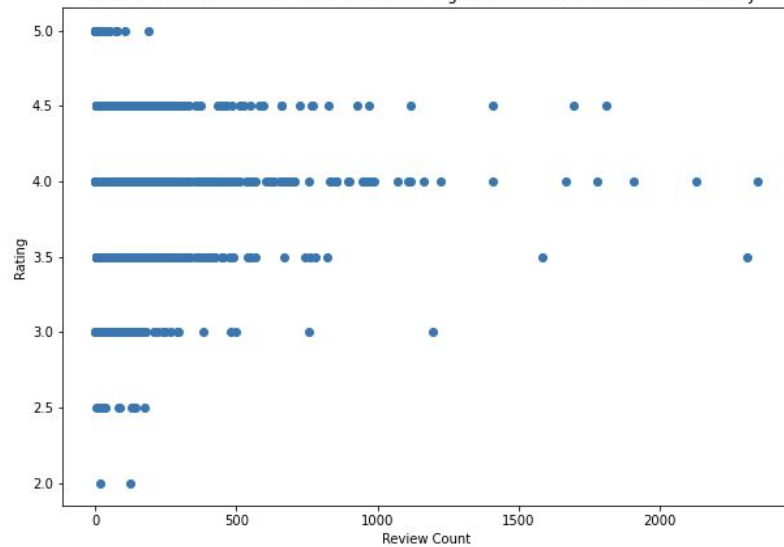
Ratings Distribution of Sushi Restaurants in New York City



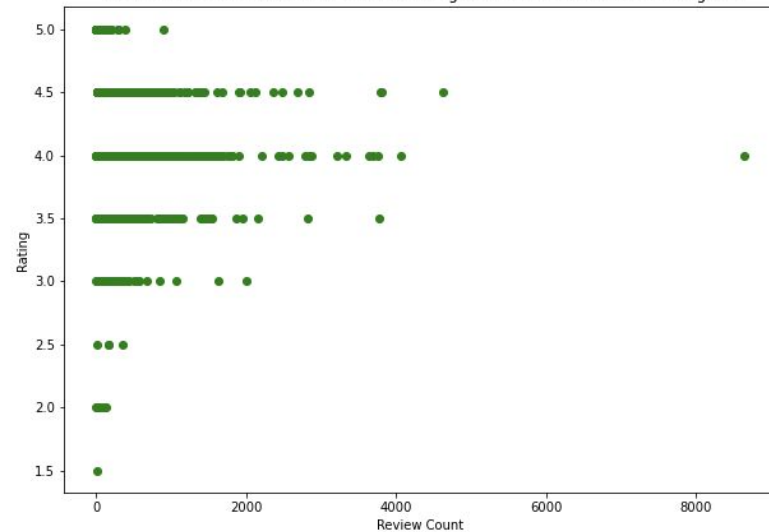
Ratings Distribution of Sushi Restaurants in Los Angeles



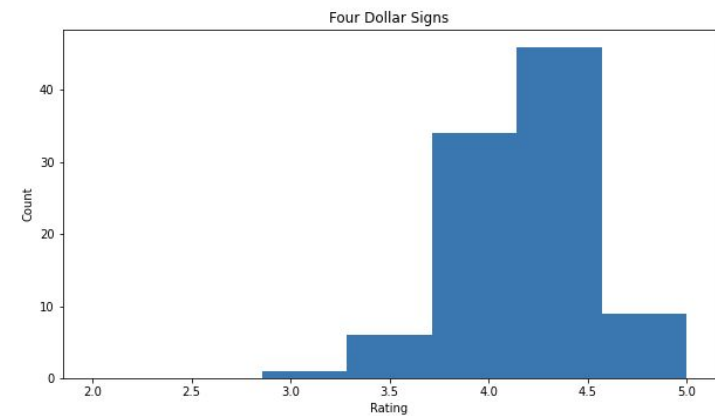
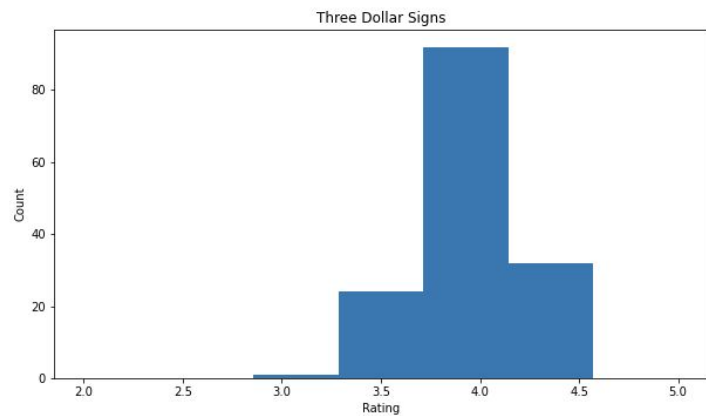
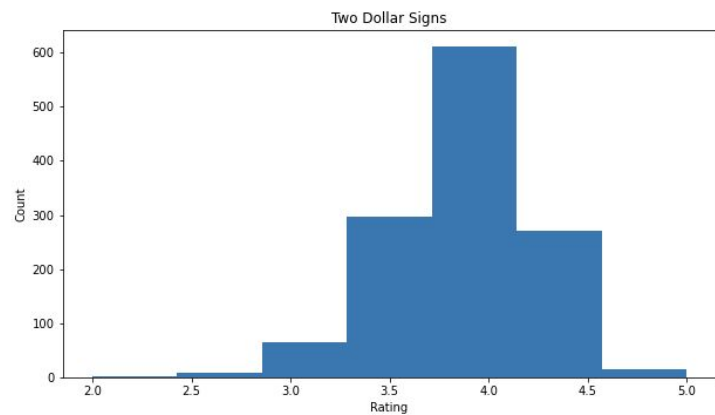
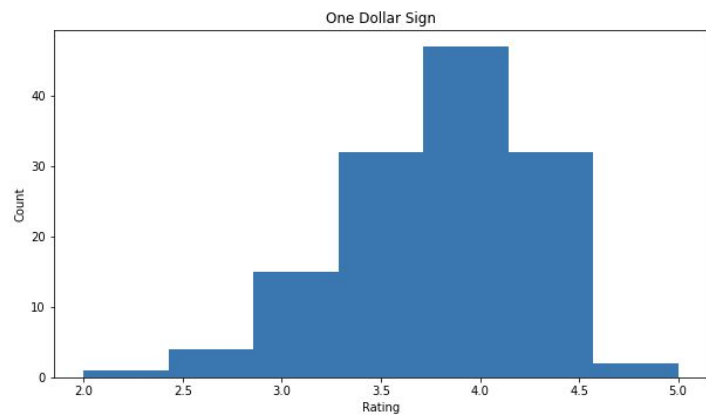
Correlation between Review Count and Rating of Sushi Restaurants in New York City



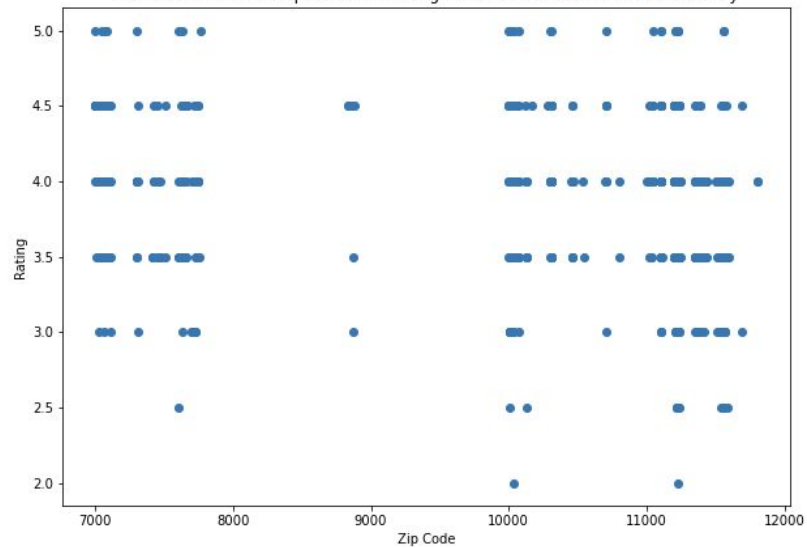
Correlation between Review Count and Rating of Sushi Restaurants in Los Angeles



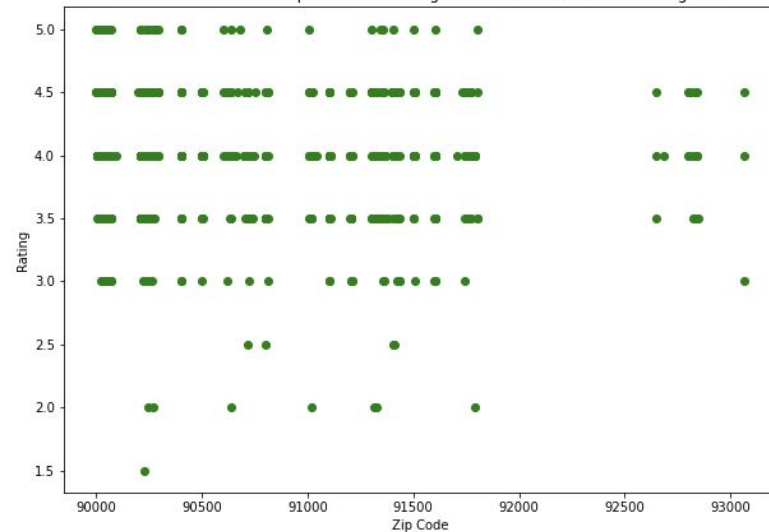
Correlation between Price and Rating of Sushi Restaurants



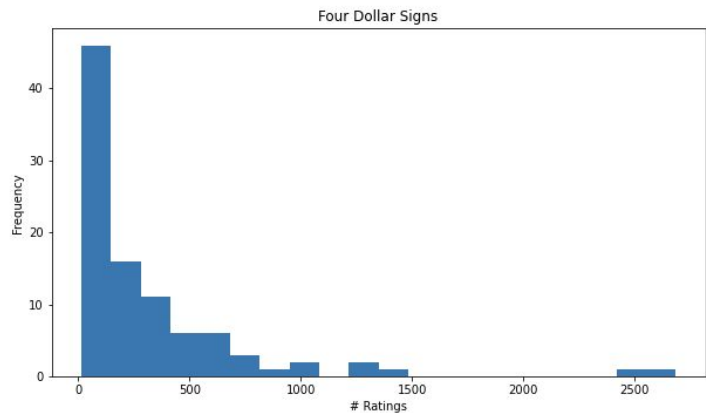
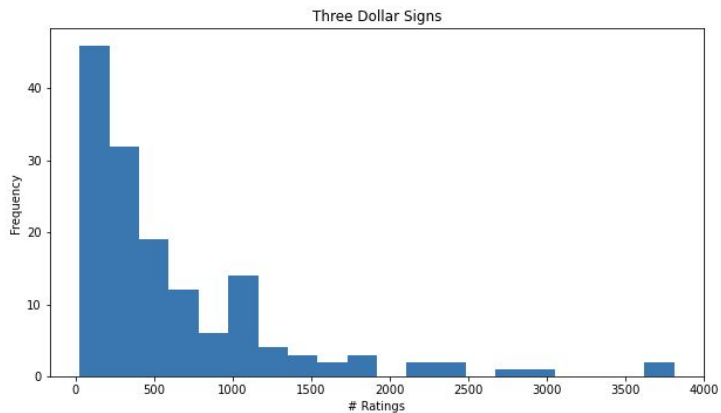
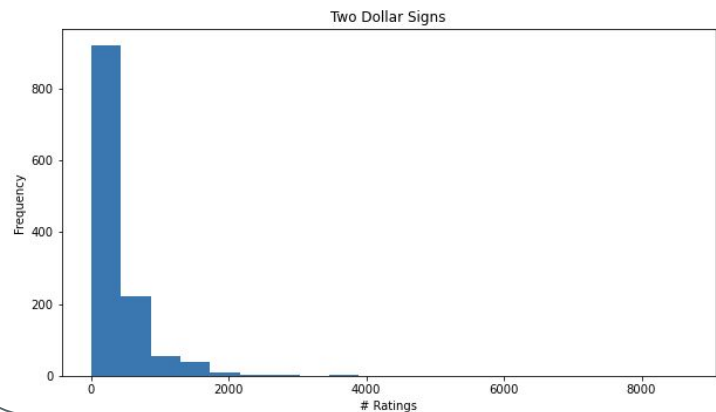
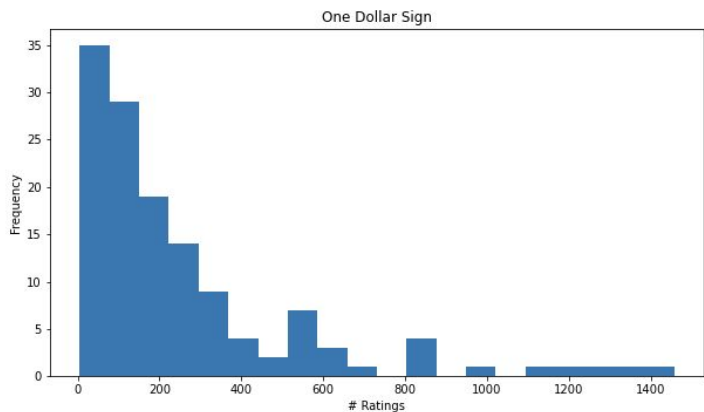
Correlation between Zip Code and Rating of Sushi Restaurants in New York City



Correlation between Zip Code and Rating of Sushi Restaurants in Los Angeles



Correlation between Price and Review Counts of Sushi Restaurants



Findings

Price is not a predictor of rating

Average Rating is 4

Two Dollar Sign restaurants are most popular

Therefore...

Choose a popular neighborhood

Seek medium cost business

Privilege review count

Investment Recommendations

NYC:

Izakaya MEW | 2344 Reviews

Rating: 4 | Price: \$\$ | Zip Code: 10001

LA:

Daikokuya Little Tokyo | 8641 Reviews

Rating: 4 | Price: \$\$ | Zip Code: 90012

Overall:

Daikokuya Little Tokyo

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