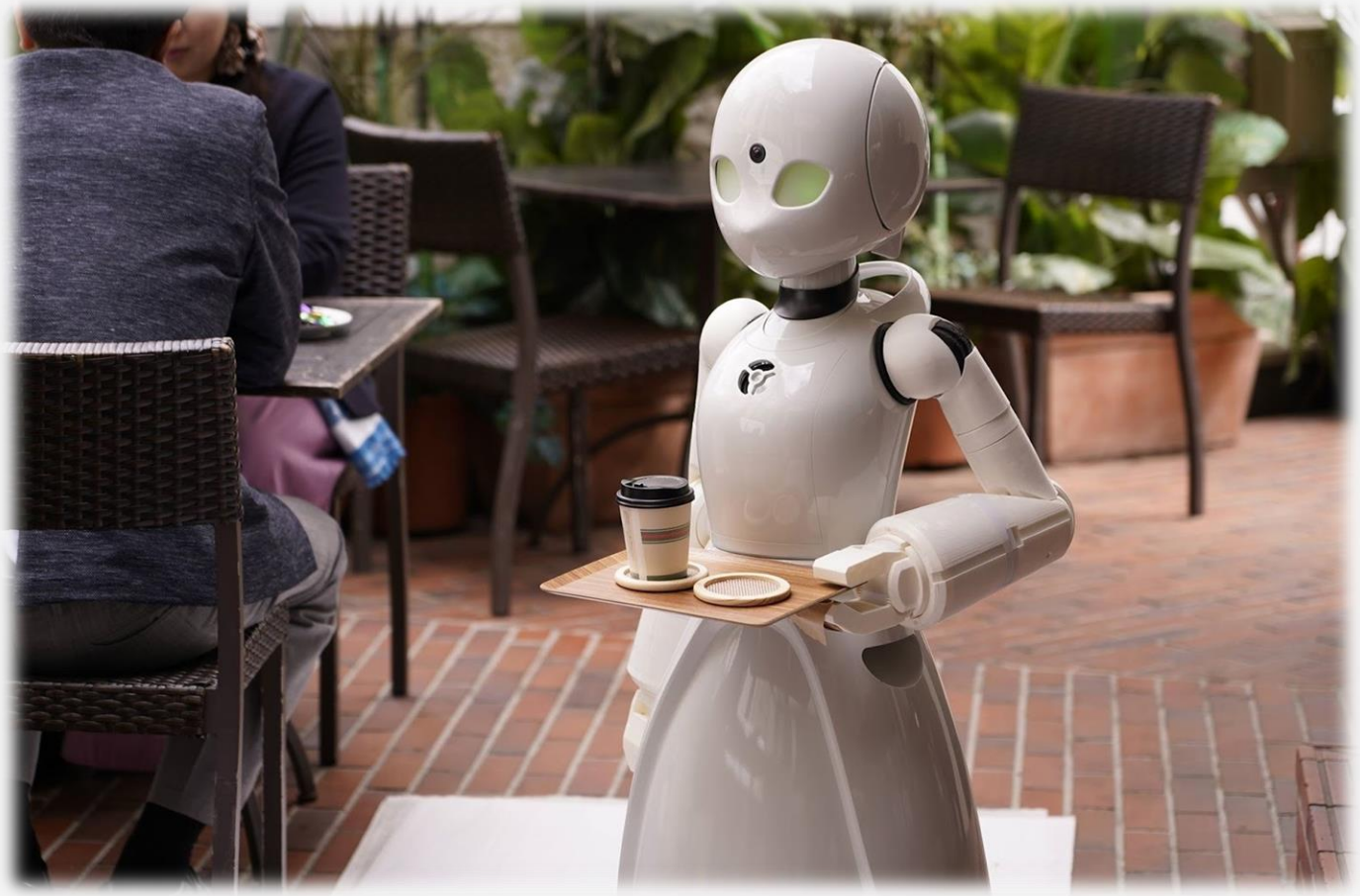
Market research on restaurants in LA

Project description and Goal

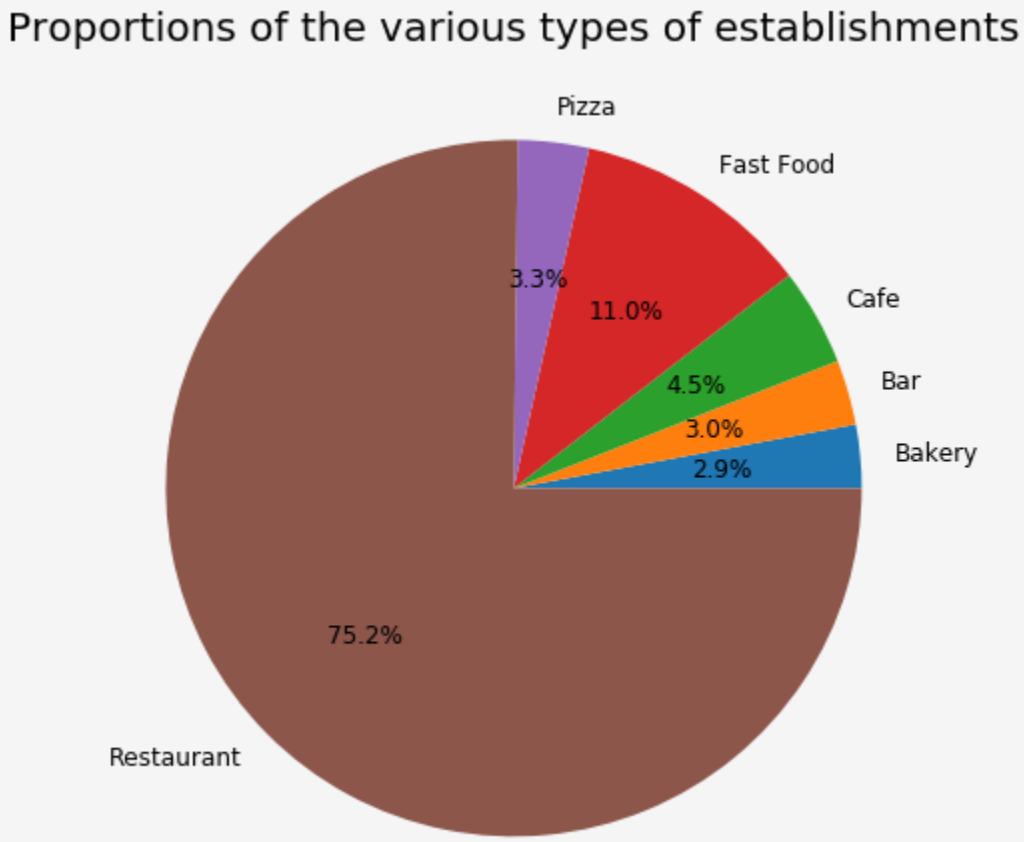
We’ve decided to open a small robot-run cafe in Los Angeles. The project is promising but expensive, so we decide to try to attract investors.

So we have prepared some market research on open-source data on restaurants in LA.



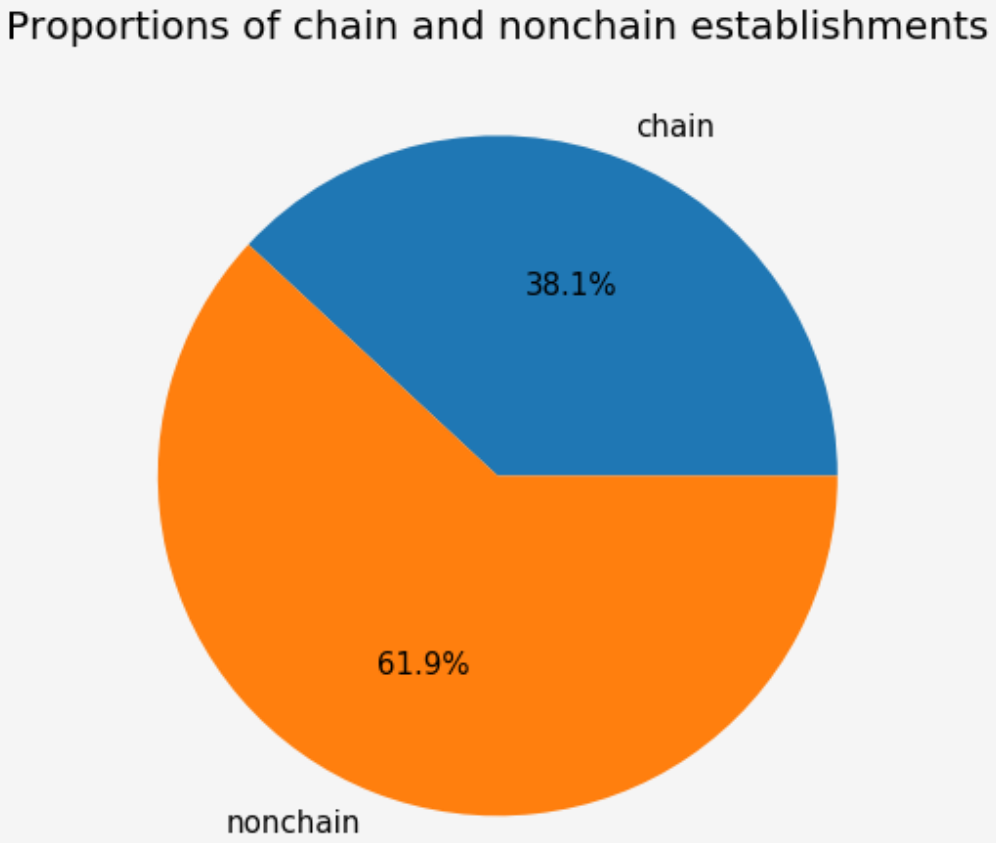
Types of establishments

- The largest share of establishments is allocated to Restaurant with 75%.
- FastFood is in the next position with 11%.
- Cafe with 4.5%.
- Pizza, Bar and Bakery have almost the same share about 3%.



Source: Data on restaurants in LA

Chain and Nonchain establishments



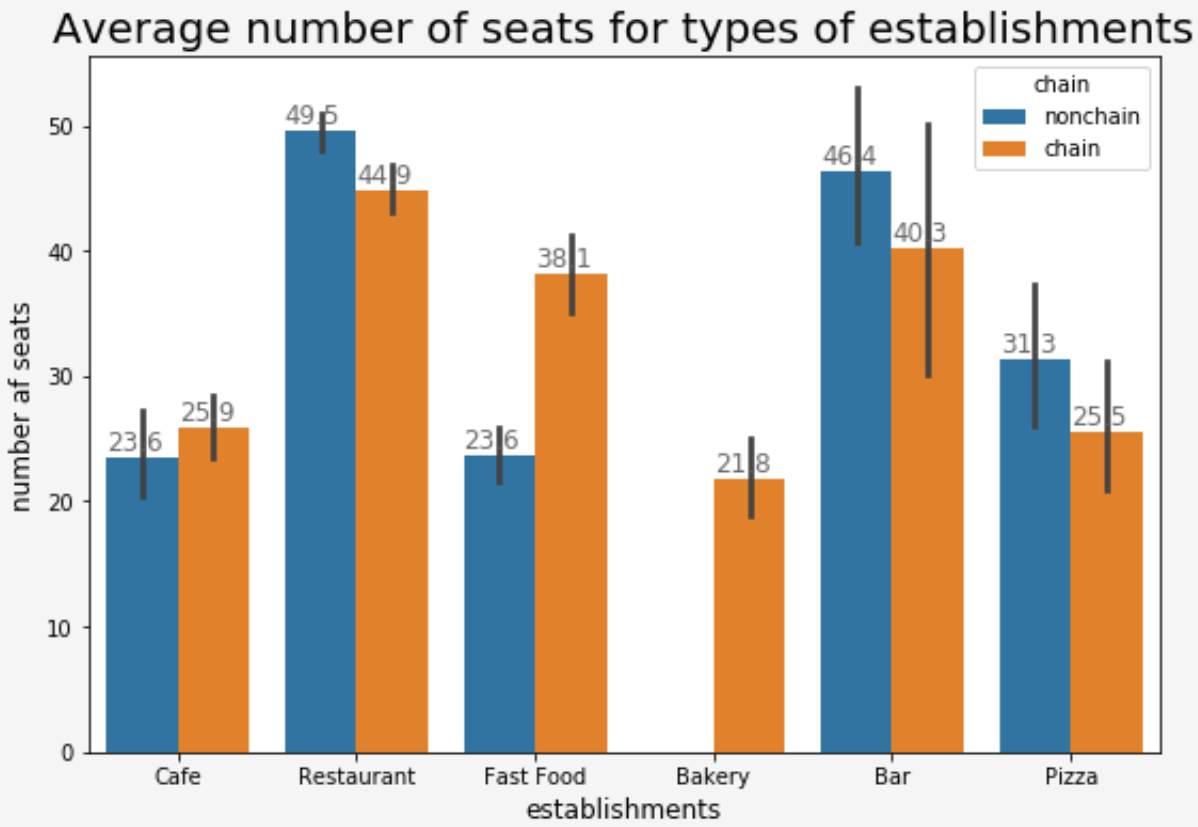
Most establishments are not chain.

The chain to non-chain ratio is approximately 60 to 40.

Source: Data on restaurants in LA

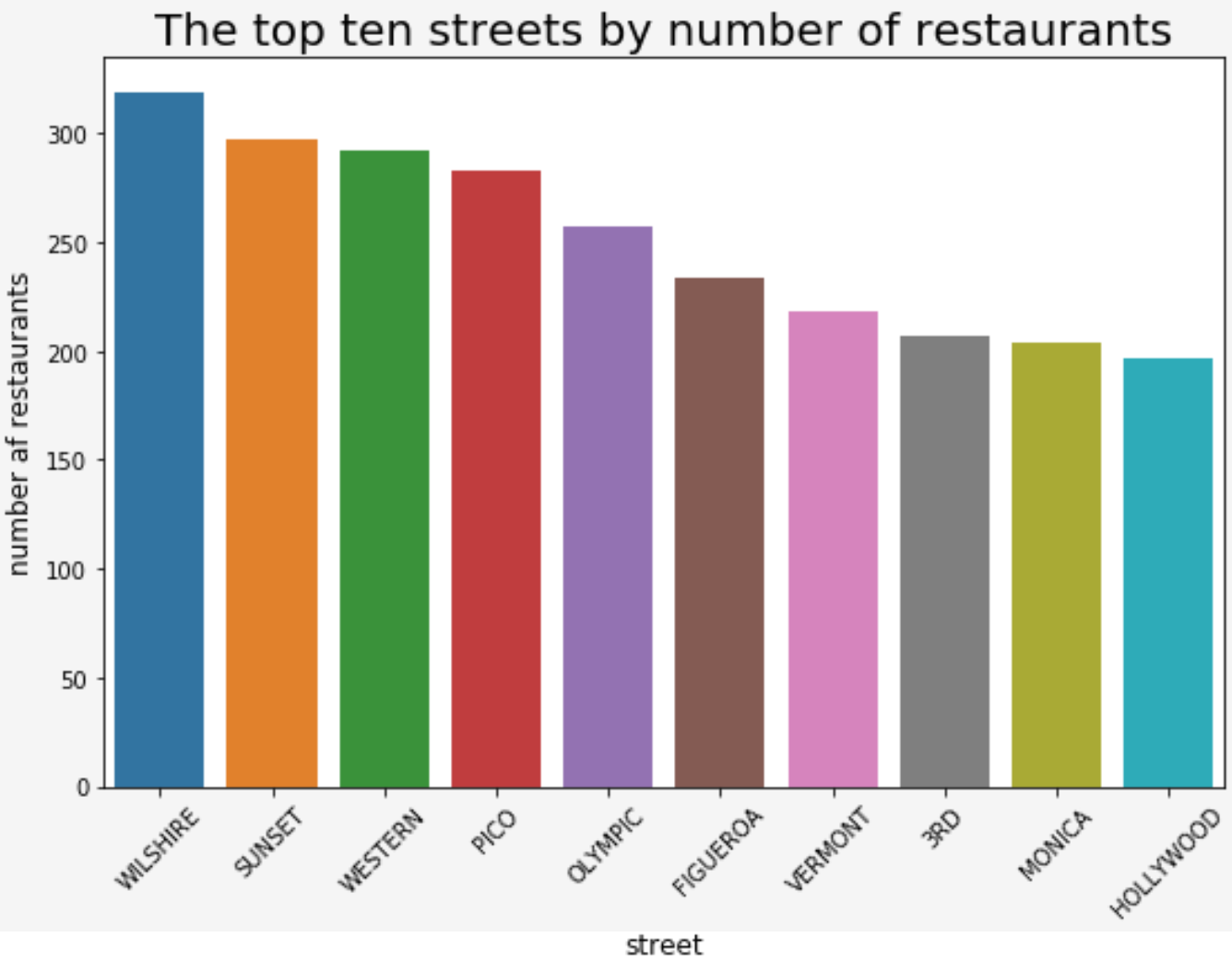
Average number of seats for establishments

- The average number of seats is for all types under 50 seats.
- Bakery is typically a chain.
- On average, nonchain restaurants have the greatest number of seats.
- On average, restaurants and bars have the greatest number of seats.



Source: Data on restaurants in LA

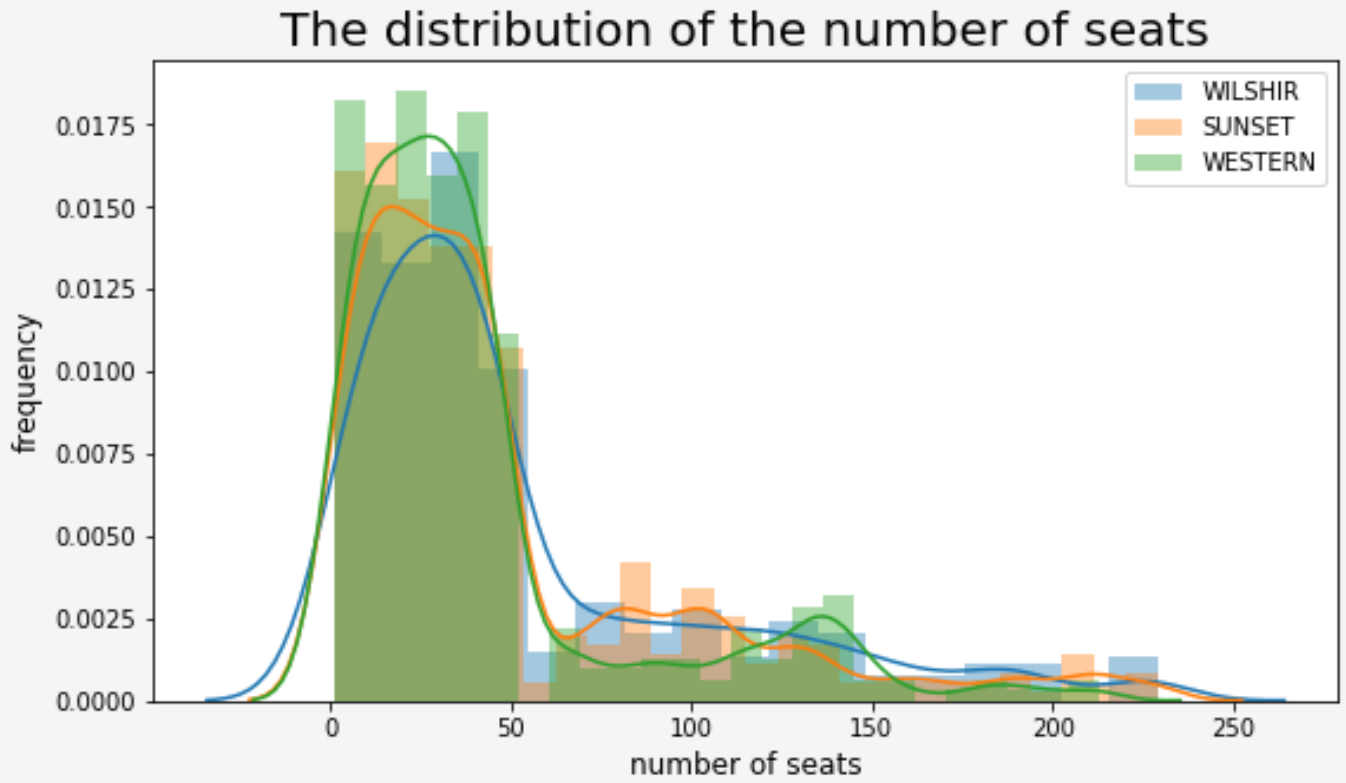
The top ten streets by number of restaurants



Streets WILSHIRE, SUNSET and WESTERN have the largest number of restaurants.

Source: Data on restaurants in LA

The number of seats for the 3 streets with the largest number of restaurants



Many restaurants in all three streets have less than 50 seats.

Source: Data on restaurants in LA

Final Conclusion and Suggestions

1. Due to the novelty of the idea of waiter robots, it is better to do the establishment in more crowded areas (streets with more restaurants) in order to be seen better.

2. Considering that many restaurants on crowded streets have less than 50 seats, maybe it would be a good idea to start with more seats (at least 50 seats) in order to be seen better.

3. Regarding being a chain or not, considering the costly nature of the project, it is good to start with a branch first and decide on the development of the chain in the future.

Thank You