

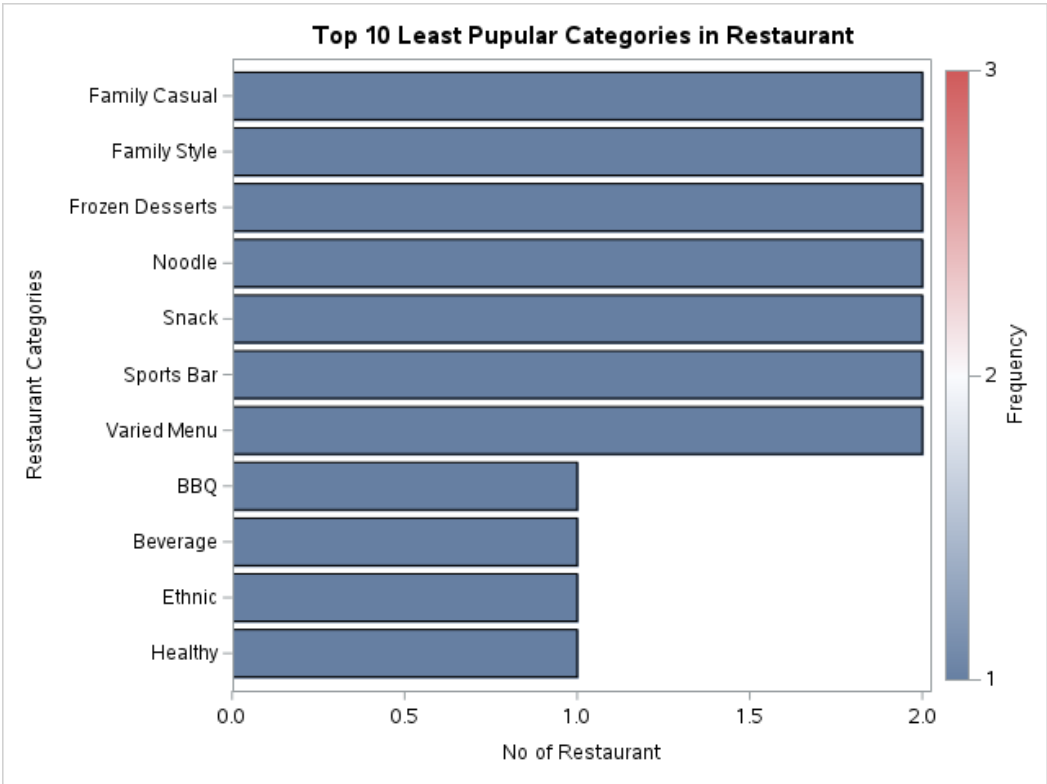
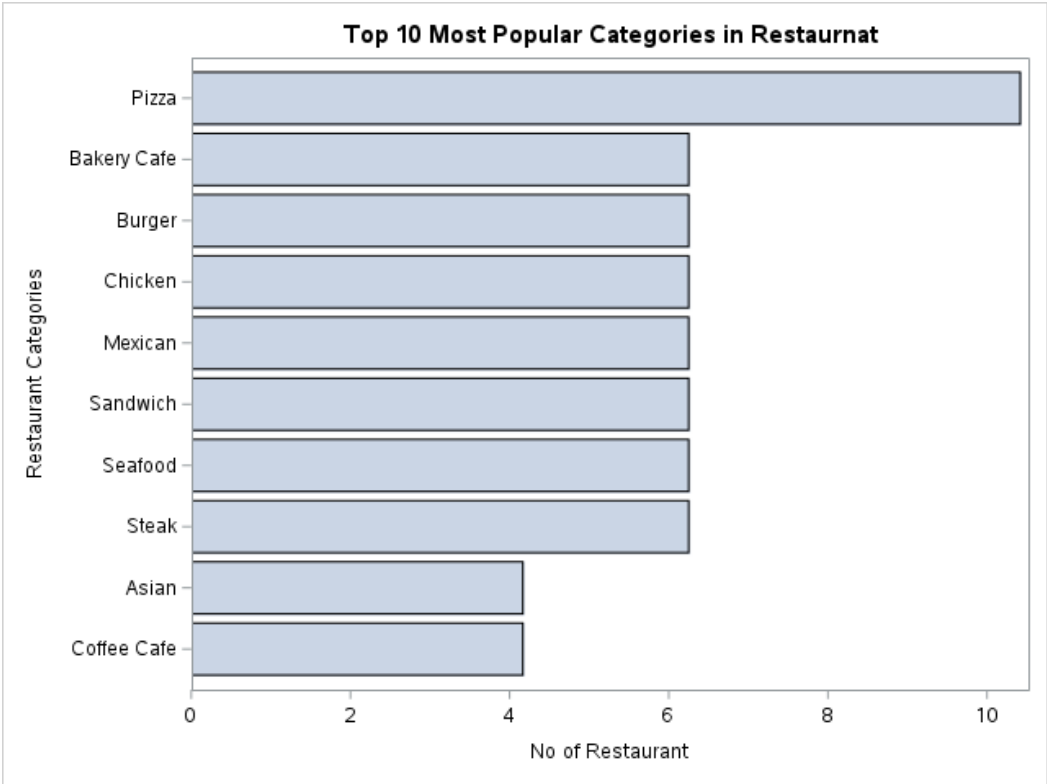
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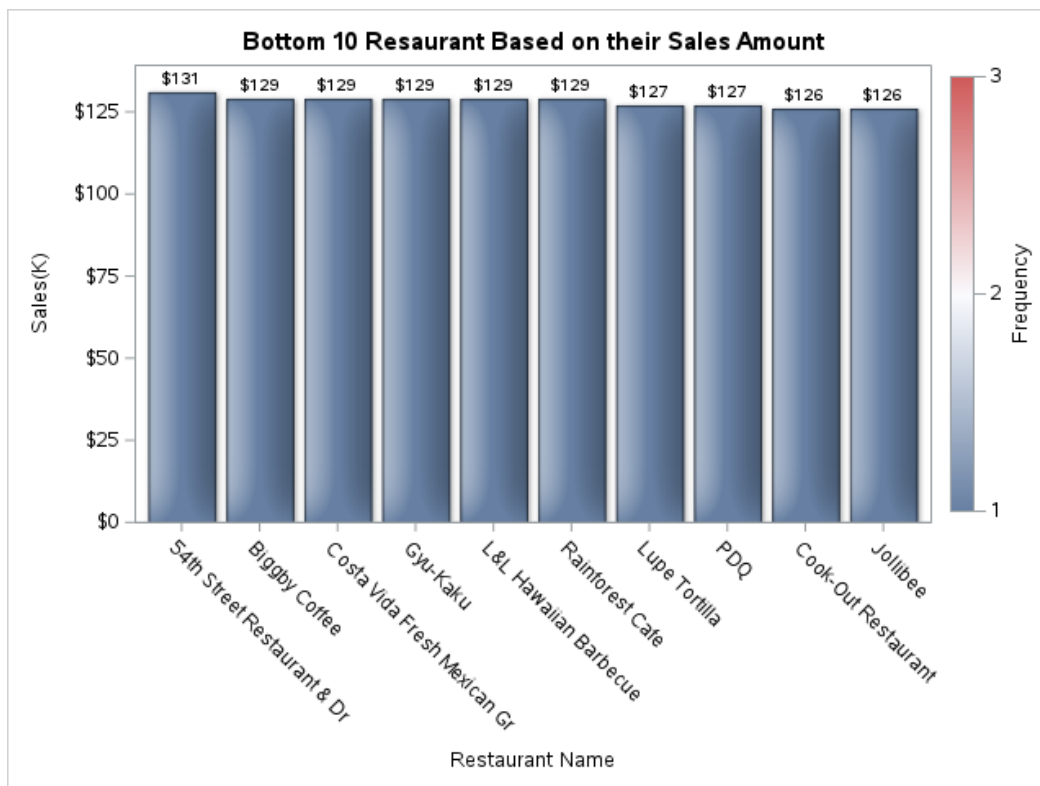
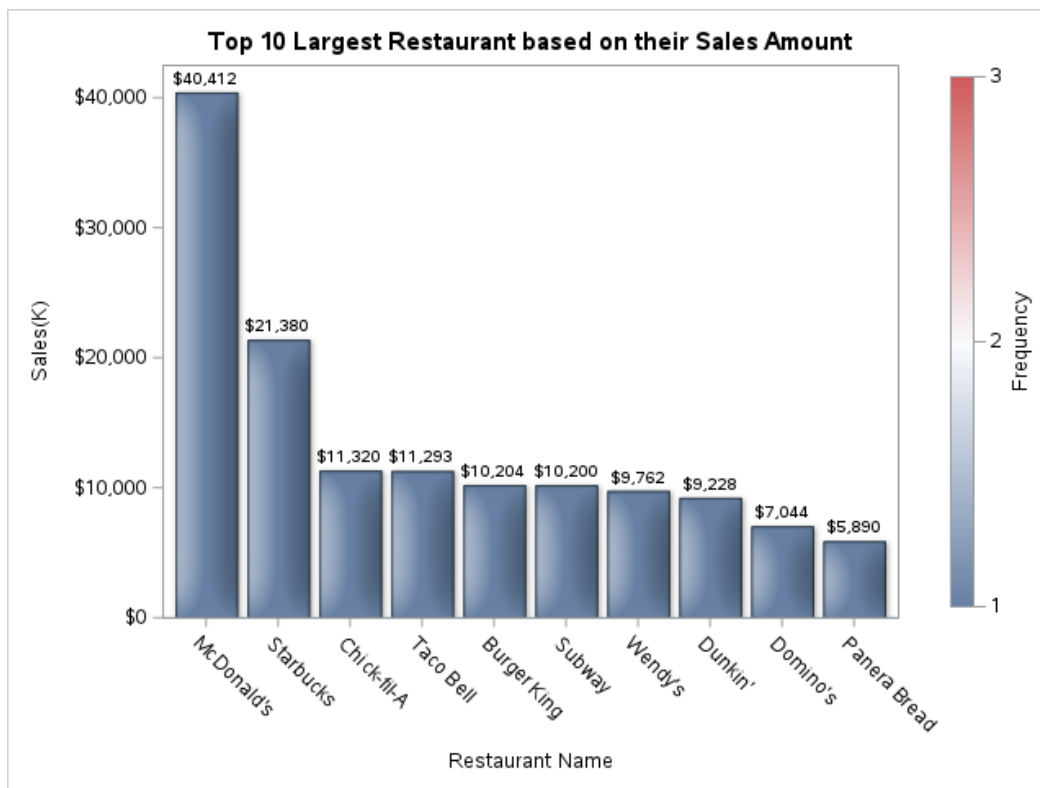
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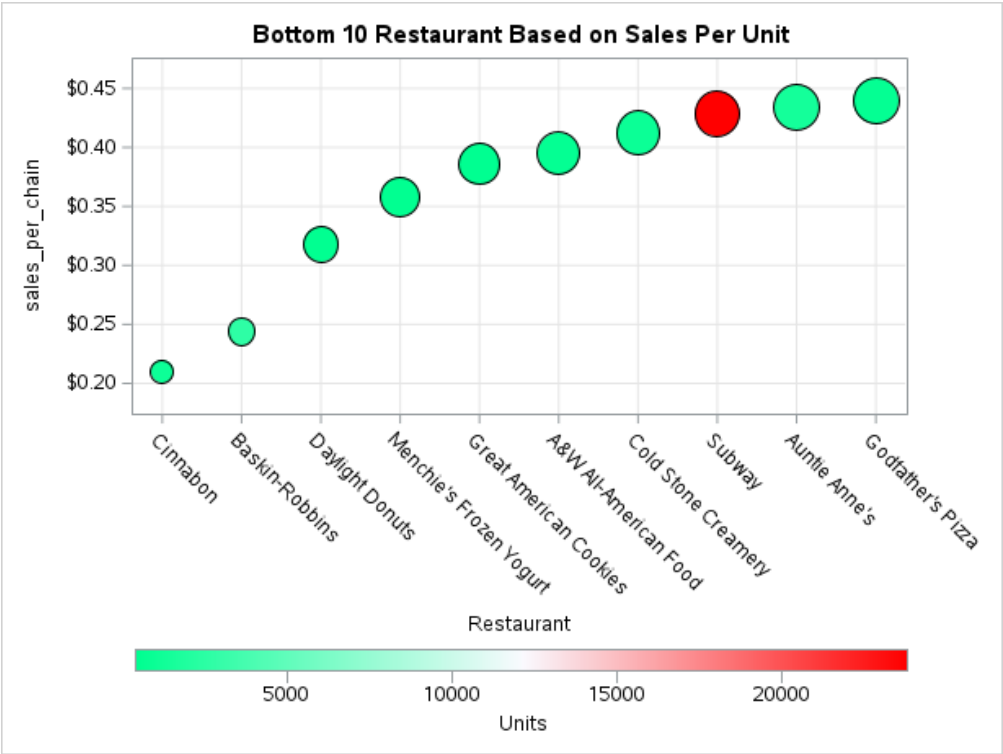
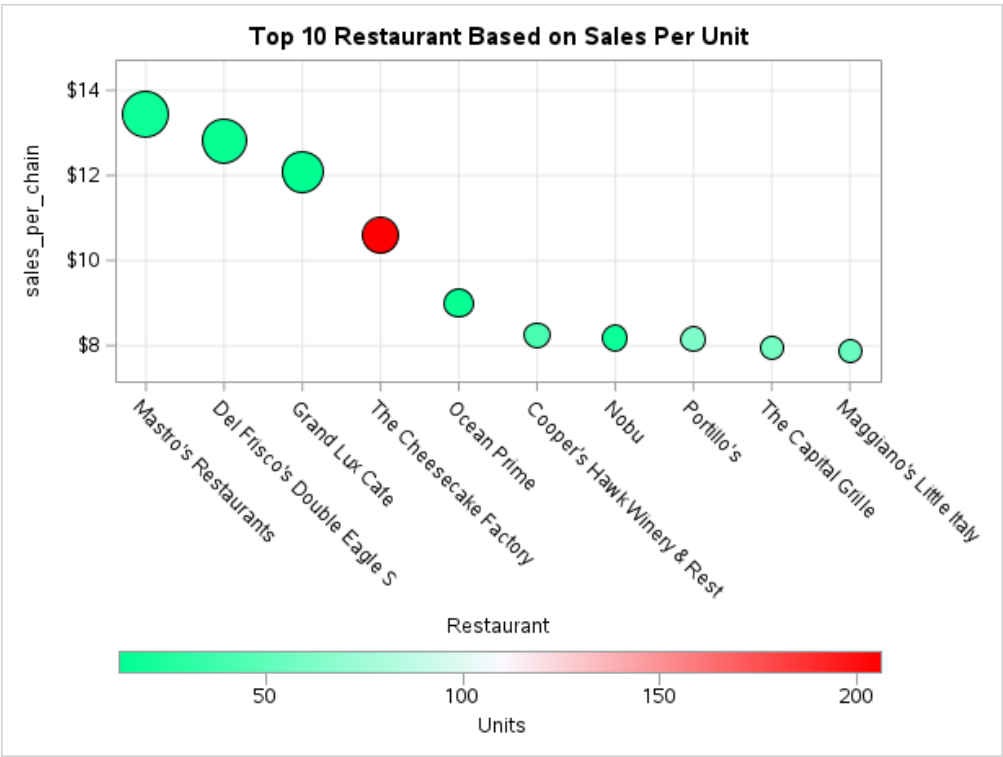
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2	Restaurant	Char	27	\$27.	\$27.
4	Sales	Num	8	BEST12.	BEST32.
9	Segment_Category	Char	31	\$31.	\$31.
6	Units	Num	8	BEST12.	BEST32.
5	YOY_Sales	Char	7	\$7.	\$7.
7	YOY_Units	Char	7	\$7.	\$7.

Obs	Rank	Restaurant	Content	Sales	YOY_Sales	Units	YOY_Units	Headquarters	Segment_Category
1	1	McDonald's	NA	40412	4.9%	13846	-0.5%	NA	Quick Service & Burger
2	2	Starbucks	NA	21380	8.6%	15049	3.0%	NA	Quick Service & Coffee Cafe
3	3	Chick-fil-A	While Popeyes got a lot of the chicken buzz in 2019, Chick-fil-A had a busy year in its own right. On top of passing Taco Bell and Subway to become the nation's third-largest chain, it introduced dine-in mobile ordering, eliminated antibiotics from its chicken and added its first new permanent menu item in three years: mac and cheese.	11320	13.0%	2470	5.0%	NA	Quick Service & Chicken
4	4	Taco Bell	NA	11293	9.0%	6766	2.7%	NA	Quick Service & Mexican
5	5	Burger King	NA	10204	2.7%	7346	0.2%	NA	Quick Service & Burger
6	6	Subway	NA	10200	-2.0%	23801	-4.0%	NA	Quick Service & Sandwich
7	7	Wendy's	NA	9762	4.2%	5852	0.7%	NA	Quick Service & Burger
8	8	Dunkin'	Dunkin' dropped "Donuts" from its name and repositioned as a beverage-first concept, and it seems to have paid off, said Kevin Schimpf of Technomic. "To have a good year while Starbucks is also still continuing to grow away, I think that was impressive for Dunkin'," he said.	9228	5.0%	9630	2.2%	NA	Quick Service & Coffee Cafe
9	9	Domino's	NA	7044	6.9%	6126	4.3%	NA	Quick Service & Pizza

Obs	Rank	Restaurant	Content	Sales	YOY_Sales	Units	YOY_Units	Headquarters	Segment_Category
10	10	Panera Bread	NA	5890	4.0%	2160	3.2%	NA	Fast Casual & Bakery Cafe





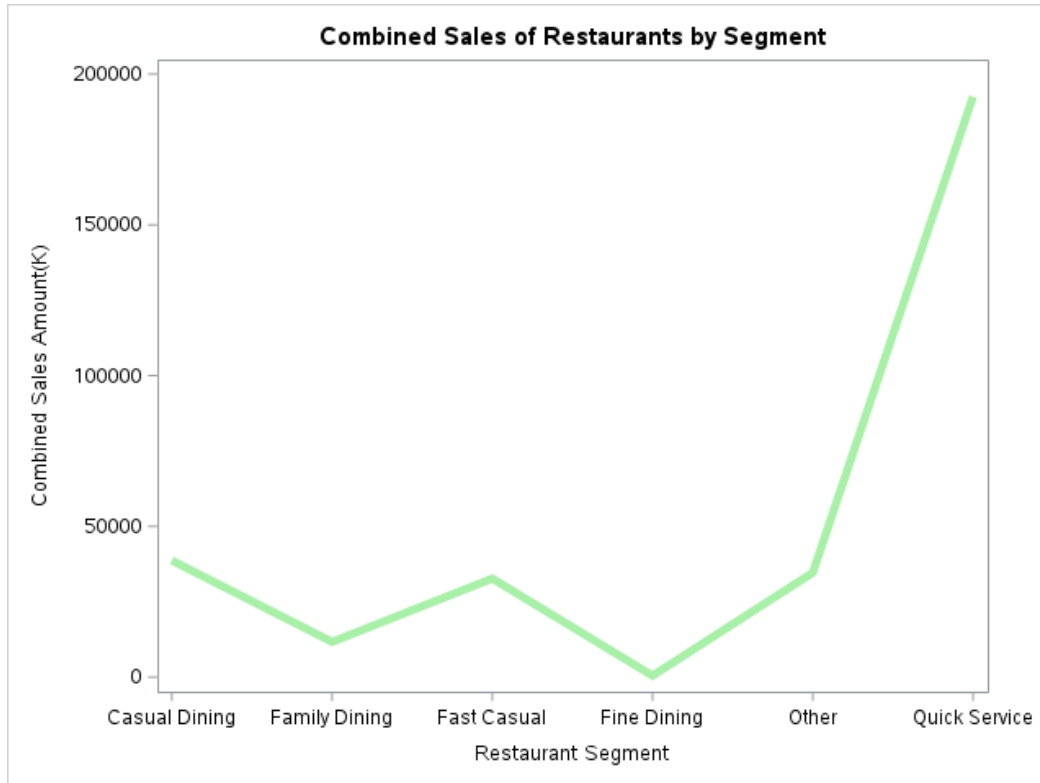


Bottom 10 Restaurant Based on Sales Per Unit

segment	Frequency
Other	151
Quick Service	47
Casual Dining	23
Fast Casual	21
Family Dining	7
Fine Dining	1

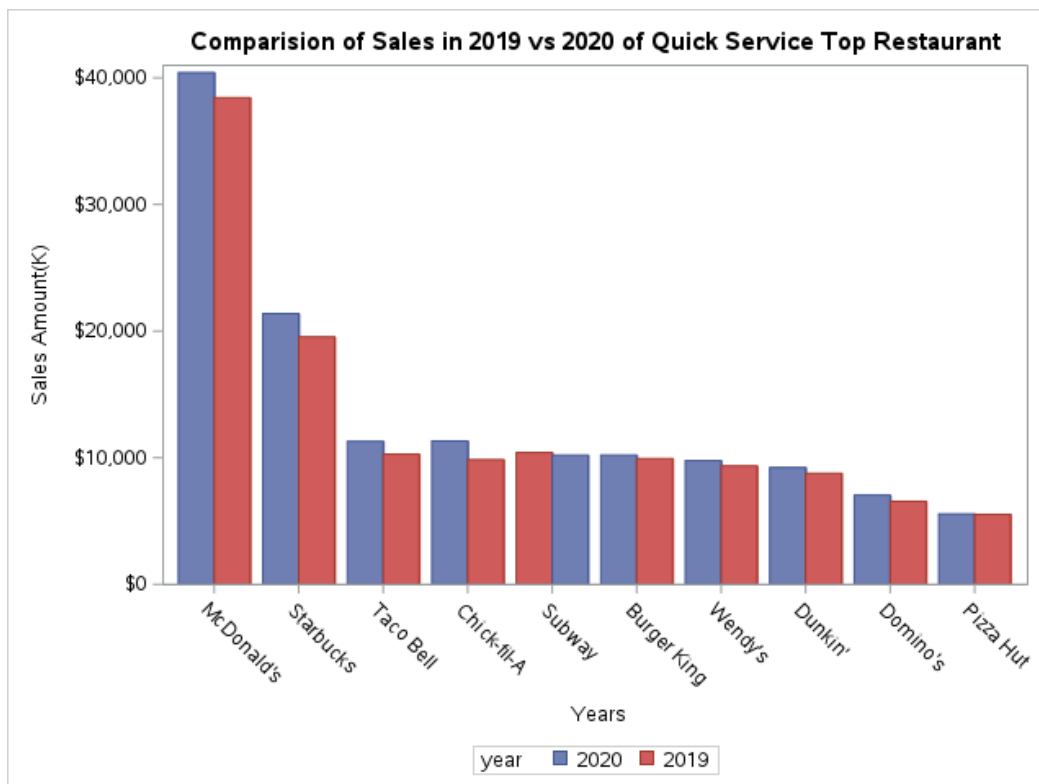
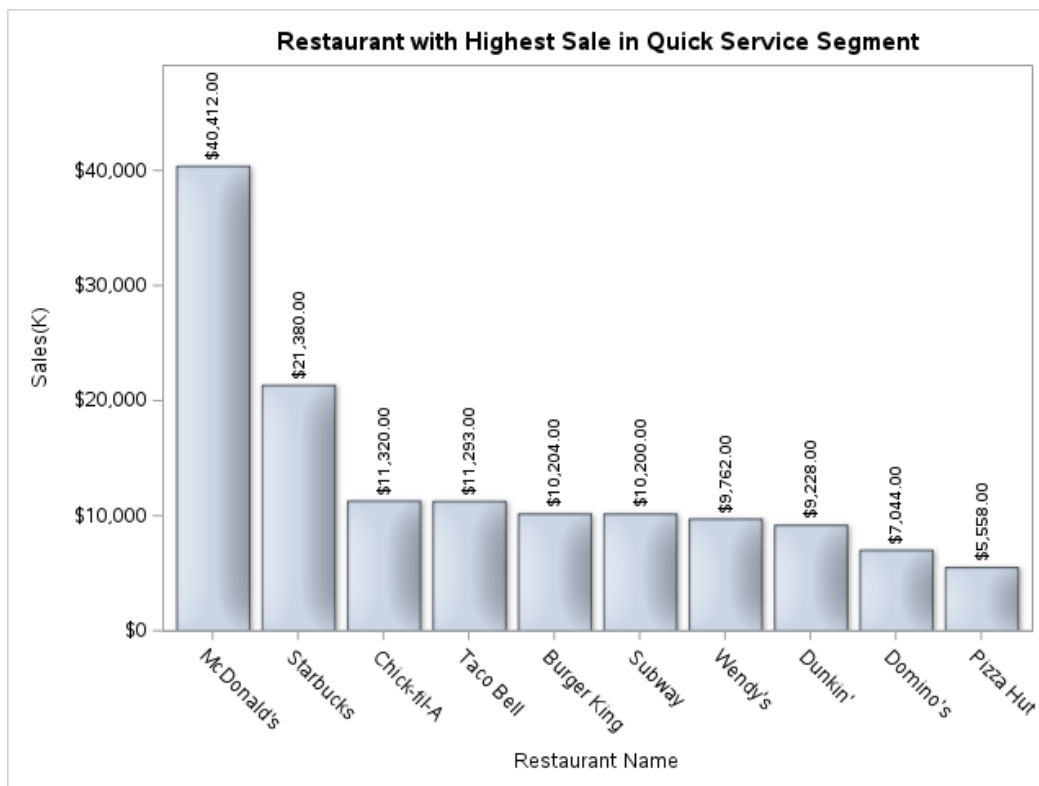
Total Sales Amount By each Segment

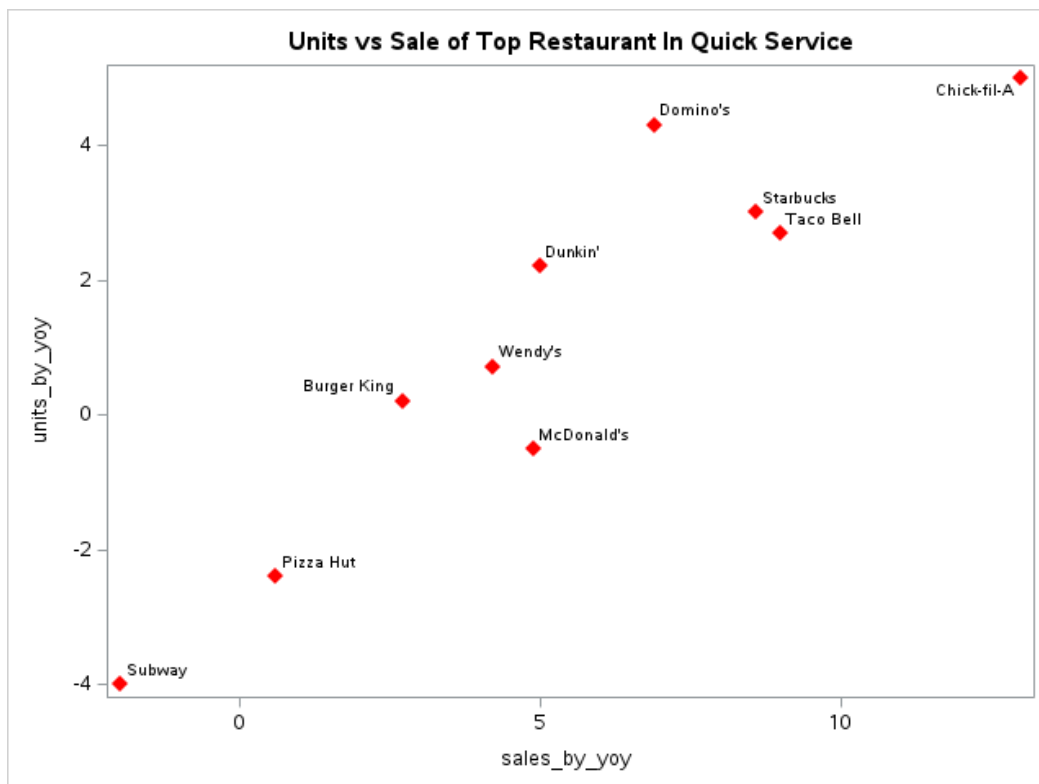
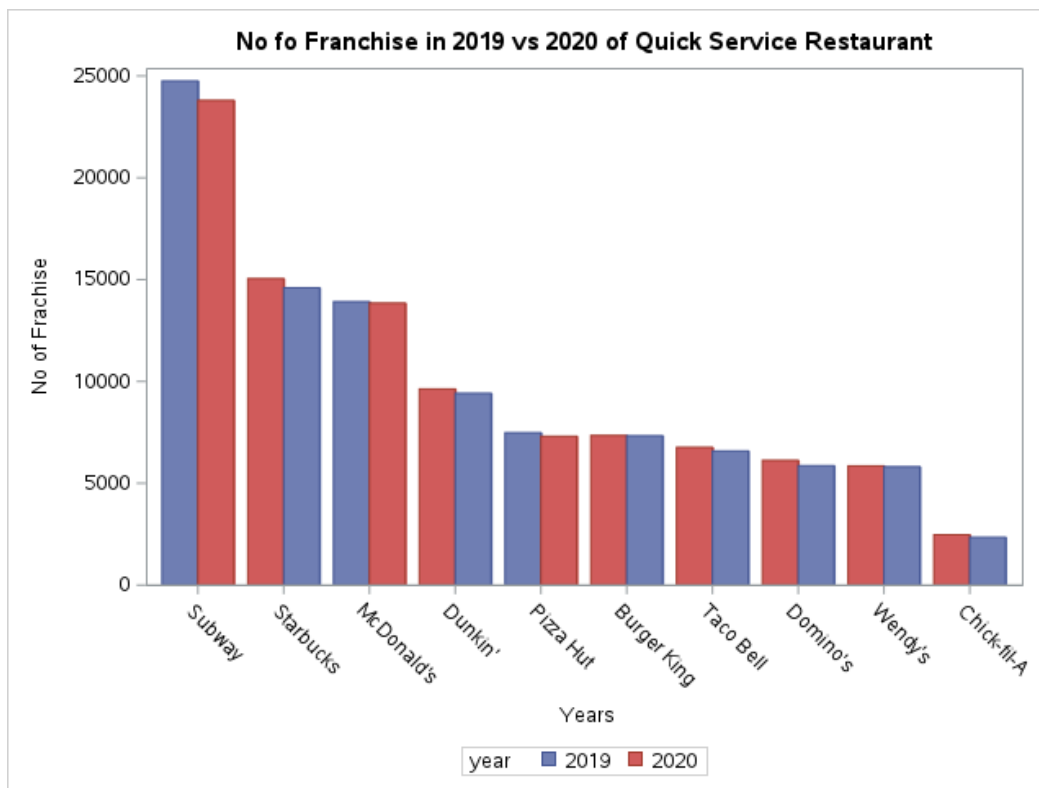
Obs	segment	total_sales
1	Casual Dining	38689
2	Family Dining	11677
3	Fast Casual	32699
4	Fine Dining	461
5	Other	34646
6	Quick Service	192513

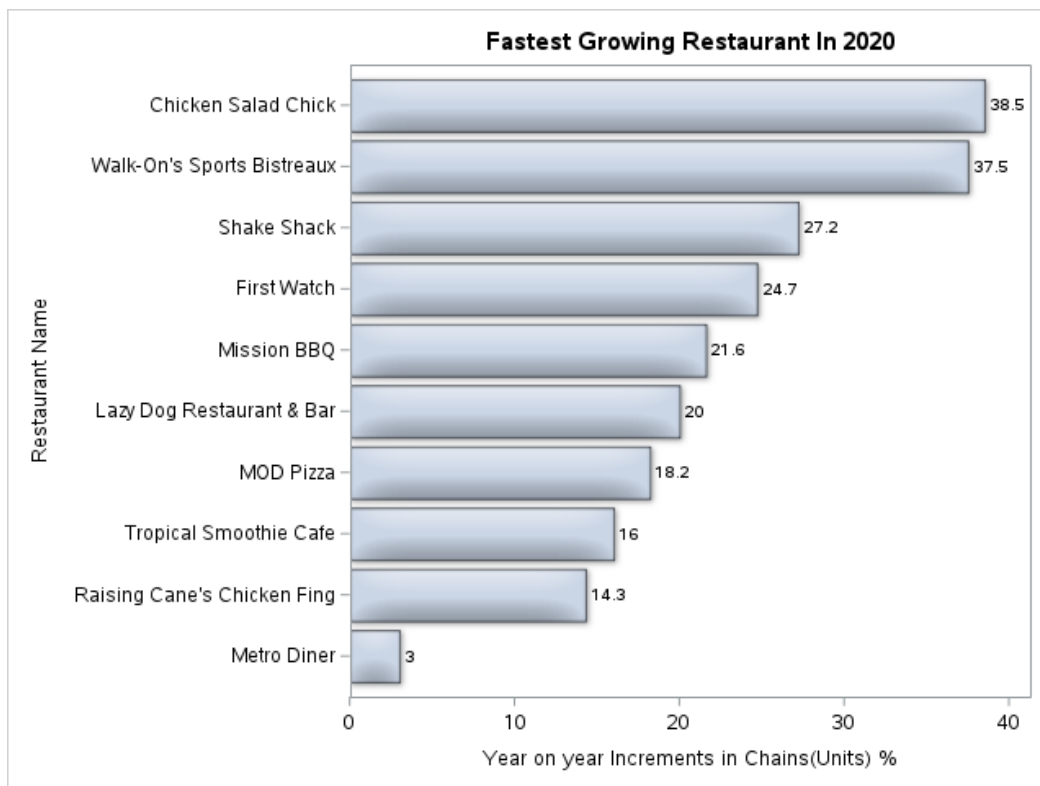
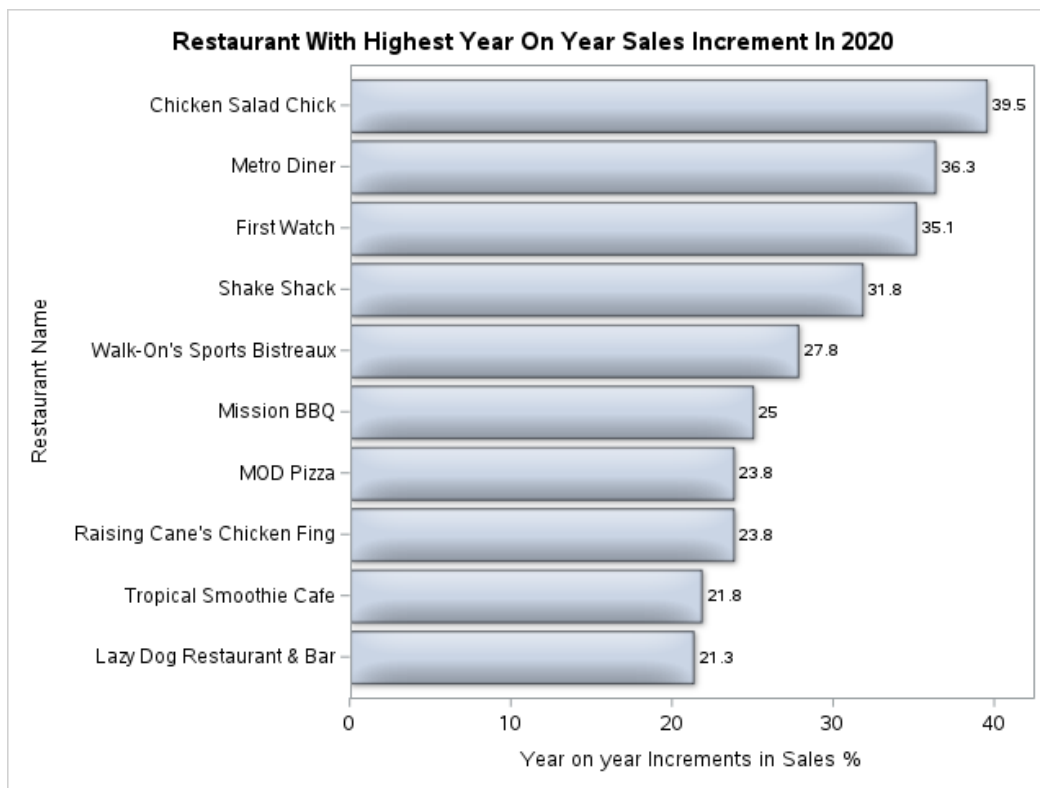


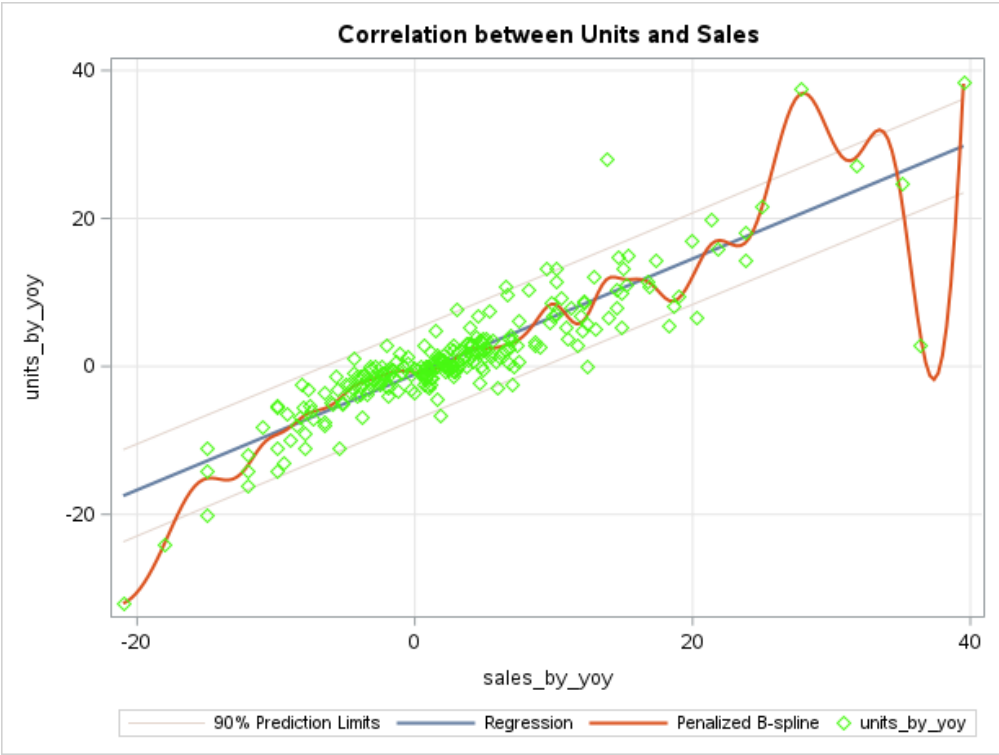
Combined Sales of Restaurants by Segment

segment	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Casual Dining	1	16.67	1	16.67
Family Dining	1	16.67	2	33.33
Fast Casual	1	16.67	3	50.00
Fine Dining	1	16.67	4	66.67
Other	1	16.67	5	83.33
Quick Service	1	16.67	6	100.00









1 With Variables:	Units
1 Variables:	Sales

Pearson Correlation Coefficients, N = 250	
	Sales
Units	0.78010

Obs	Rank	Restaurant	Location	Sales	YOY_Sales	Units	YOY_Units	Unit_Volume	Franchising
1	1	Evergreens	Seattle, Wash.	24	130.5%	26	116.7%	1150	No
2	2	Clean Juice	Charlotte, N.C.	44	121.9%	105	94.4%	560	Yes
3	3	Slapfish	Huntington Beach, Calif.	21	81.0%	21	90.9%	1370	Yes
4	4	Clean Eatz	Wilmington, N.C.	25	79.7%	46	58.6%	685	Yes
5	5	Pokeworks	Irvine, Calif.	49	77.1%	50	56.3%	1210	Yes
6	6	Playa Bowls	Belmar, N.J.	39	62.9%	76	28.8%	580	Yes
7	7	The Simple Greek	Blue Bell, Pa.	24	52.5%	36	33.3%	775	Yes
8	8	Melt Shop	New York, N.Y.	20	39.6%	19	35.7%	1260	Yes
9	9	Creamistry	Yorba Linda, Calif.	24	36.8%	60	27.7%	465	Yes
10	10	Joella's Hot Chicken	Louisville, Ky.	29	35.5%	17	30.8%	1930	No

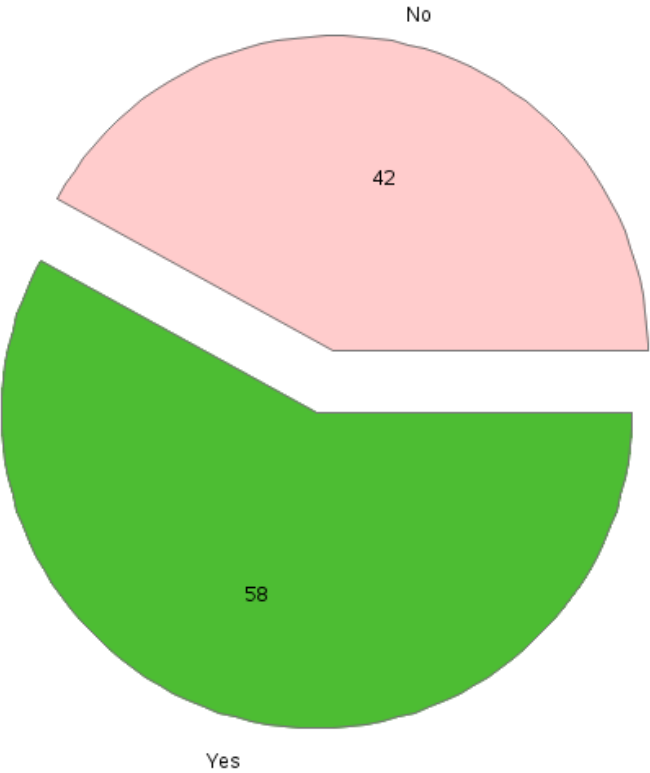
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Engine/Host Dependent Information	
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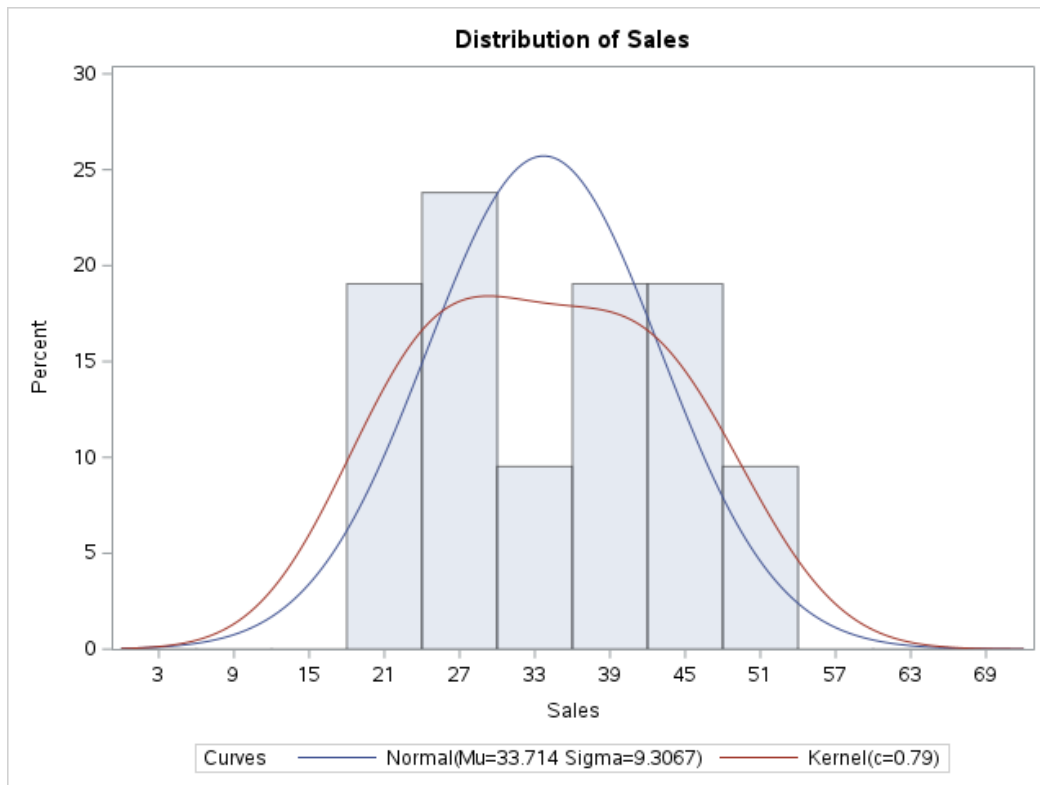
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3	Location	Char	26	\$26.	\$26.
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2	Restaurant	Char	27	\$27.	\$27.
4	Sales	Num	8	BEST12.	BEST32.
8	Unit_Volume	Num	8	BEST12.	BEST32.
6	Units	Char	5	\$5.	\$5.
5	YOY_Sales	Char	8	\$8.	\$8.
7	YOY_Units	Char	8	\$8.	\$8.

Franchising ?



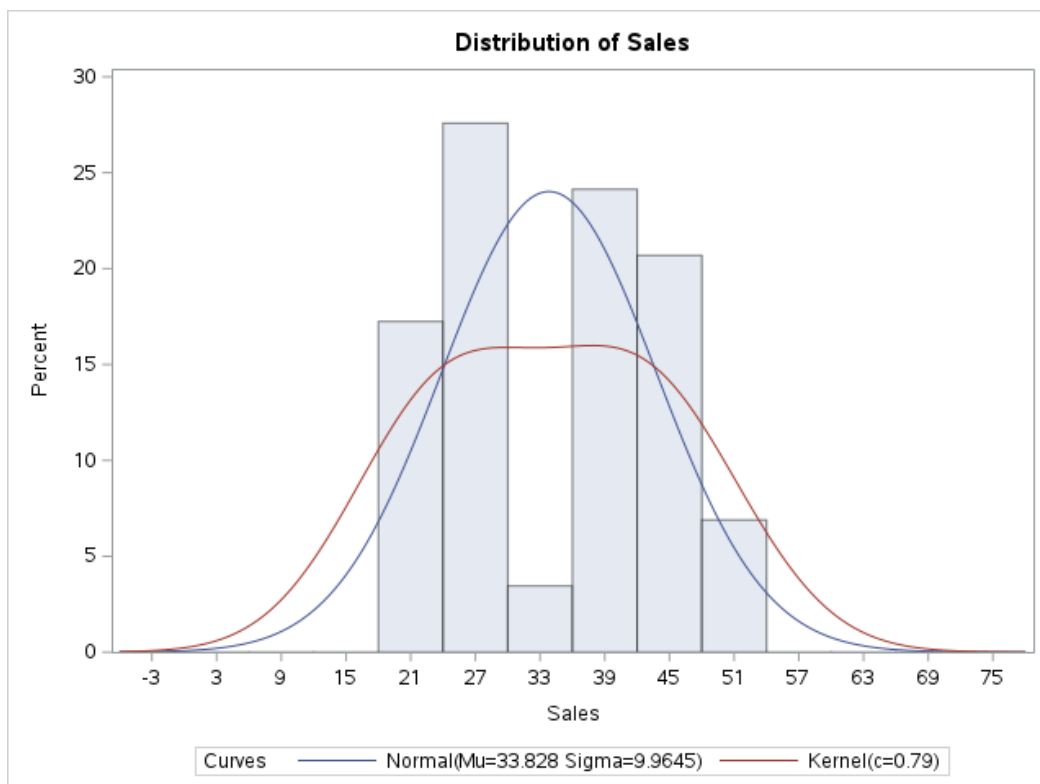
Distribution of Sales with or without Franchising

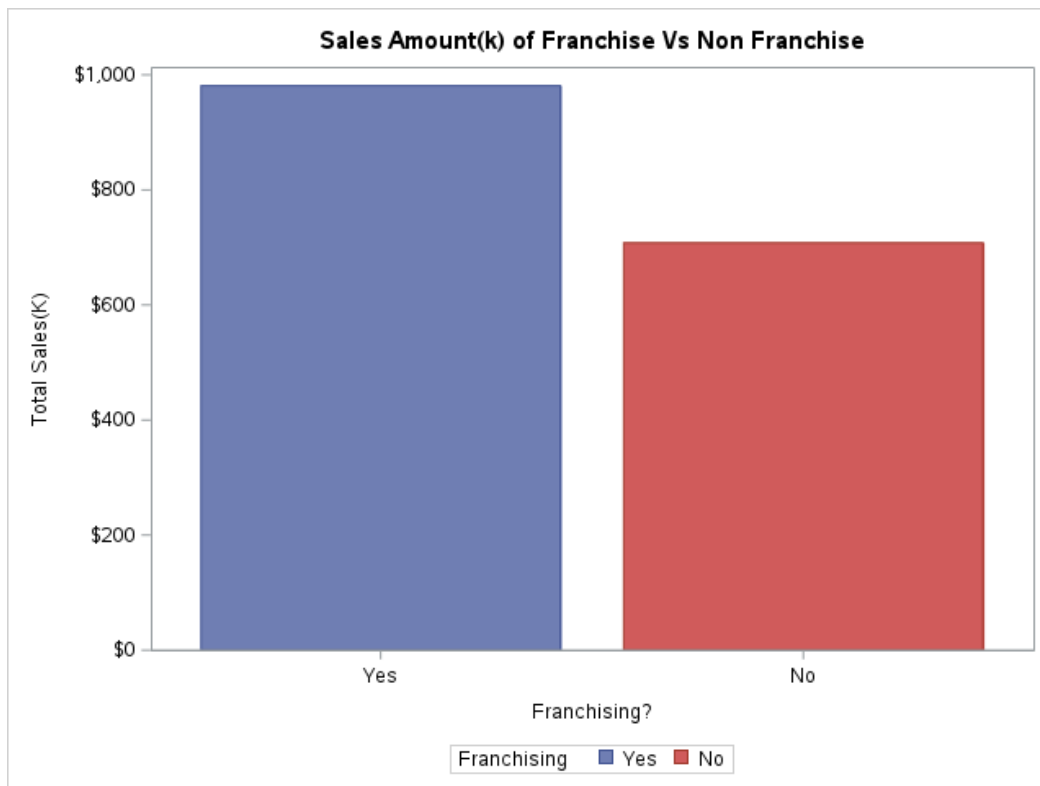
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Distribution of Sales with or without Franchising

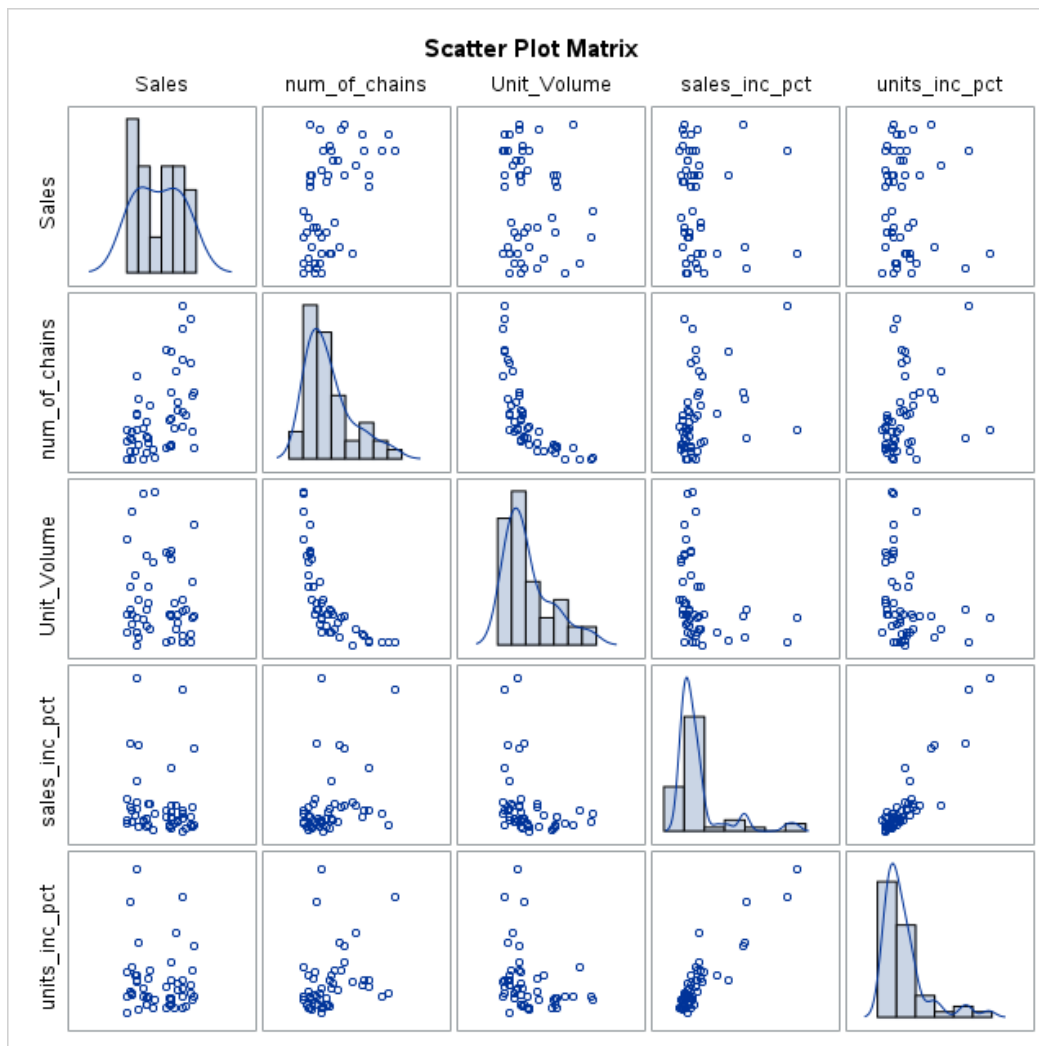
Franchising=Yes





Sales Amount(k) of Franchise Vs Non Franchise

Obs	Rank	Restaurant	Location	Sales	YOY_Sales	Units	YOY_Units	Unit_Volume	Franchising	sales_inc_pct	units_inc_pct	num_of_chains	city	state
1	1	Evergreens	Seattle, Wash.	24	130.5%	26	116.7%	1150	No	130.5	116.7	26	seattle	wash.
2	10	Joella's Hot Chicken	Louisville, Ky.	29	35.5%	17	30.8%	1930	No	35.5	30.8	17	louisville	ky.
3	14	Bluestone Lane	New York, N.Y.	48	33.0%	48	37.1%	1175	No	33.0	37.1	48	new york	n.y.
4	15	Original ChopShop	Plano, Texas	21	32.5%	12	20.0%	1930	No	32.5	20.0	12	plano	texas
5	19	Hawkers Asian Street Fare	Orlando, Fla.	22	30.0%	7	40.0%	3800	No	30.0	40.0	7	orlando	fla.
6	21	Bulla Gastrobar	Doral, Fla.	32	28.2%	8	14.3%	4300	No	28.2	14.3	8	doral	fla.
7	23	The Little Beet	New York, N.Y.	23	26.5%	12	33.3%	2230	No	26.5	33.3	12	new york	n.y.
8	25	By Chloe	New York, N.Y.	37	25.6%	14	7.7%	2800	No	25.6	7.7	14	new york	n.y.
9	26	Sugarfire Smokehouse	Olivette, Mo.	39	25.4%	15	15.4%	2820	No	25.4	15.4	15	olivette	mo.
10	27	Bibibop Asian Grill	Columbus, Ohio	44	24.6%	37	23.3%	1330	No	24.6	23.3	37	columbus	ohio



Scatter Plot Matrix

6 Variables: Rank Sales num_of_chains Unit_Volume sales_inc_pct units_inc_pct

Simple Statistics						
Variable	N	Mean	Std Dev	Sum	Minimum	Maximum
Rank	50	25.50000	14.57738	1275	1.00000	50.00000
Sales	50	33.78000	9.59653	1689	20.00000	49.00000
num_of_chains	50	34.70000	24.52758	1735	7.00000	105.00000
Unit_Volume	50	1593	994.67677	79630	465.00000	4300
sales_inc_pct	50	33.69800	24.54920	1685	14.40000	130.50000
units_inc_pct	50	27.44600	23.23105	1372	4.00000	116.70000

Pearson Correlation Coefficients, N = 50 Prob > r under H0: Rho=0						
	Rank	Sales	num_of_chains	Unit_Volume	sales_inc_pct	units_inc_pct
Rank	1.00000	0.18753 0.1922	-0.35814 0.0107	0.35976 0.0103	-0.73914 <.0001	-0.72373 <.0001
Sales	0.18753 0.1922	1.00000	0.50415 0.0002	-0.11705 0.4182	-0.09260 0.5224	-0.08528 0.5560
num_of_chains	-0.35814 0.0107	0.50415 0.0002	1.00000	-0.71299 <.0001	0.33190 0.0185	0.30635 0.0305
Unit_Volume	0.35976 0.0103	-0.11705 0.4182	-0.71299 <.0001	1.00000	-0.30166 0.0333	-0.27604 0.0523
sales_inc_pct	-0.73914 <.0001	-0.09260 0.5224	0.33190 0.0185	-0.30166 0.0333	1.00000	0.90217 <.0001
units_inc_pct	-0.72373 <.0001	-0.08528 0.5560	0.30635 0.0305	-0.27604 0.0523	0.90217 <.0001	1.00000

Top 10 Location for Opening New Restaurant in terms of Sales

Obs	Location	state	num_franchise	total_sales
1	Anaheim, Calif.	calif.	9	315
2	New York, N.Y.	n.y.	8	272
3	Kettering, Ohio	ohio	4	148
4	Charlotte, N.C.	n.c.	3	109
5	Orange Park, Fla.	fla.	3	93
6	Fairburn, Ga.	ga.	3	89
7	McAllen, Texas	texas	3	89
8	Mechanicsburg, Pa.	pa.	2	68
9	Omaha, Neb.	neb.	1	49
10	Medford, Ore.	ore.	1	47

Top 10 Location for Opening New Restaurant in terms of Sales

state_name	num_franchise	total_sales
California	9	315
New York	8	272
Ohio	4	148
North Carolina	3	109
Florida	3	93
Georgia	3	89
Texas	3	89
Pennsylvania	2	68
Nebraska	1	49
Oregon	1	47

Top 10 Location for Opening New Restaurant in terms of Sales



Obs	Rank	Restaurant	Sales	Average Check	City	State	Meals Served
1	1	Carmine's (Times Square)	39080335	40	New York	N.Y.	469803
2	2	The Boathouse Orlando	35218364	43	Orlando	Fla.	820819
3	3	Old Ebbitt Grill	29104017	33	Washington	D.C.	892830
4	4	LAVO Italian Restaurant & Nightclub	26916180	90	New York	N.Y.	198500
5	5	Bryant Park Grill & Cafe	26900000	62	New York	N.Y.	403000

Obs	Rank	Restaurant	Sales	Average Check	City	State	Meals Served
6	6	Gibsons Bar & Steakhouse	25409952	80	Chicago	Ill.	348567
7	7	Top of the World at the STRAT	25233543	103	Las Vegas	Nev.	246054
8	8	Maple & Ash	24837595	99	Chicago	Ill.	210832
9	9	Balthazar	24547800	87	New York	N.Y.	519000
10	10	Smith & Wollensky	24501000	107	New York	N.Y.	257364