

The market research on restaurants in LA.



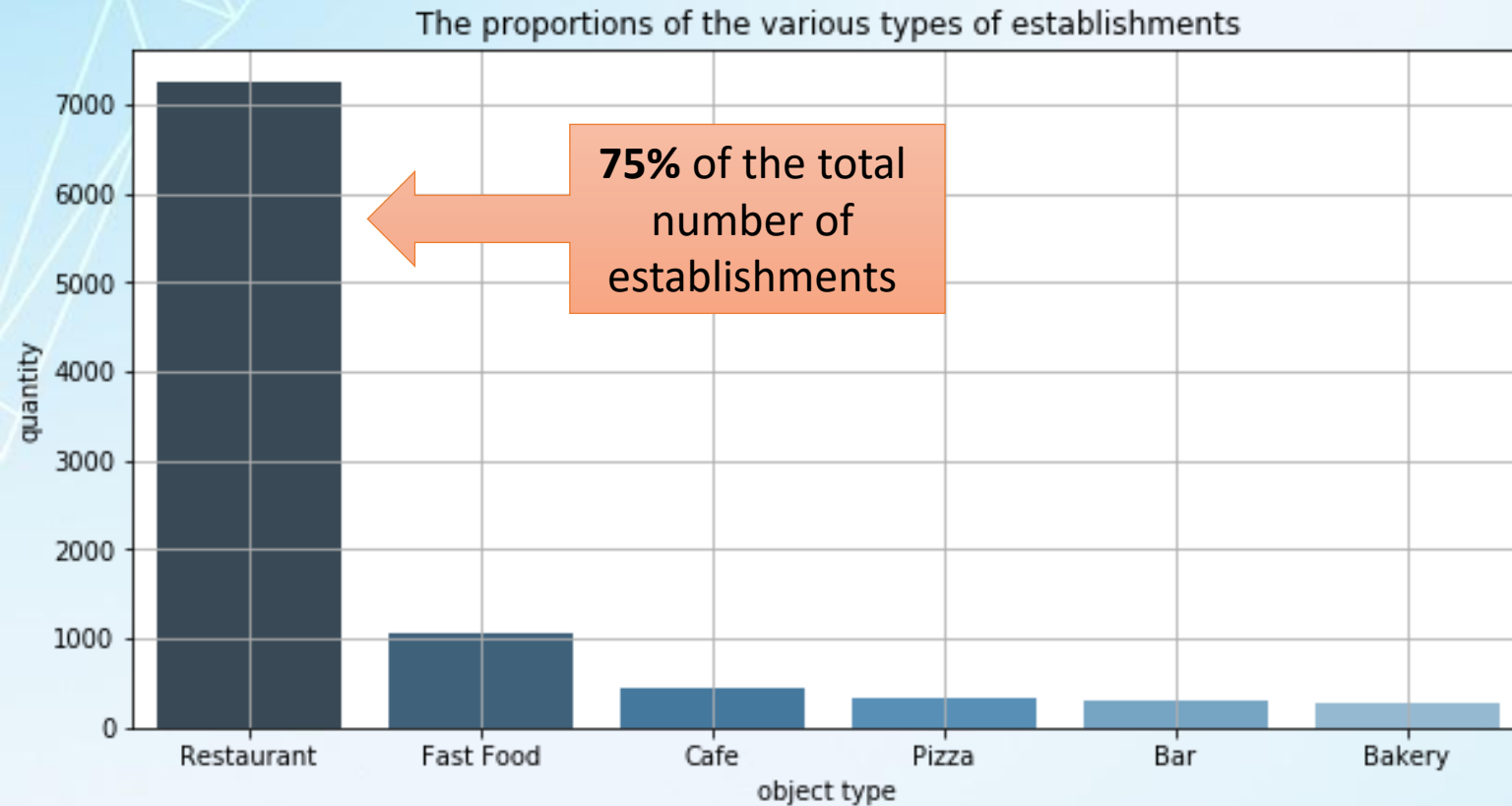
General information about the dataset

- The research is conducted on the dataset which contains information about **9651** restaurants in LA, including chain and nonchain establishments.
- Various **types** of establishments (such as restaurants, bakeries, cafes, bars, fast food) of various **sizes** (from 1 to 229 seats) were analyzed.

Major findings during the research

- **Restaurants** are undoubtedly the most popular establishment in LA.
- The majority of establishments are **nonchain**.
- Most of establishments have **less than 50 seats**.
- More than 20% of all establishments are situated on the **6 major streets of LA**.

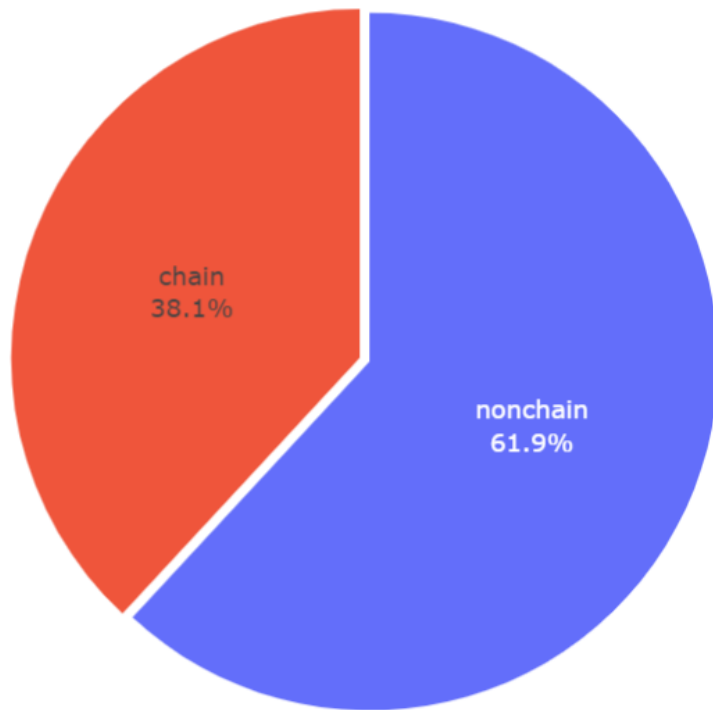
Types of establishments



Restaurants undoubtedly make the overwhelming majority establishments in LA.

Chains vs. nonchains

The proportions of chain and nonchain establishments

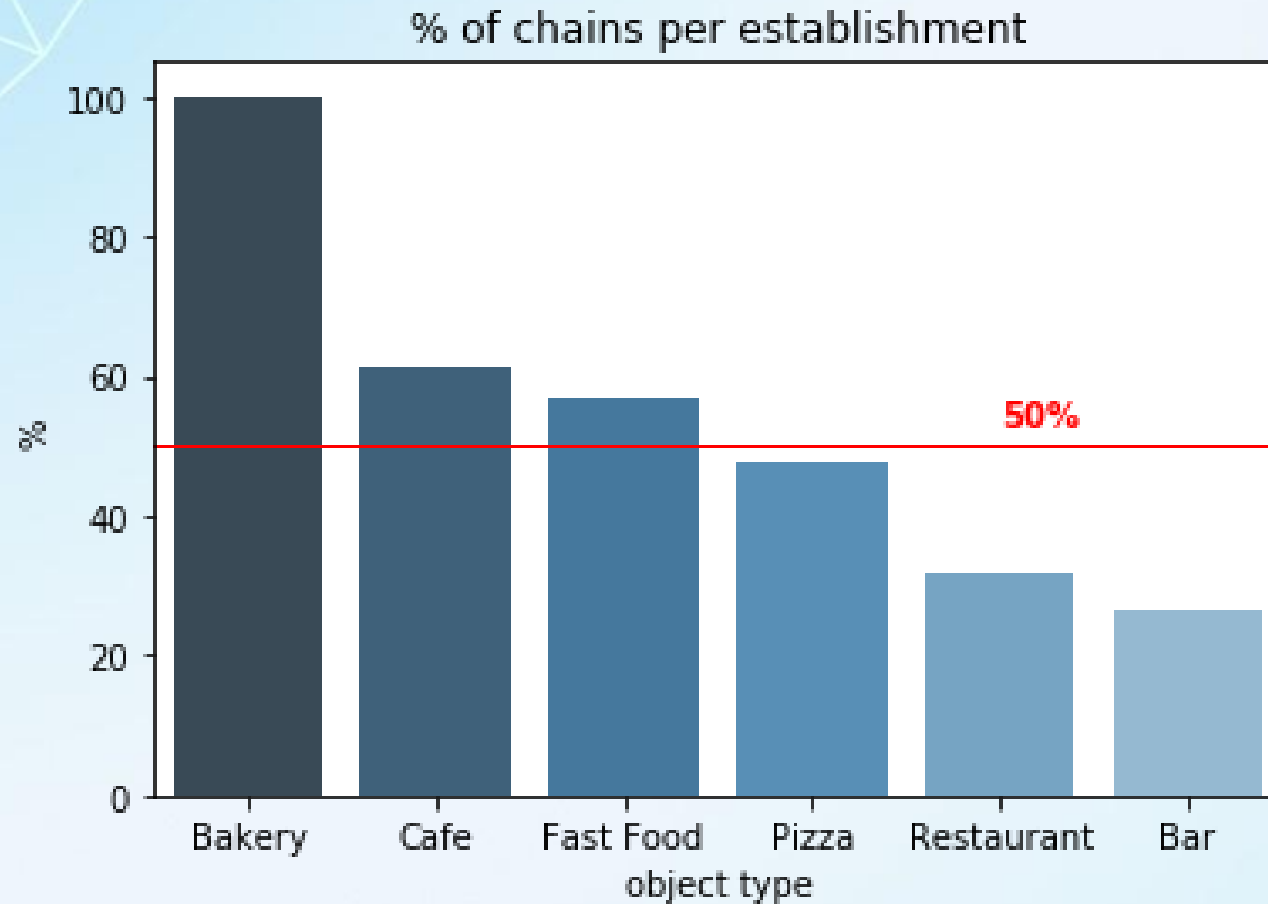


The majority of establishments (62%) **do not belong to any chain.**

Nevertheless, the proportions change depending on the type of establishment.



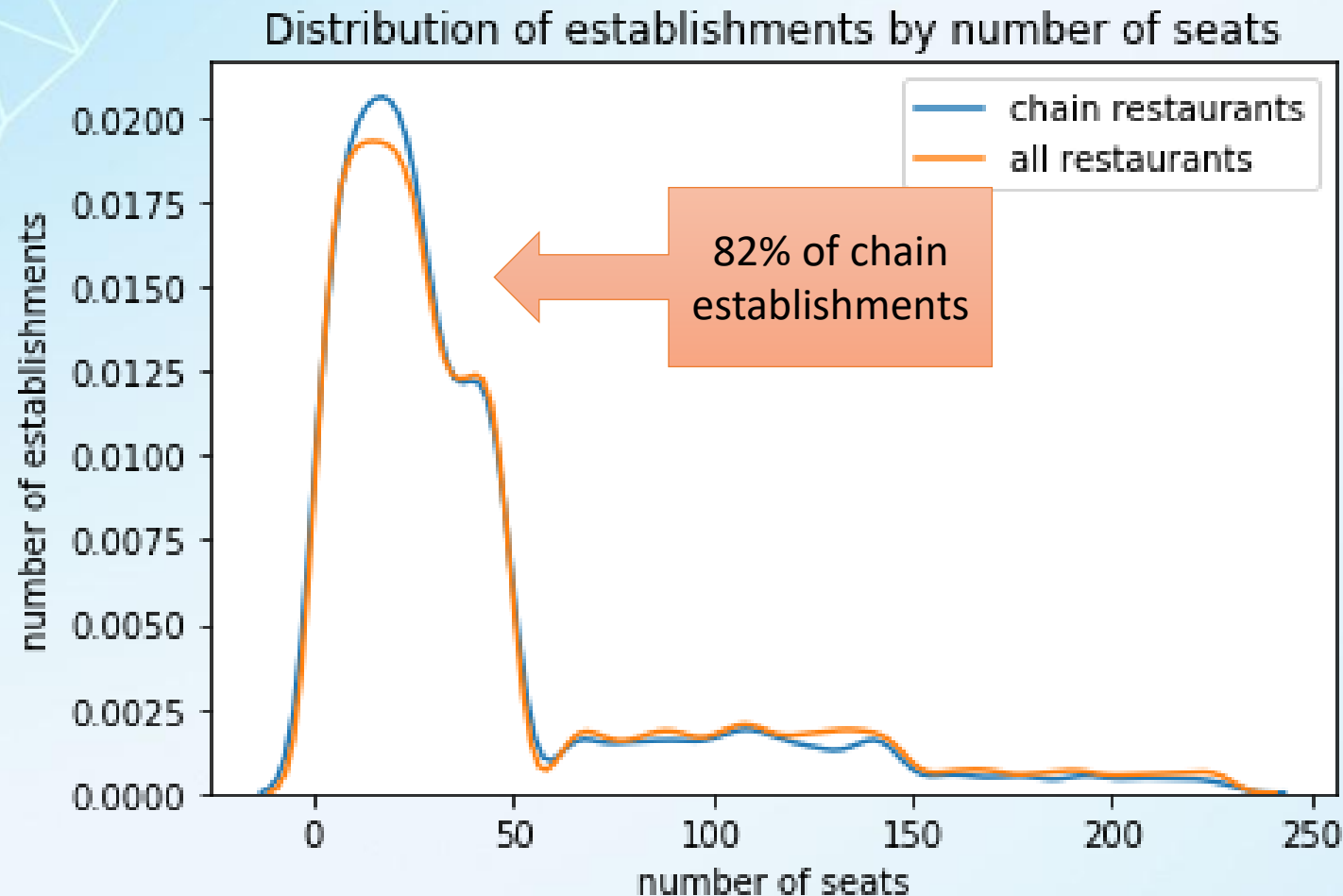
Chains vs. nonchains (per type)



More than 50% of **bakeries, cafes and fast food** are chain establishments.

Only 32% of **restaurants** belong to chains.

Number of seats: chain establishments



82% of chain establishments have **not more than 50 seats**

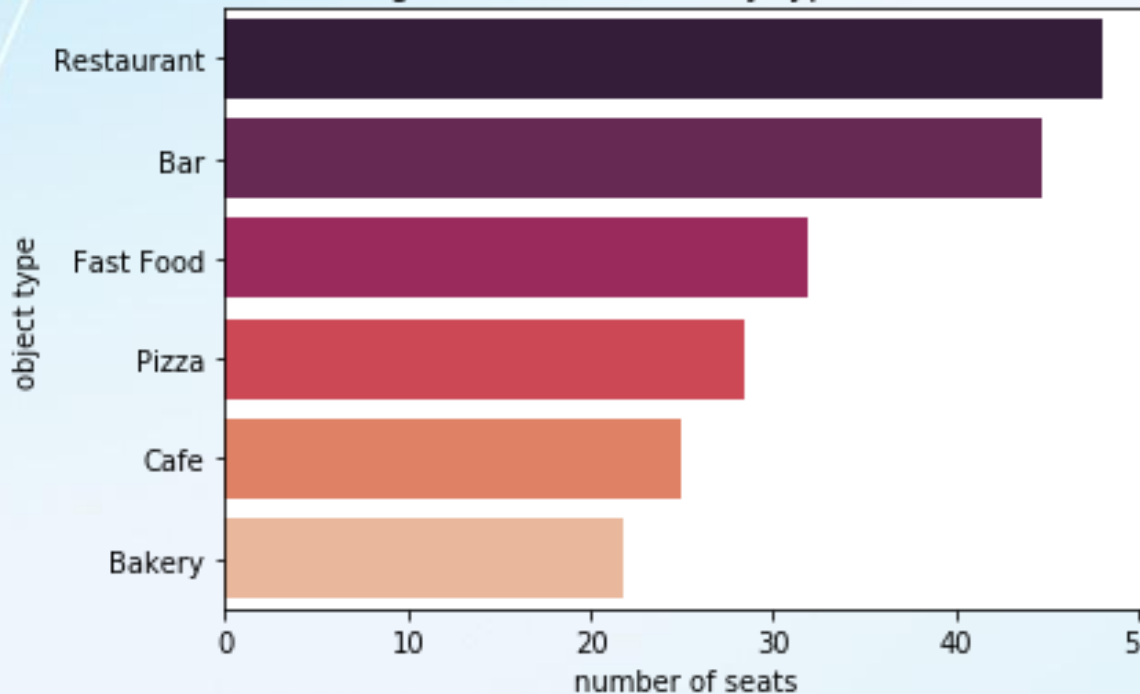
The similar picture is for all kinds of establishments (both chain and nonchain).

Number of seats by type of establishment

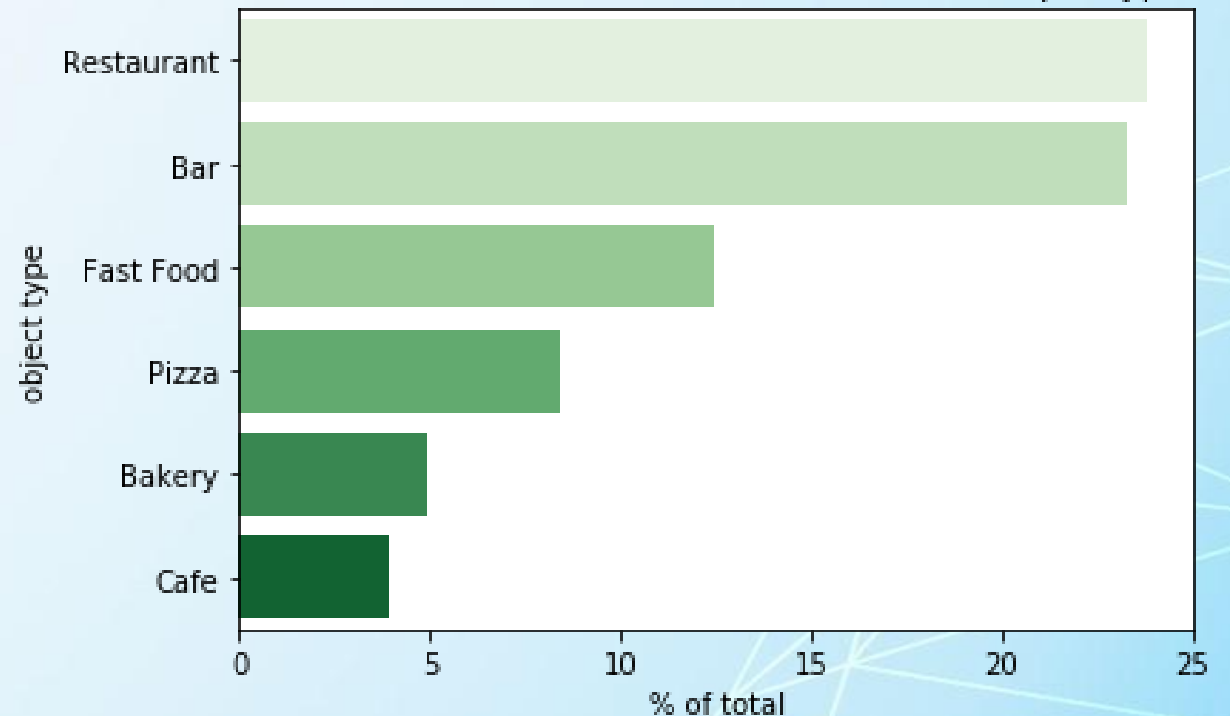
In average restaurants and bars are characterized by the highest number of seats (48 and 45 seats).

Bars and restaurants have the highest % of establishments with more than 50 seats (23-24%).

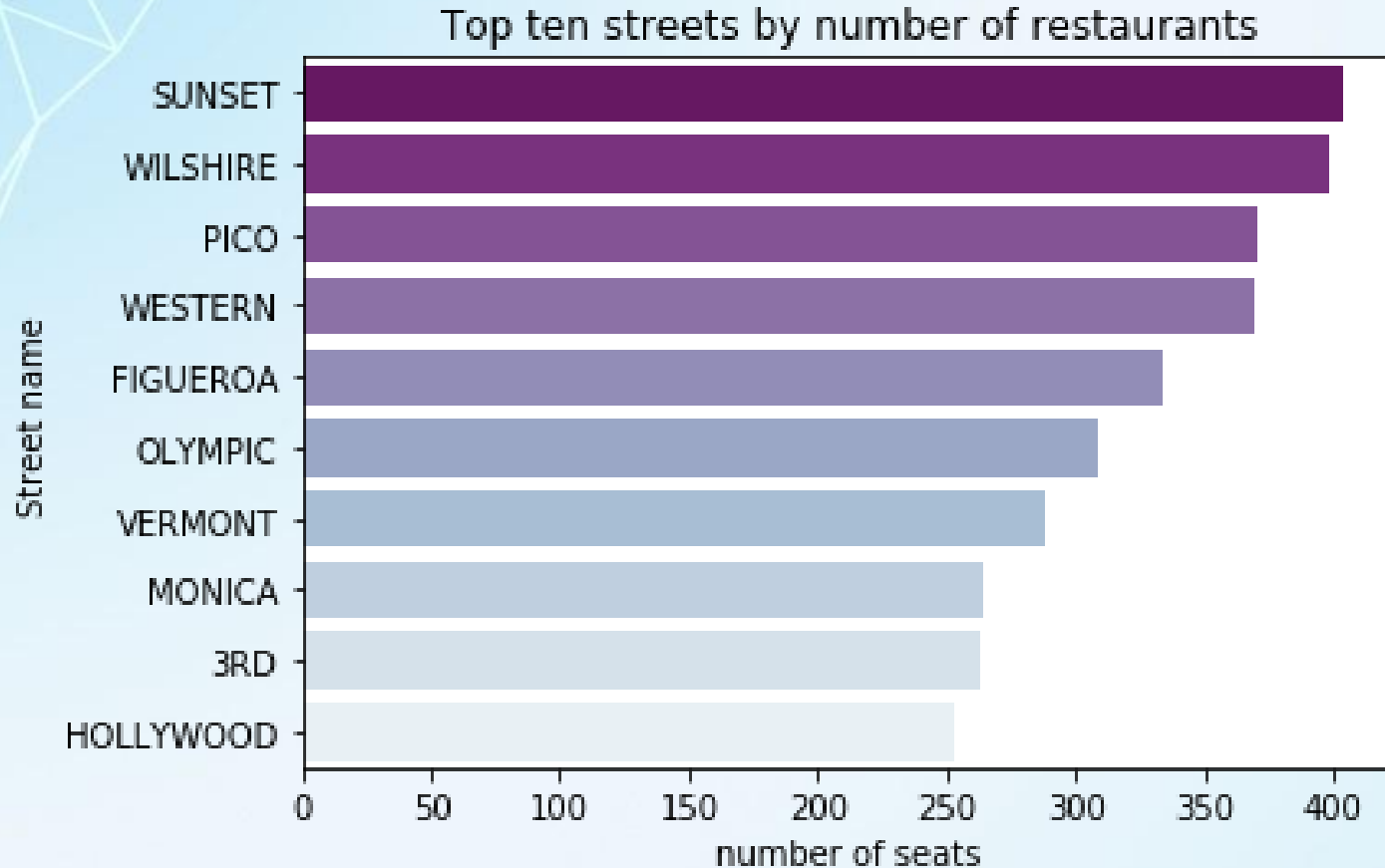
Average number of seats by type or restaurant



% of establishments with more than 50 seats per type



Top ten streets in LA



There are 6 major streets that have **more than 300 establishments**: Sunset, Wilshire, Pico, Western, Figueroa, Olympic. The difference in quantity is correlated with the street length and its distance from city center (or tourists attractions)..

Recommendations based on the research findings:

- I would recommend to consider opening a small **non-chain restaurant** with **40-50 seats**. Non-chain option is preferable due to the start-up business risks and due to the findings that most LA restaurants are non-chain.
- I would **not** consider the top streets as a good option to open a new establishment due to high competition. I would be still guided by such parameters as **proximity to the city center and popularity among tourists**.