

Analysis Of The Restaurant Sector (Food And Beverage Services) In Metropolitan Lima And Callao, Peru

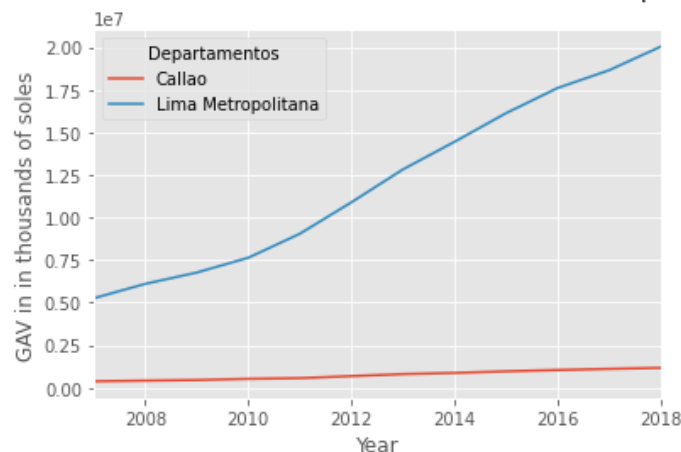
Introduction

In recent years, the restaurant sector experienced a significant positive growth according to INEI figures, reaching 4.87% in 2019^[1], being one of the most thriving businesses and preferred by the Peruvian population; For example, the people of Lima, which represent 30% of the Peruvian population, spend approximately 35% of their expenses on food to eat out from home, according to INEI surveys in 2012.

It should be noted that until 2018 the number of formal restaurants in Peru amounted to 60 thousand, where Lima (Metropolitan Lima and Callao mainly) concentrated 41% with 25 thousand restaurants; meanwhile, in the rest of Peru the figure exceeded 35 thousand restaurants formally constituted according to the Lima Chamber of Commerce (LCC)^[2].

The following graph is an example, this shows the growth rate of the Gross Added Value (GDP without net indirect taxes) of the Hotels and Restaurants Sector in Metropolitan Lima and Callao.

Evolution of the GAV of the Hotels and Restaurants sector in Metropolitan Lima and Callao



Caption 1 Evolution of Gross Added Value in the Hotels and Restaurant Sector in Metropolitan Lima and Callao.

Source: INEI Database, PBI de las Actividades Económicas por años

1e7 units equals to ten raised to seven units

Business Problem

Because the thriving restaurant sector in Metropolitan Lima is growing at a great rate, the objective of this project is to analyze the sector, the predominant types of services, as well as the types of food offered. Finally, we'll group the businesses of restaurant sector according to the distribution of these in the districts of Metropolitan Lima and Callao, which will serve to get right the trends in the sector.

Target Audience

The project is aimed at both the public interested in knowing the distribution of the restaurant sector in the districts of Lima Metropolitan and Callao as well as small and medium-sized

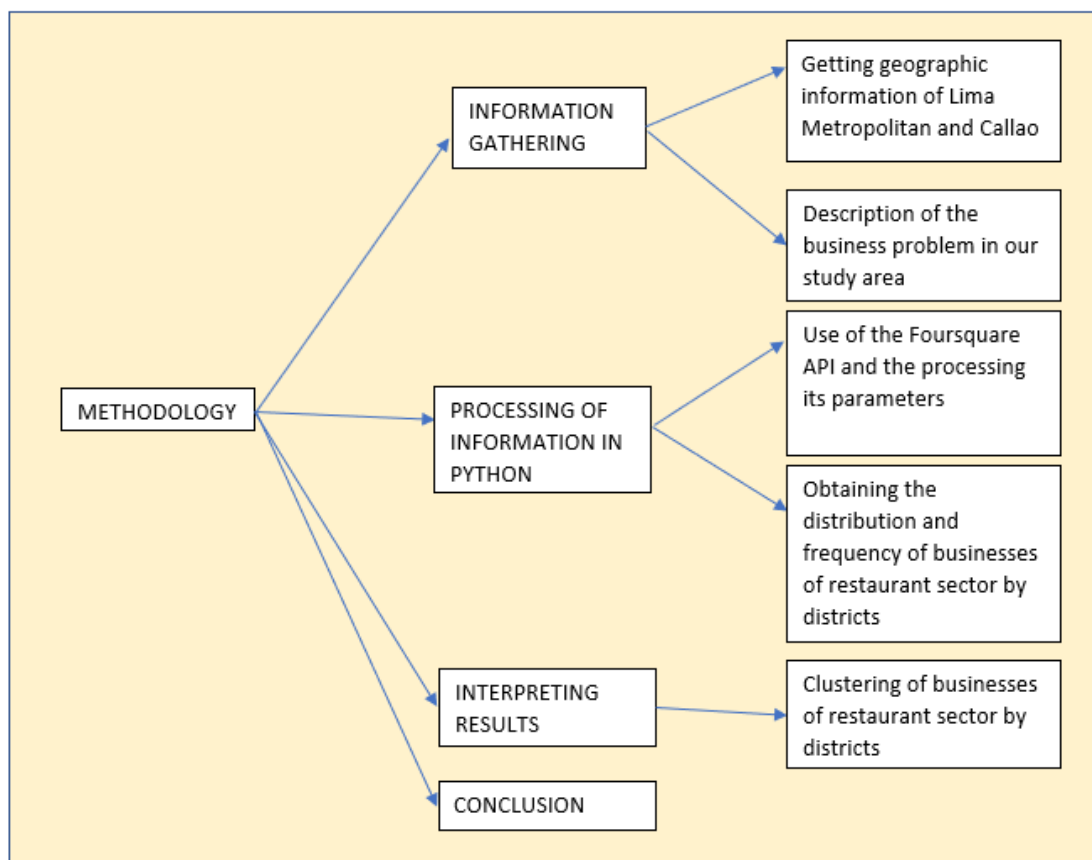
businesses that want to start their business and need to know the trend of this thriving sector in one or more districts of Metropolitan Lima and Callao.

Data

For this project we will need a shapefile file of the districts of Metropolitan Lima and Callao, this will provide us with the geographic information that to sum it up is available at the following [link](#).

We'll need to have a restaurant geolocation platform, where Foursquare was considered and will work in Python through [Foursquare API](#)

Method



Caption 2 Methodology used for the project

Citations

[1] INEI "Informe Técnico N°2 de Producción Nacional diciembre 2019– febrero 2020", 14 de febrero de 2020

[2] Peru Retail. " El creciente negocio de los restaurantes en el mercado peruano, 18 de julio de 2018, p. 1