

Trending

Risk

Opportunities

filter by:

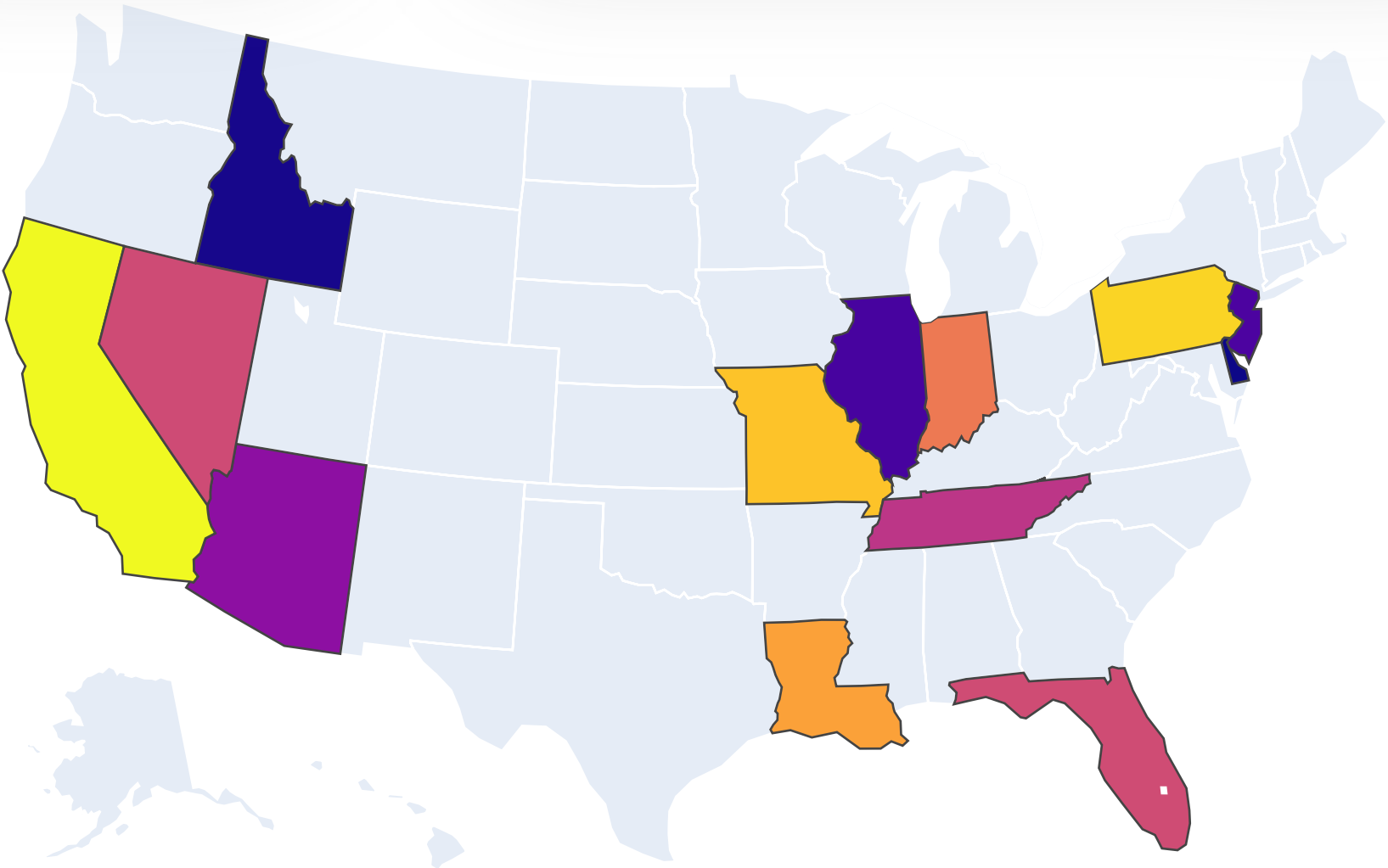
All categories

2015

2021

# Data Driven Risk Dashboard

Although California is the state with the highest customer satisfaction in all categories, it is also the state with the highest branch closures, which may be an indication of market saturation



color



Among the large franchises such as Starbucks or Subway, the ones with the least risk are Taco Bell, Burger King and McDonald's, since the percentage of businesses closed and their absolute value are attractive figures for an investor

Name	Locals Closed	Total Locals	Percentages
Starbucks	102	677	15.1 %
Pizza Hut	90	262	34.4 %
Subway	77	444	17.3 %
McDonald's	47	665	7.1 %
Burger King	32	332	9.6 %
Steak 'n Shake	32	91	35.2 %
Jimmy John's	32	175	18.3 %
Ruby Tuesday	30	39	76.9 %
Walmart	27	58	46.6 %
Taco Bell	23	362	6.4 %

