



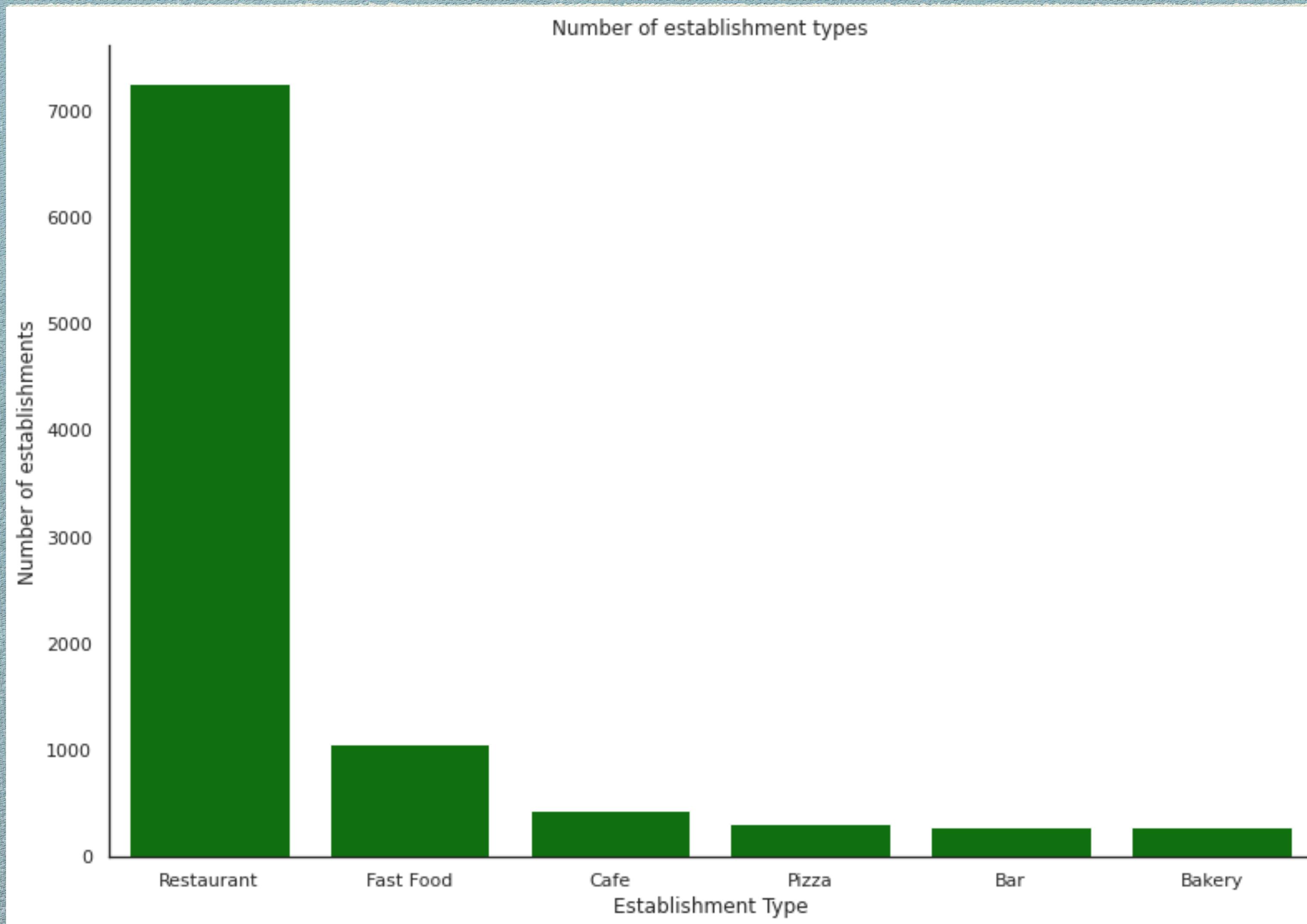
# Robot-run Cafe in Los Angeles

*How to tell a story using Data*

# General Conclusions

- ◆ More than 75% of establishments are restaurants
- ◆ 62% of the establishments are non-chain
- ◆ Chains are characterised by having many establishments with a small number of seats
- ◆ Restaurants and bars have more seats than cafes and bakeries
- ◆ The two most popular streets are Sunset and Wilshire, both with about 400 establishments

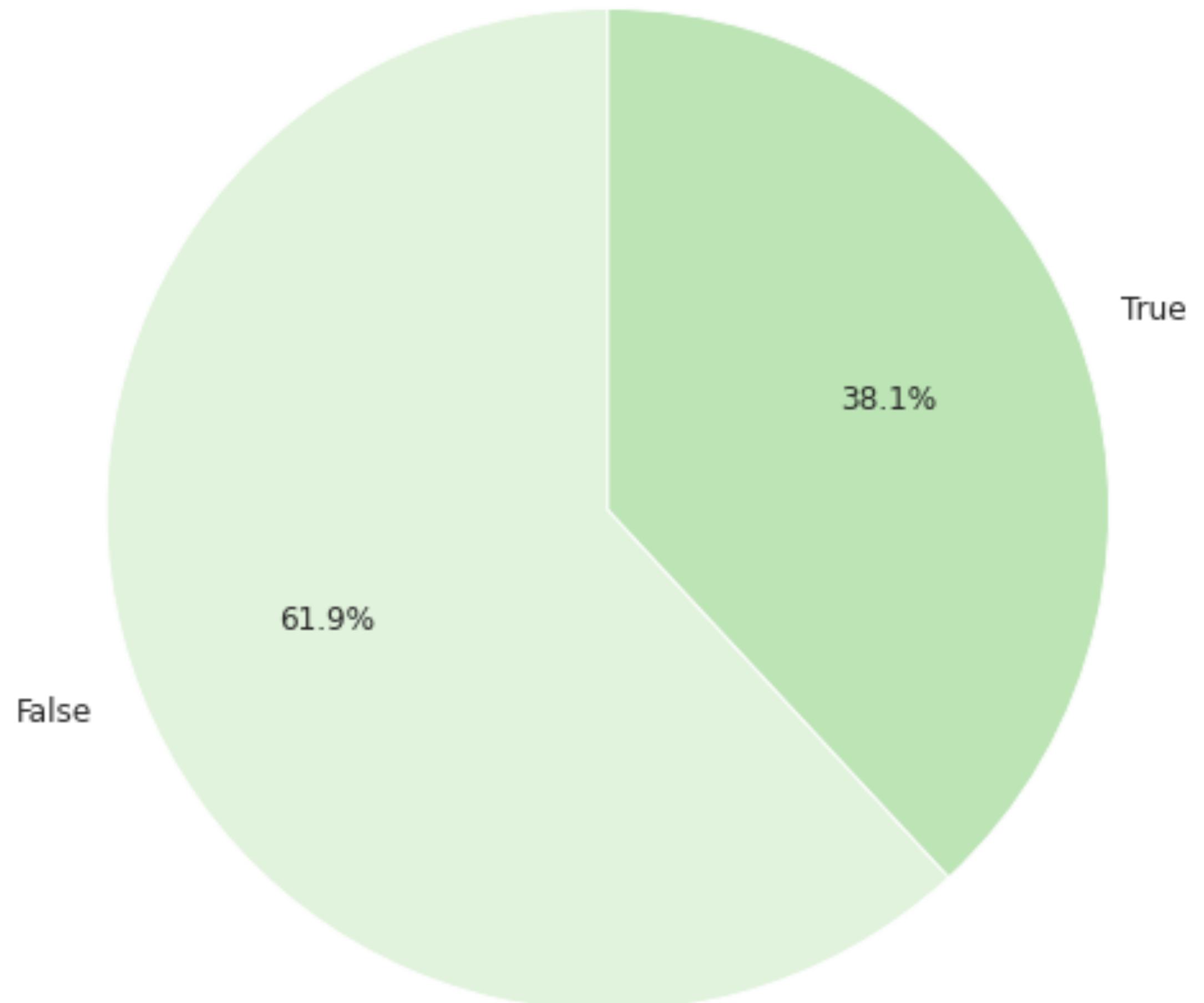
# Types of establishments



75% of establishments  
are **restaurants**

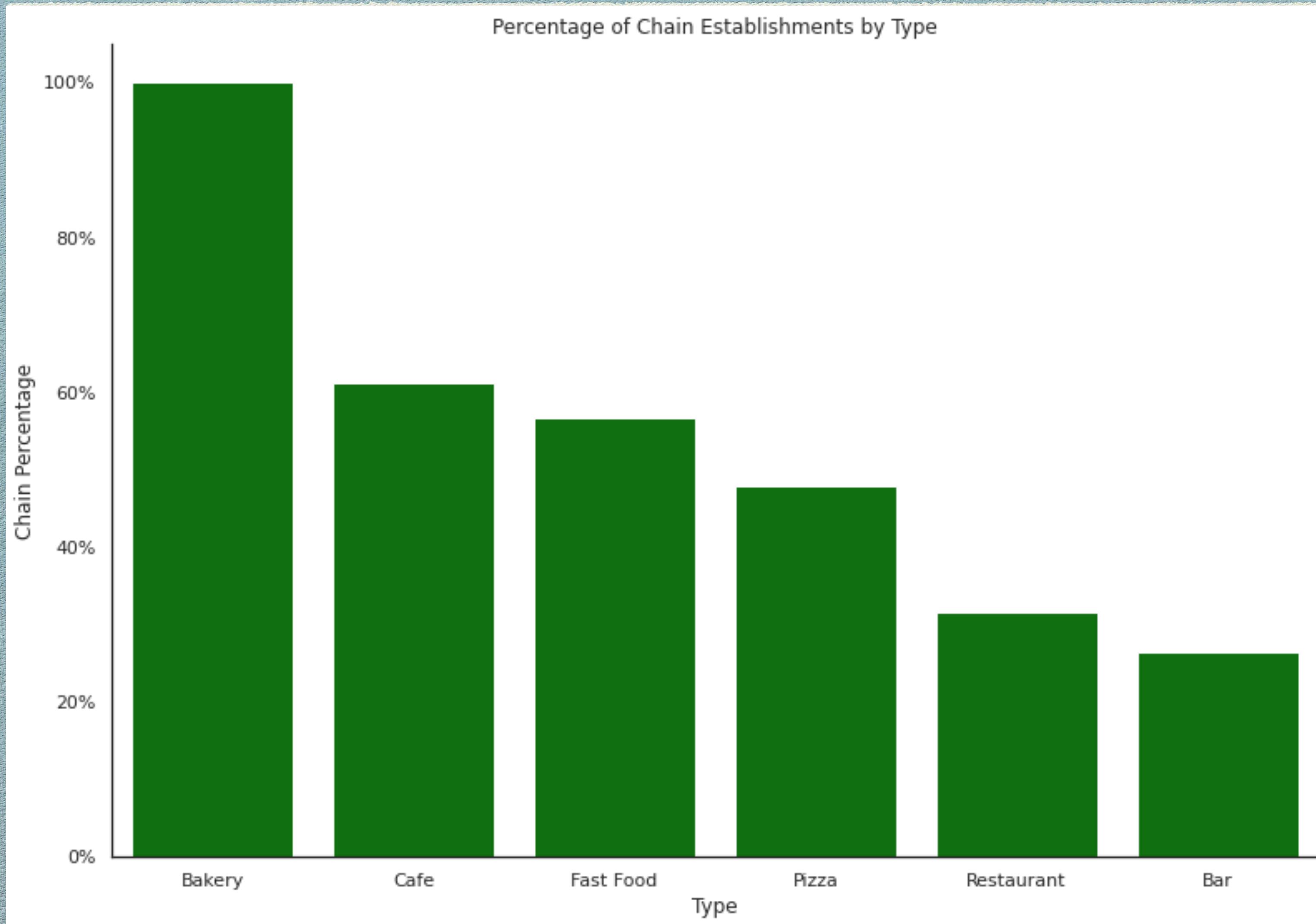
# Chain vs Non-Chain

Chain vs. Non-Chain Establishments



62% of establishments are **non-chains**

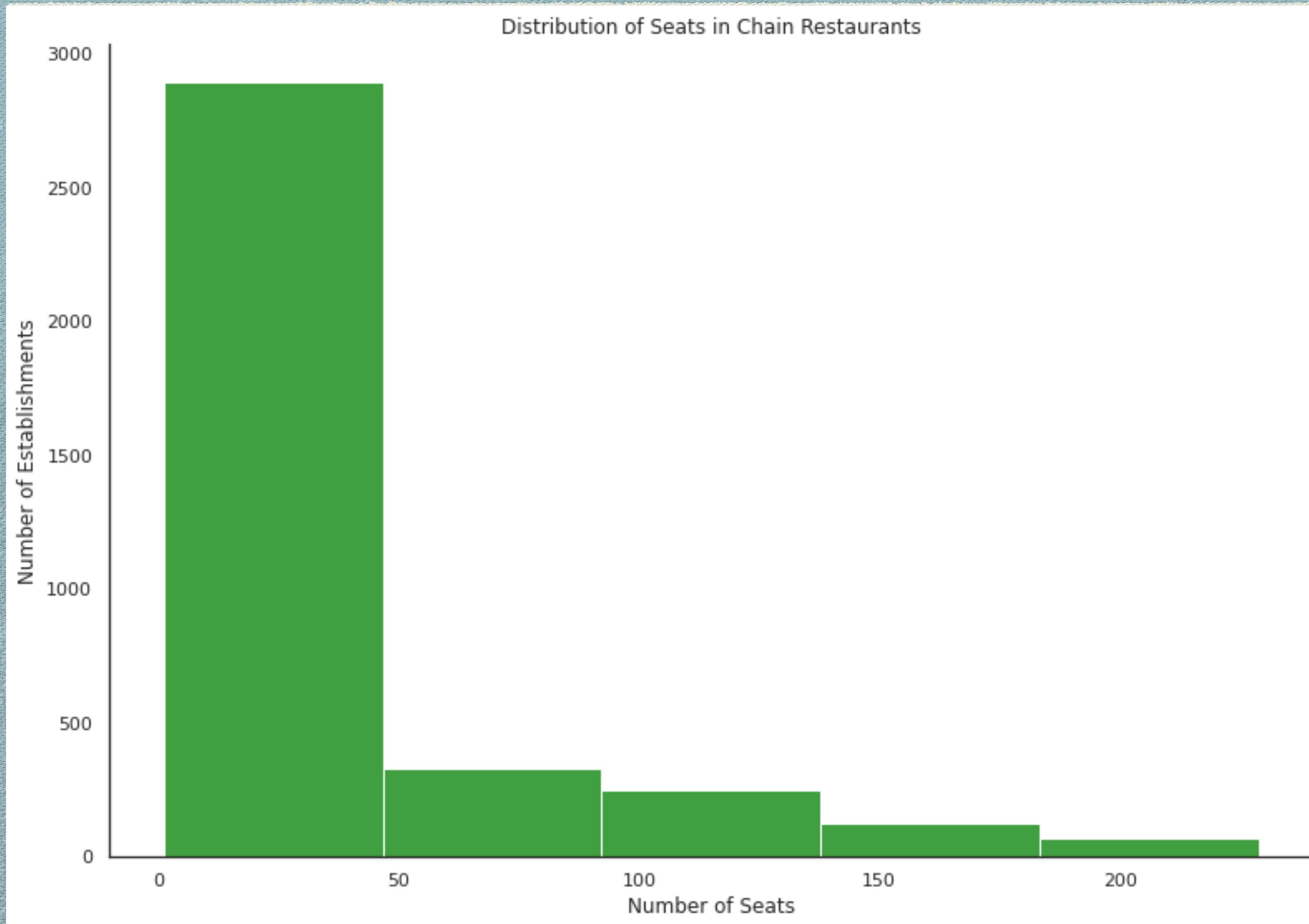
# Chain Establishments



**Chains:**

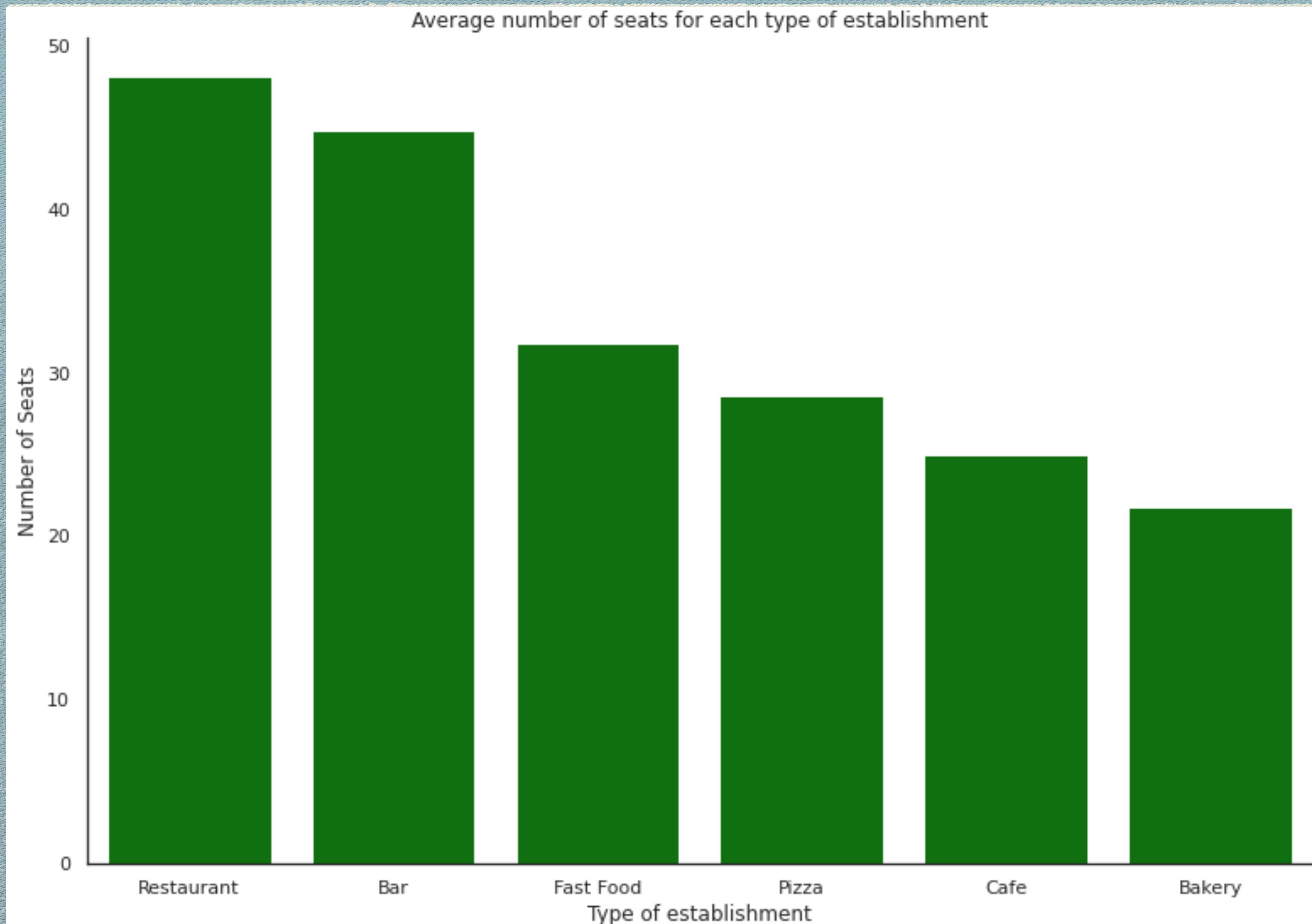
- 100% bakeries
- ~60% Cafes and fast food
- ~50% Pizza
- ~30% Restaurants and Bars

# What Characterises Chains?



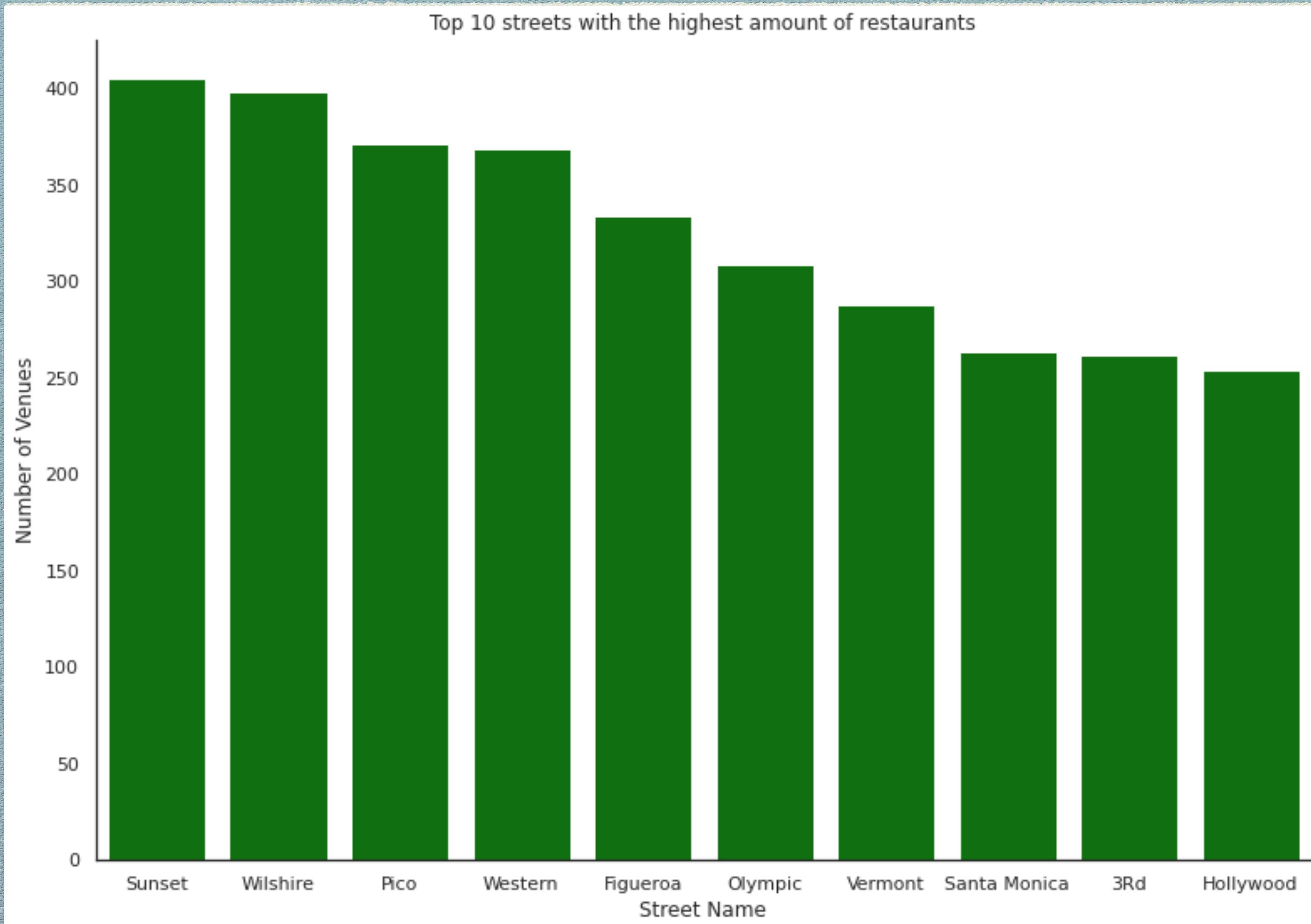
Chains are characterised by having many establishments with a small number of seats rather than many establishments with a small number of seats

# Seats per Establishment type



Bakeries, cafes and fast food have fewer seats (around 30) because of their business nature of grabbing something quickly and takeouts, compared to restaurants and bars (around 45 seats) that are more for gathering of large parties and family celebrations.

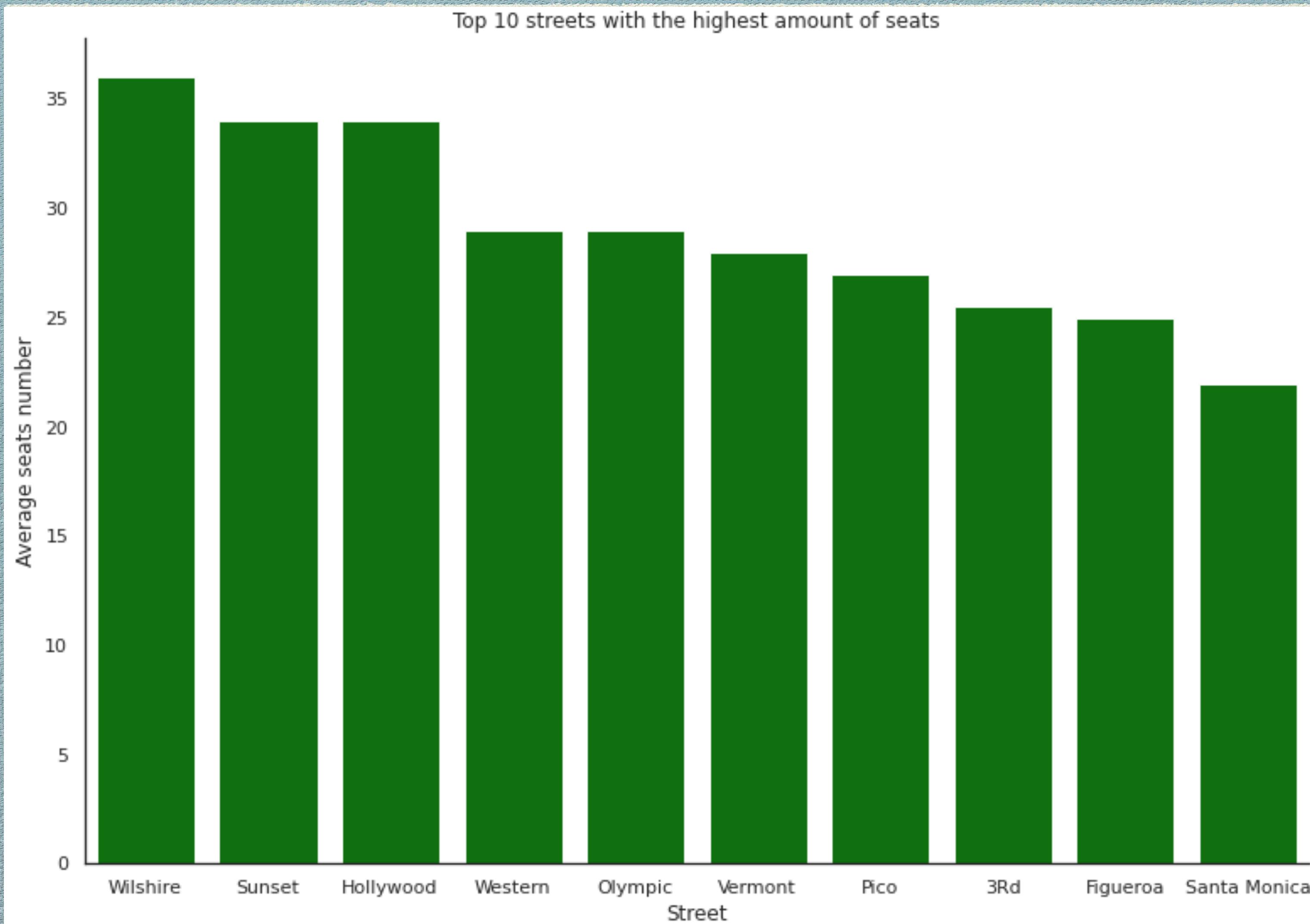
# Top 10 Streets



All popular streets host between 300-400 restaurants.

The top 5 streets are Sunset, Wilshire, Pico, Western and Figueroa

# Streets with highest amount of seats



All popular streets have around  
between 20-35 seats in their  
restaurants

The top 5 streets are Wilshire,  
Sunset, Hollywood, Western and  
Olympic.

# Recommendations on a robot-run cafe in LA

**Open a restaurant, in the city center, with ~30 seats, that could become a chain with time.**

- ◆ It turned out cafes are not a big hit in LA, as they take only 4% of the establishments, so we can open instead a bistro-restaurant with the robots experience.
- ◆ For its location, we should choose one of the popular streets, (Wilshire, Sunset or Western) as they are most probably the main streets of tourists, which can attract more traffic.
- ◆ We should open a unique restaurant in the city, as this concept is very exclusive, and once successful, we can open branches for other cities across the country and even overseas.