



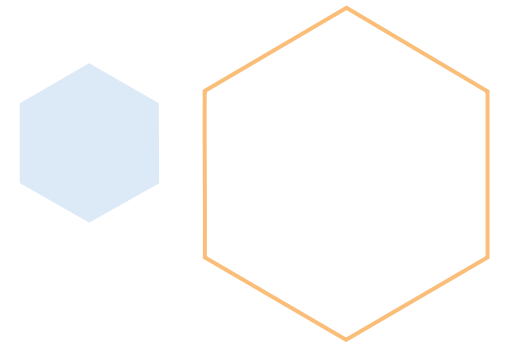
# Los Angeles Restaurant Market Analysis

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Yandex Practicum

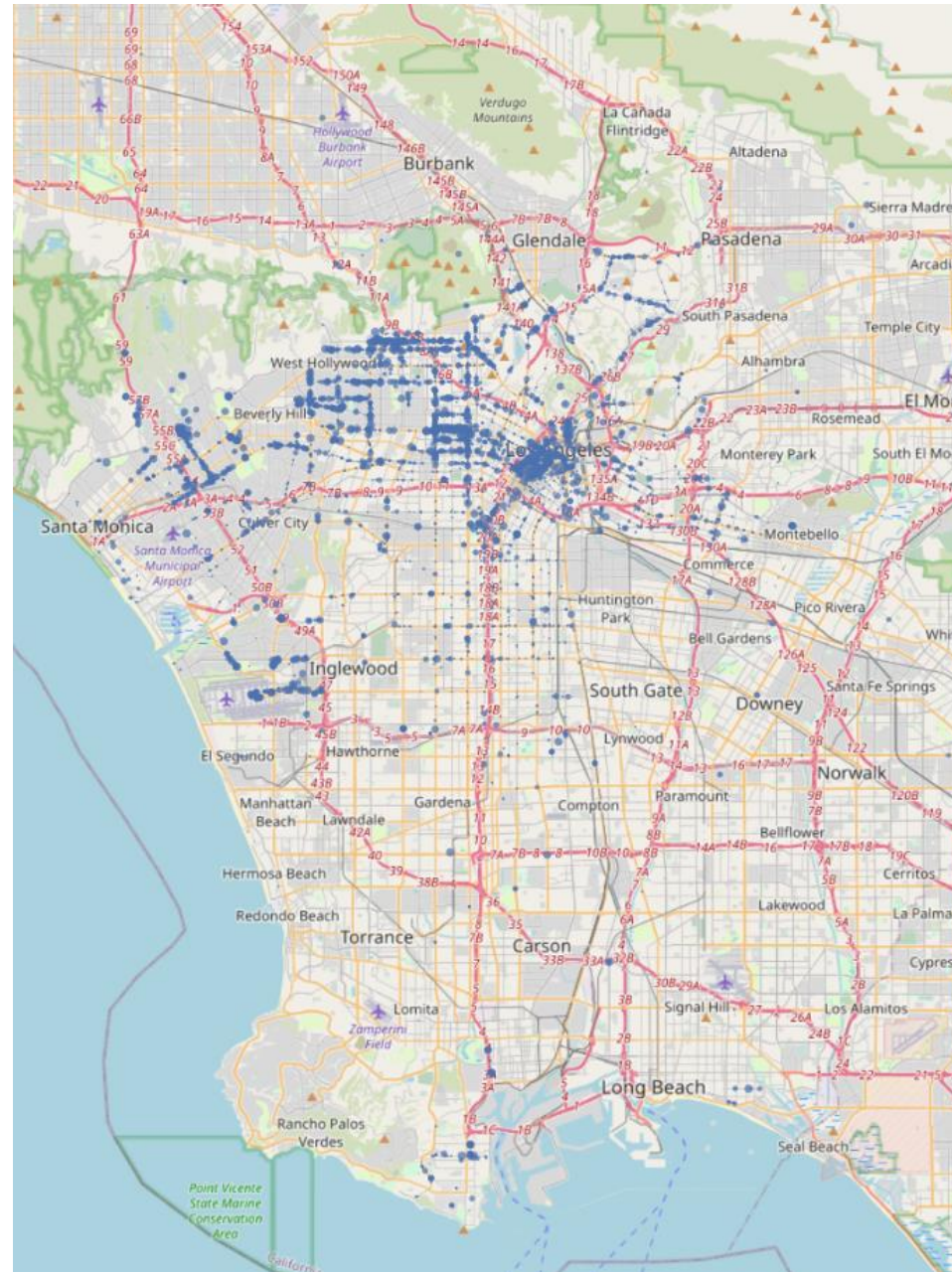
# Introduction

Our goal is to set up a small cafe in Los Angeles that will be operated by robots. To ensure the project success we have conducted the following market analysis using a public dataset containing information on all restaurants in the area.

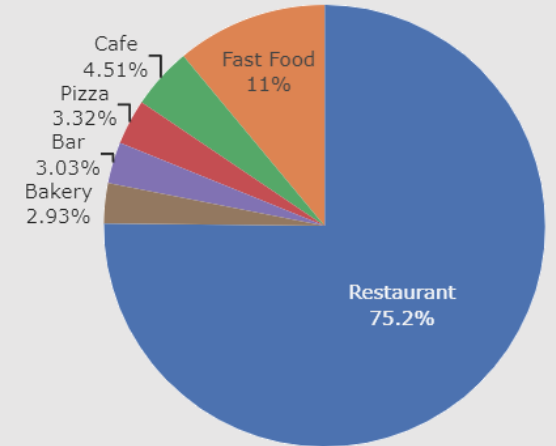


# Overview

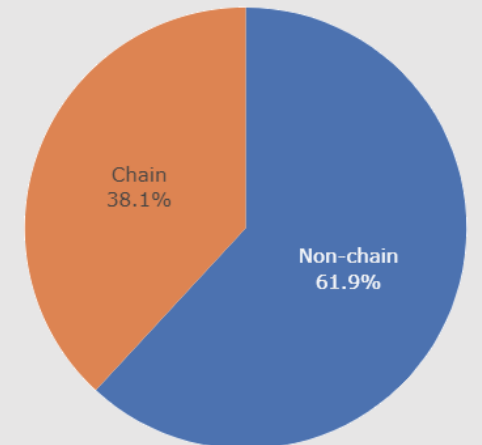
- There are 9,651 establishments in Lost Angeles
- Restaurants make up over 75% of the market. Bars and Cafes are the least represented with 3% market shares
- 62% of establishments are independently owned, 38% belong to chains



Establishment types

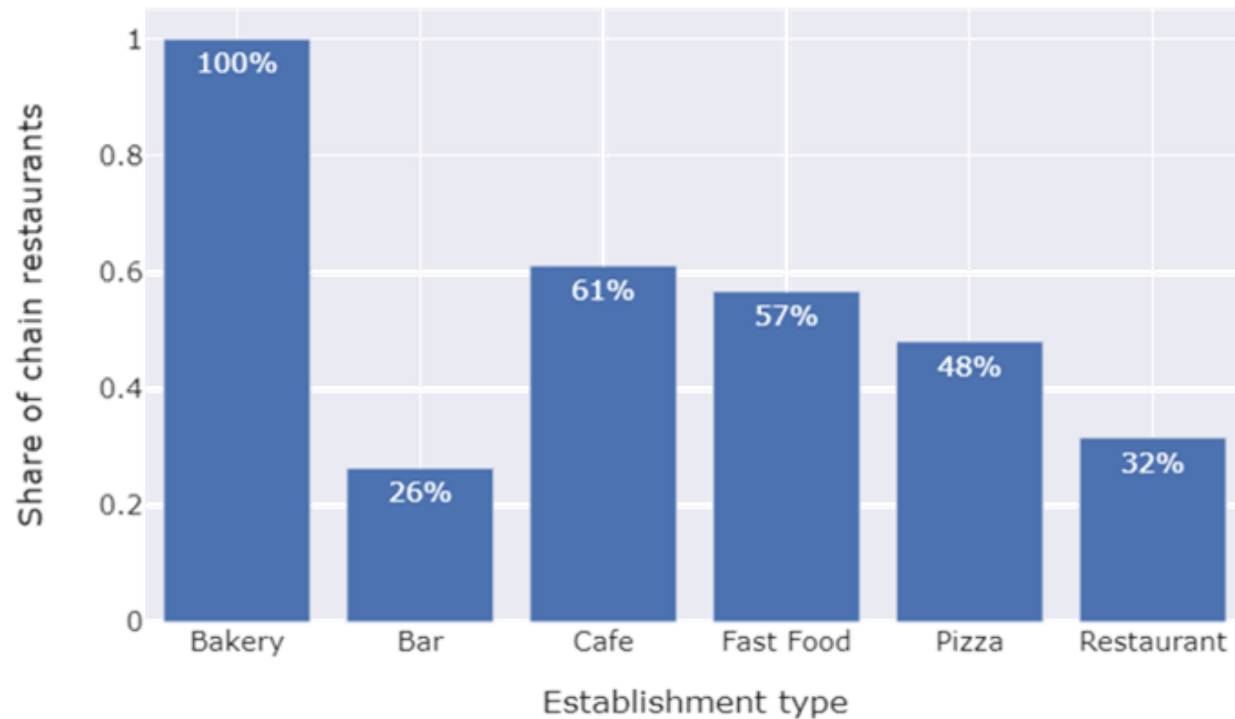


Chain vs non-chain restaurants



# Chains market share

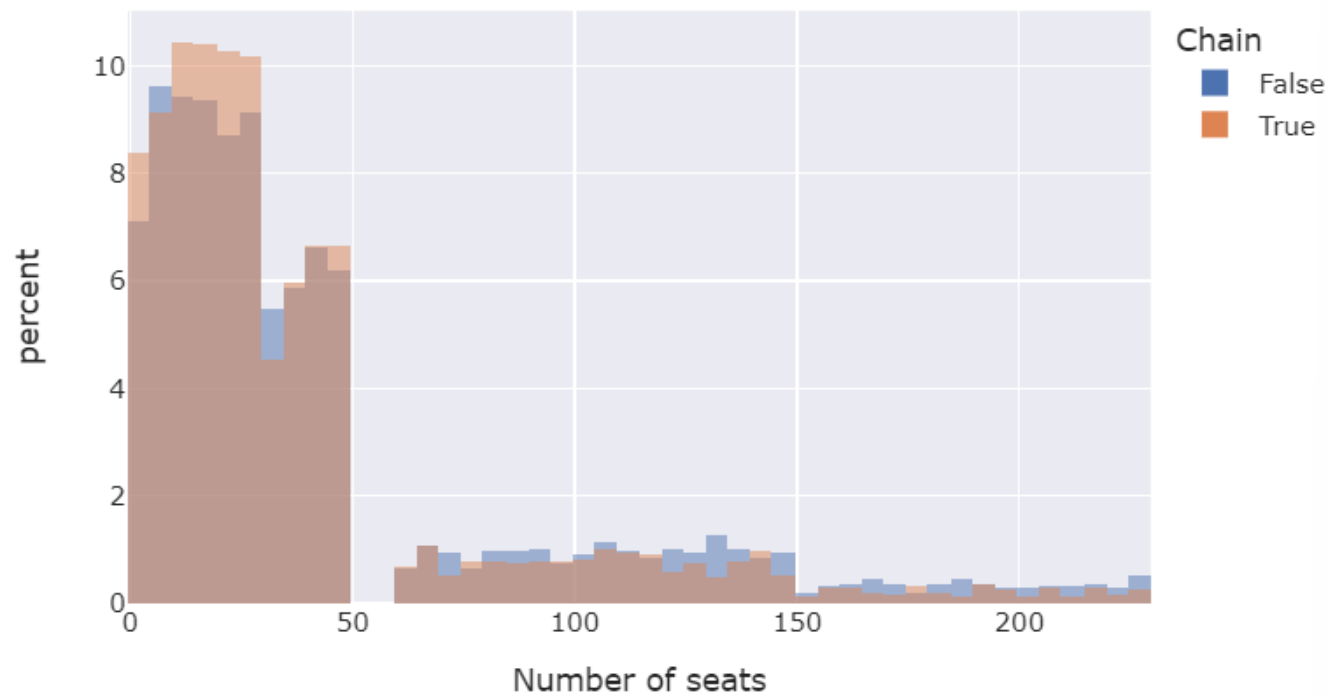
Total market share of chain establishments is 38% with the highest share in Bakeries (100%) and the lowest share in Bars (26%).



# Restaurant capacity

Most establishments have less than 50 seats.  
Maximum capacity is 229 seats

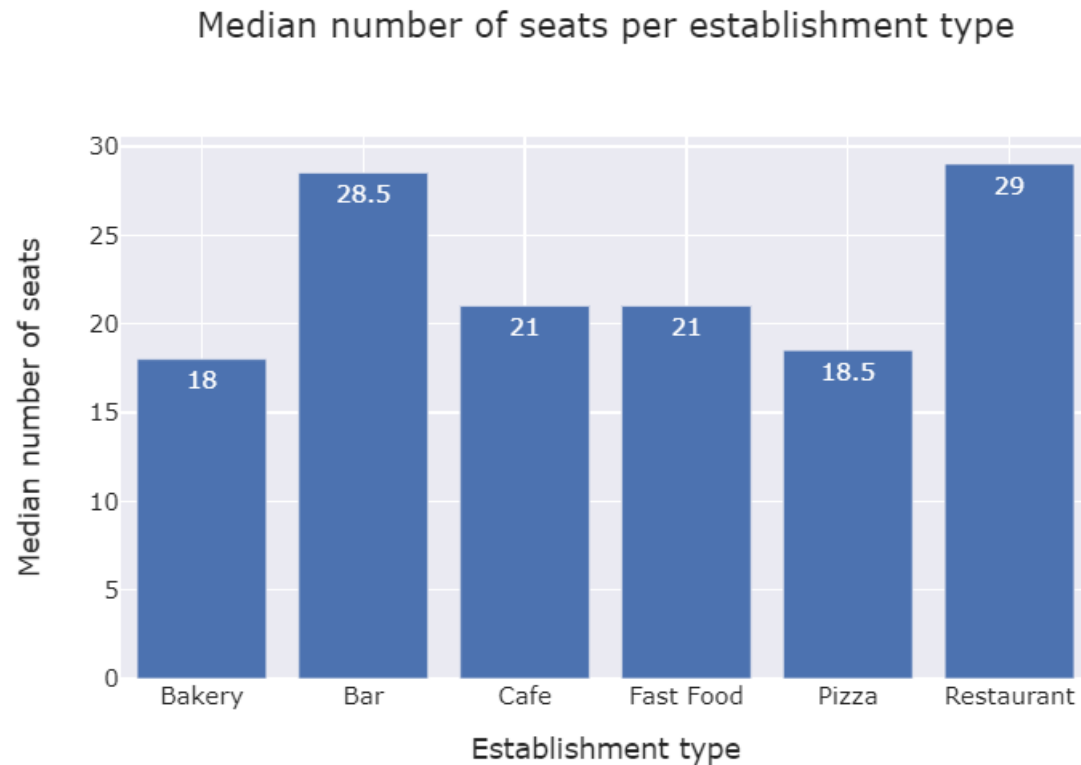
Number of seats distribution



- Chain and non-chain restaurants have similar distribution the number of seats
- Most establishments have fewer than 50 seats
- For some reason there are no establishments in the dataset that have between 50 and 60 seats.

# Restaurant capacity per establishment type (1/2)

Restaurants and bars have the highest median number of seats at 29 and 28.5, respectively

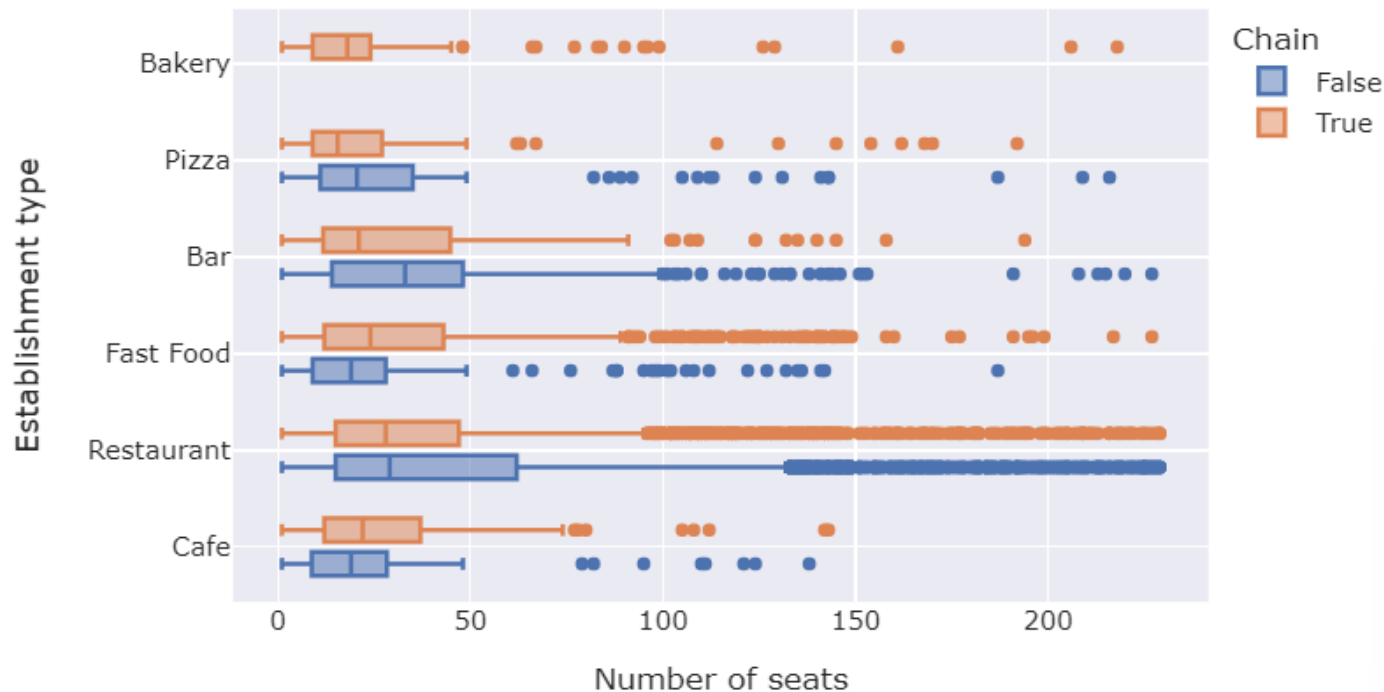


- Chain and non-chain restaurants have similar distribution the number of seats
- Most establishments have fewer than 50 seats
- For some reason there are no establishments in the dataset that have between 50 and 60 seats
- Restaurants and bars have the highest median number of seats at 29 and 28.5, respectively
- Bakeries have the lowest mean number of seats, which is 18, likely because of their focus on takeaway order

# Restaurant capacity per establishment type (2/2)

Chain establishments in the fast food and cafe categories tend to have more seats than non-chain establishments, while in all other categories, they tend to have fewer seats.

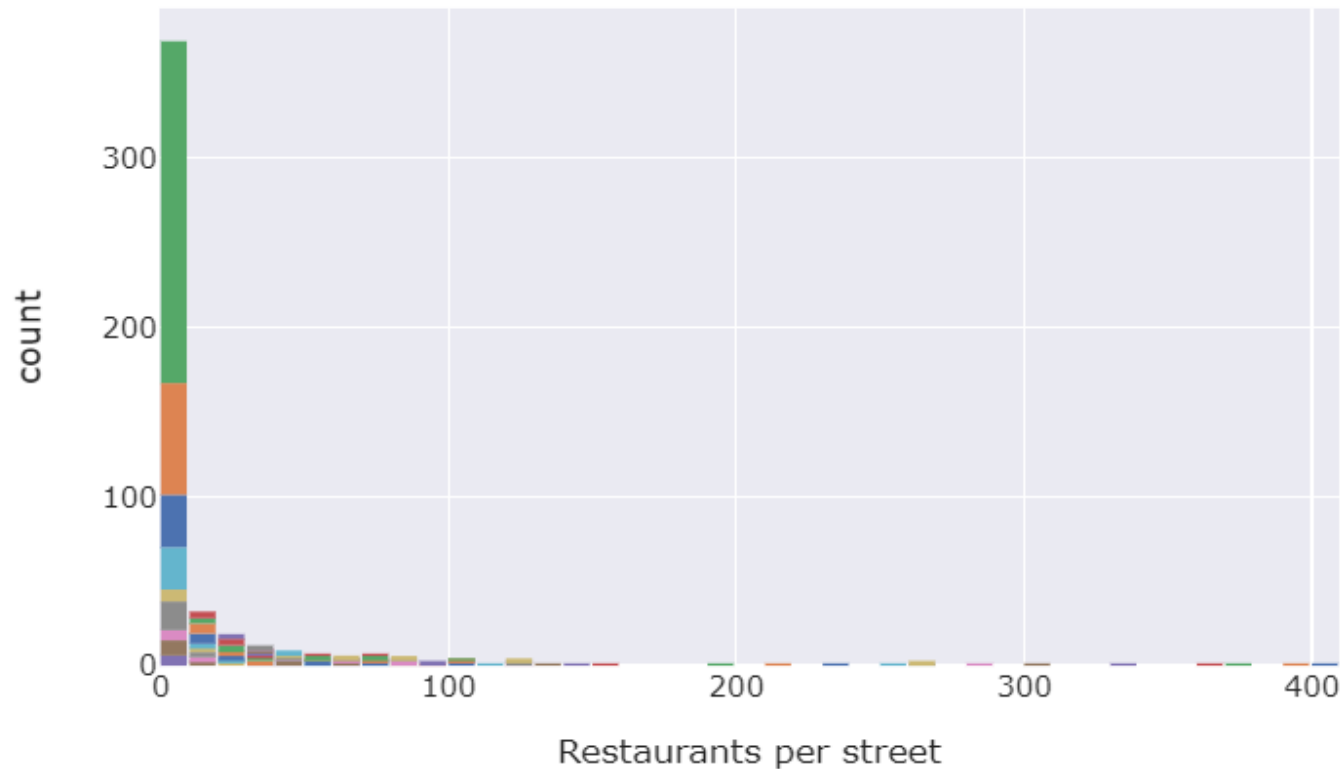
Distribution of number of seats by chain and non-chain restaurants



# Distribution among streets

Of 491 streets with restaurants in the city 70% of streets have less than 10 restaurants

Distribution number of restaurants per street

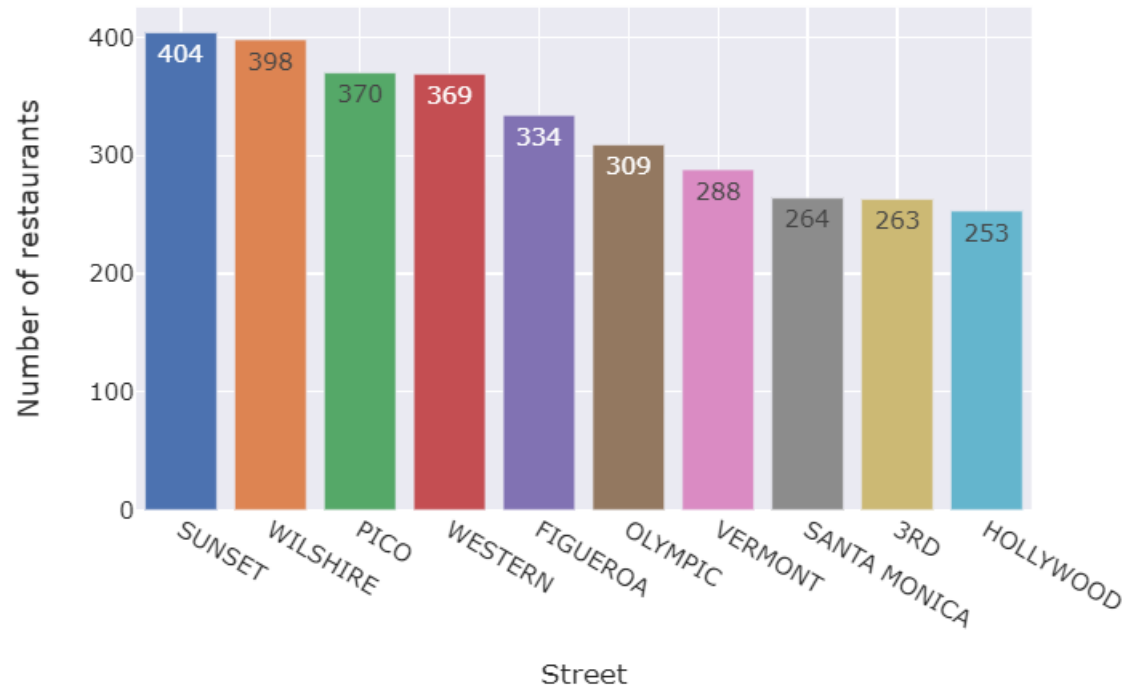




# Most popular streets

Sunset Boulevard has the highest number of restaurants, with a total of 404

Top-10 streets by number of restaurants



- There are 491 streets with restaurants in the city
- Top-10 streets account for 34% of all restaurants, with each street averaging 325 restaurants
- Meanwhile, 70% of streets have less than 10 restaurants

# Recommendations

We recommend considering launching a bar based on the following factors:

- Bars are generally preferred by customers who value small, genuine settings, leading to a minimal presence of chains in this market.
- In Los Angeles, bars have the lowest representation among all categories

