How to Tell a Story Using Data

Practicum by Yandex Project 8

Data Analysis

Key take-aways

- Restaurant space is crowded – café market is less competitive
- Even mixture of chain & non-chain establishments
- Most cafes are chains, but a fair amount are not
- Chain establishments use a high-volume, low-footprint strategy
- Existing cafes have a low number of available seating (< 25 per location) (Easier for automation)
- Sunset Blvd & Pico Blvd are hot spots for foodies
- Most restaurants on popular streets are small – we can mimic this with robo cafes
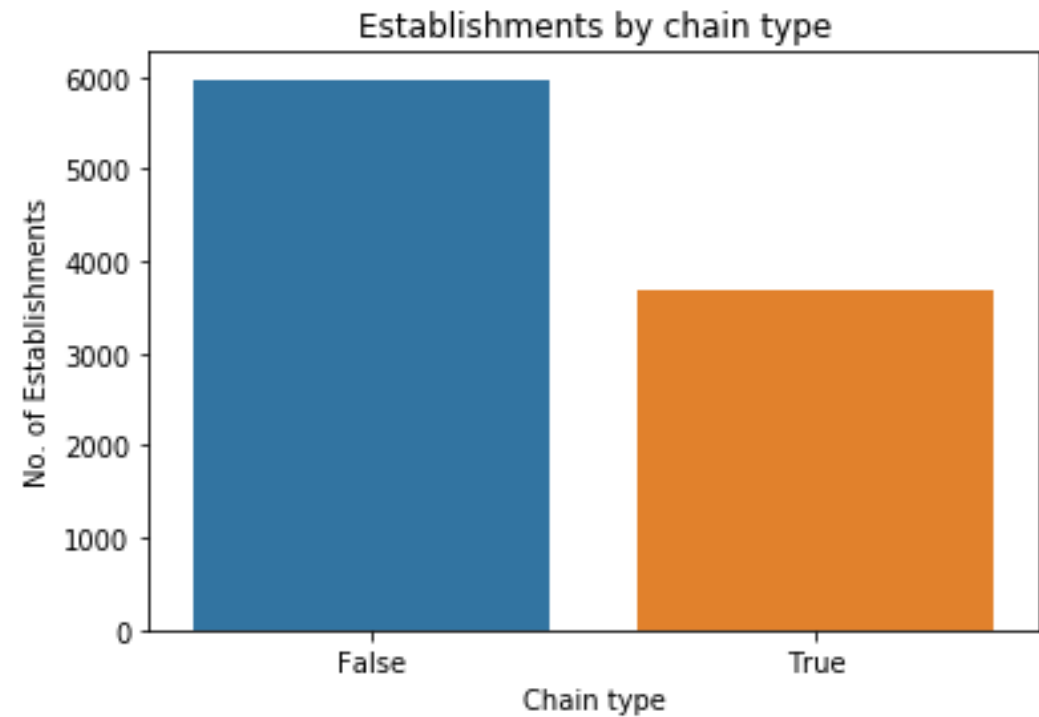
Competitive climate

- Restaurant space is very crowded
- Vast majority of establishments in LA are restaurants
- Much less competition in the café space

No. of establishments by type
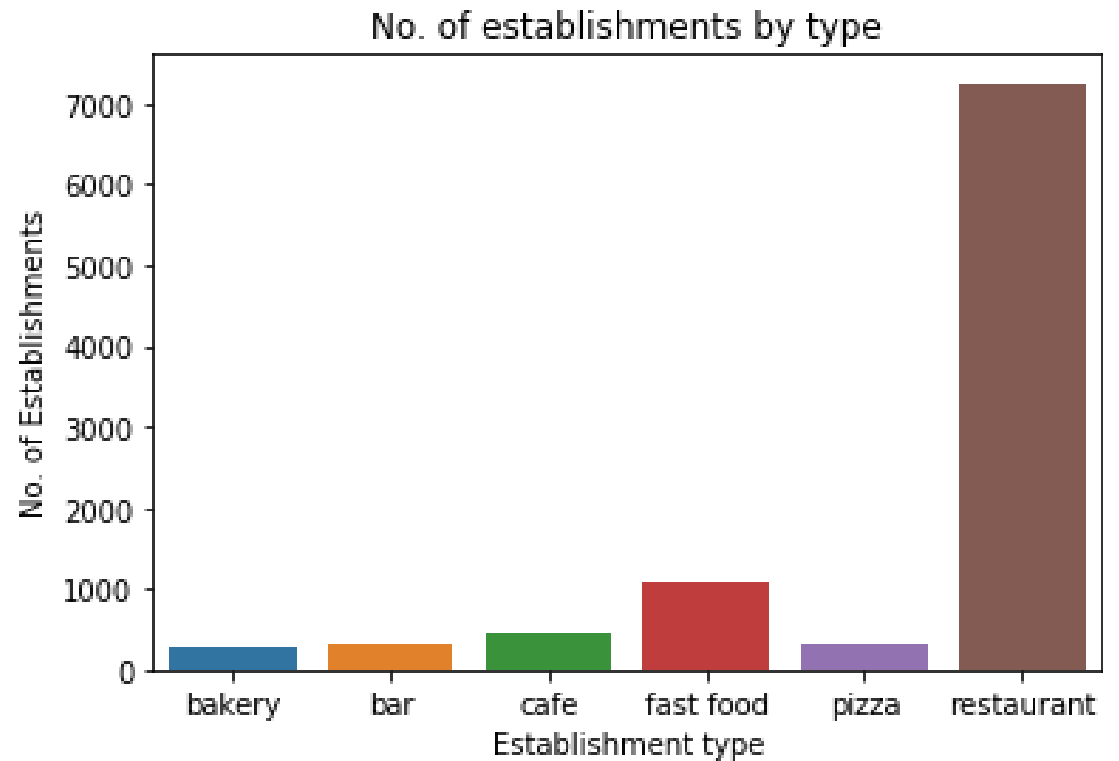
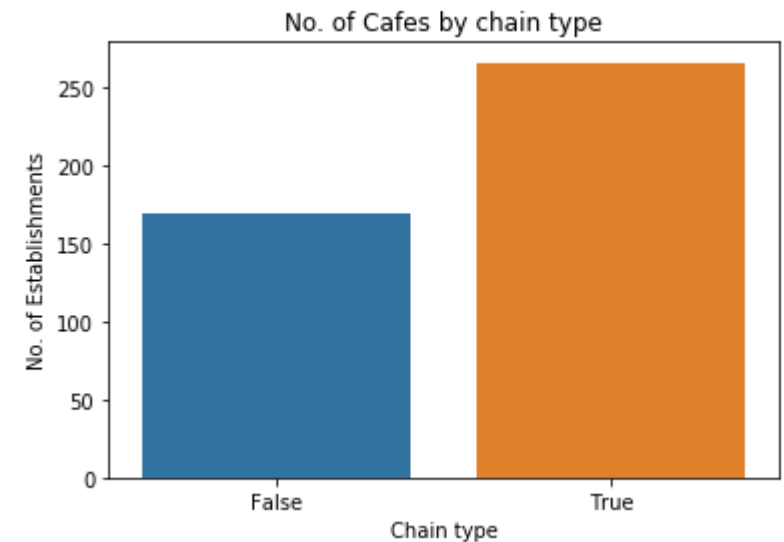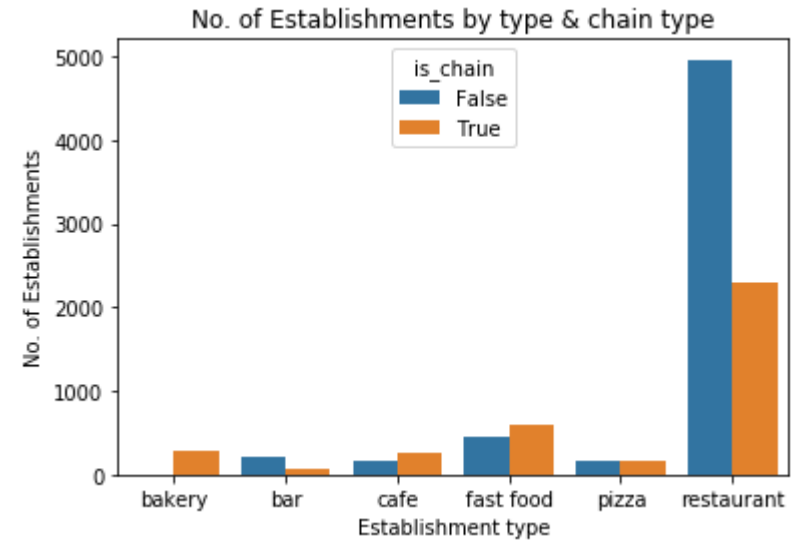# Chain vs. non-chain establishments

- 60% of establishments are not chains
- 40% of establishments are chains
- Success either way

Establishments by chain type

Cafes are typically chain establishments

- Roughly 170 cafes are not chains
- Roughly 275 cafes are chains
- Strategy can be to start off as a non-chain and then scale up
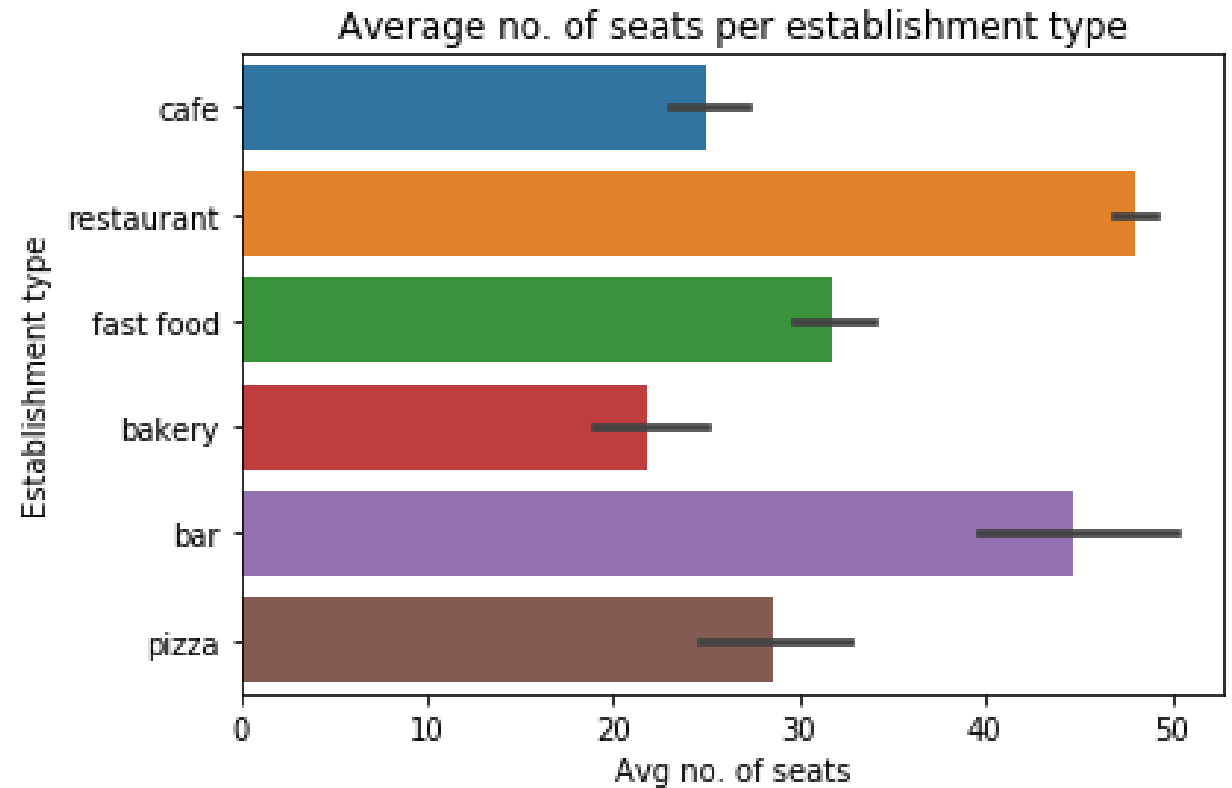
Size of chain establishments

- Most have less than 50 seats

- Smaller locations

- Higher volumes (more locations)

- Easily scalable with automated servers

Number of seats for chain establishments
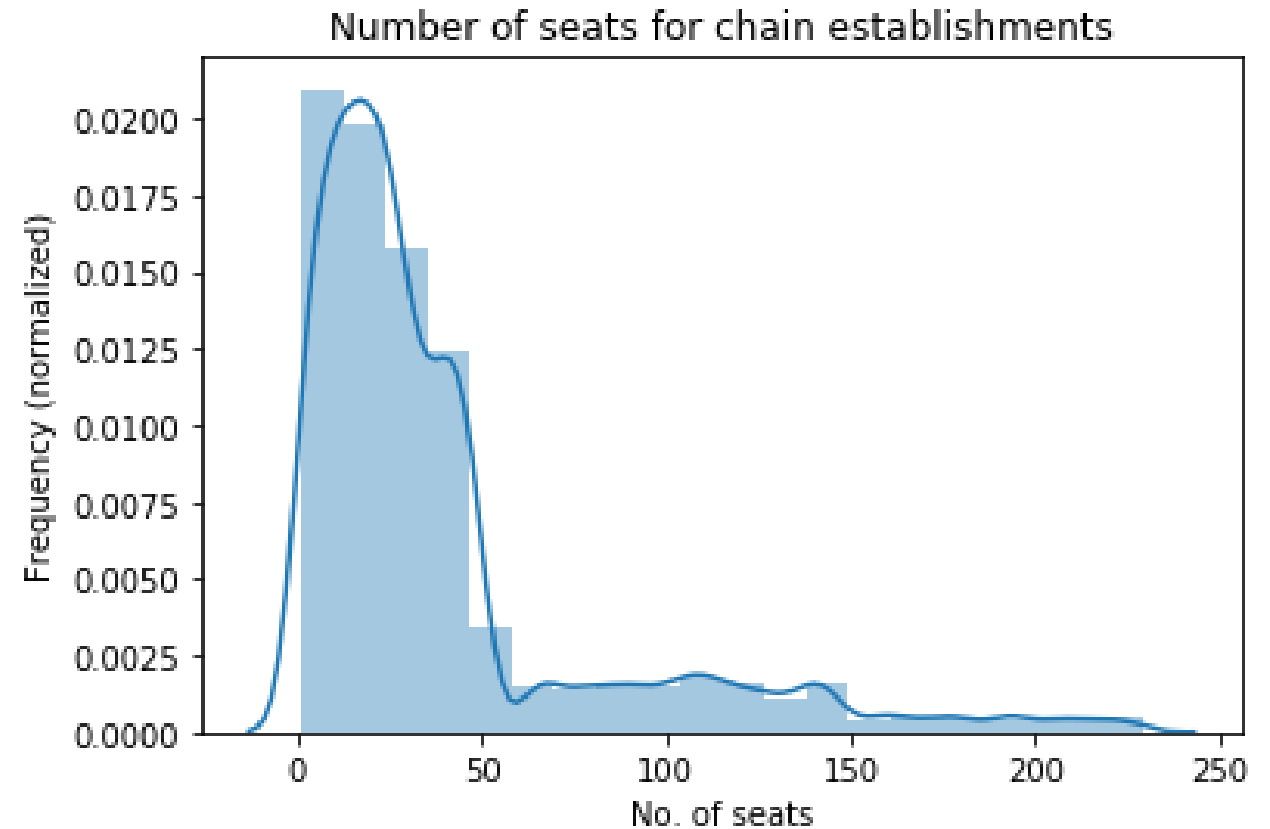
Cafes have a low number of seating

- Roughly 25 seats on average (chain & non-chain)
- Easy for robots to handle

Average no. of seats per establishment type

Location, location, location

- Sunset Blvd & Pico Blvd are hot locations for restaurants

- Good idea to target these locations with cafes

- Serve desert to people leaving restaurants

Top 10 Streets by No. of Restaurants
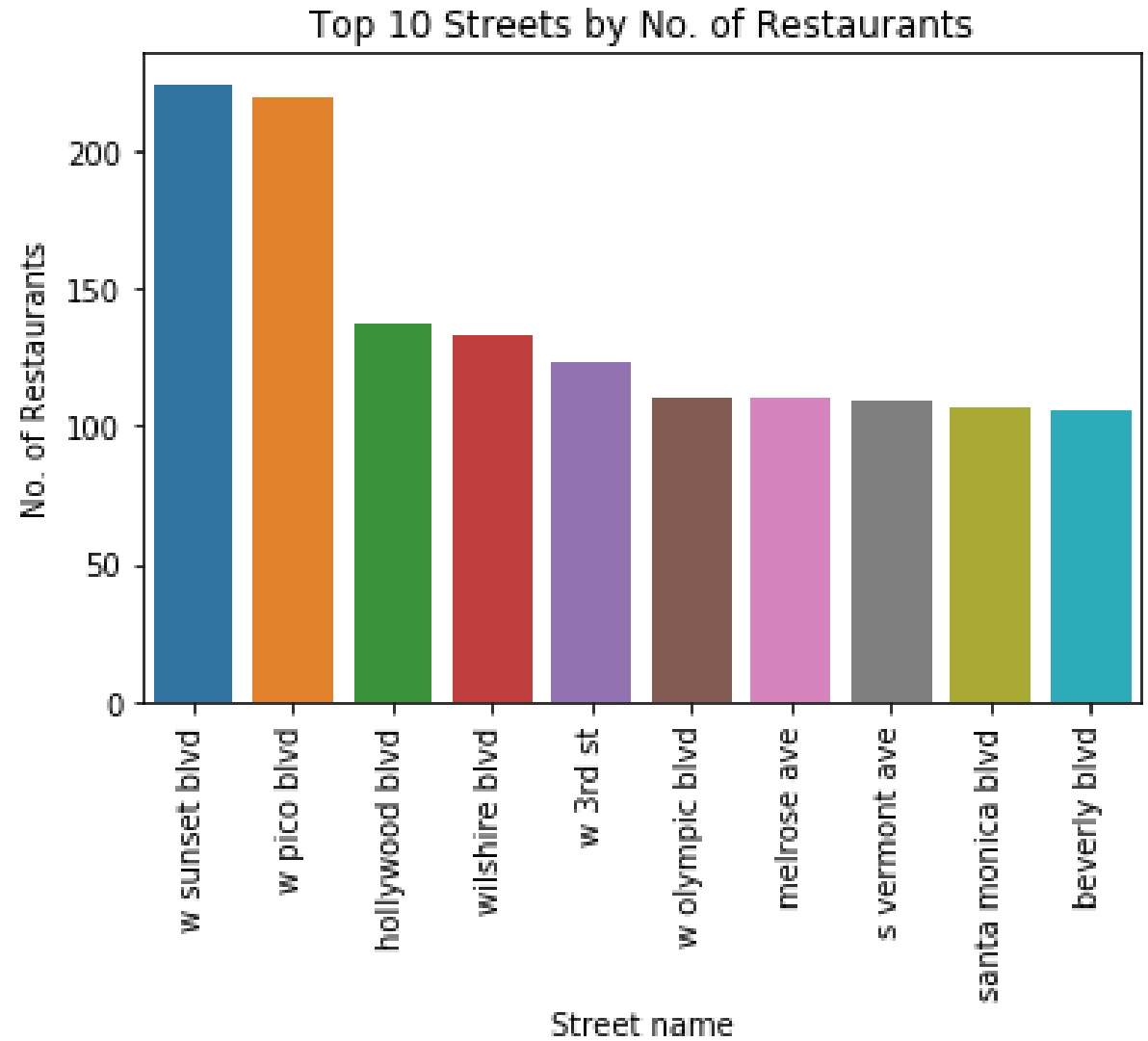
Start out small

- Low number of seating for restaurants on the most popular streets

- Position similarly sized robo cafes next to restaurants

Number of seats for restaurants on popular streets