LA – Market Analysis

For
*Small robot-run cafe proposal*

LA – Market Analysis

FINDINGS :

- *Restaurant and Fast food has a major share in the market .*

- *Non chain establishments are more in number compared to the chain establishments.*

- *More the number of branches (chain) , lesser the average number of seating.*
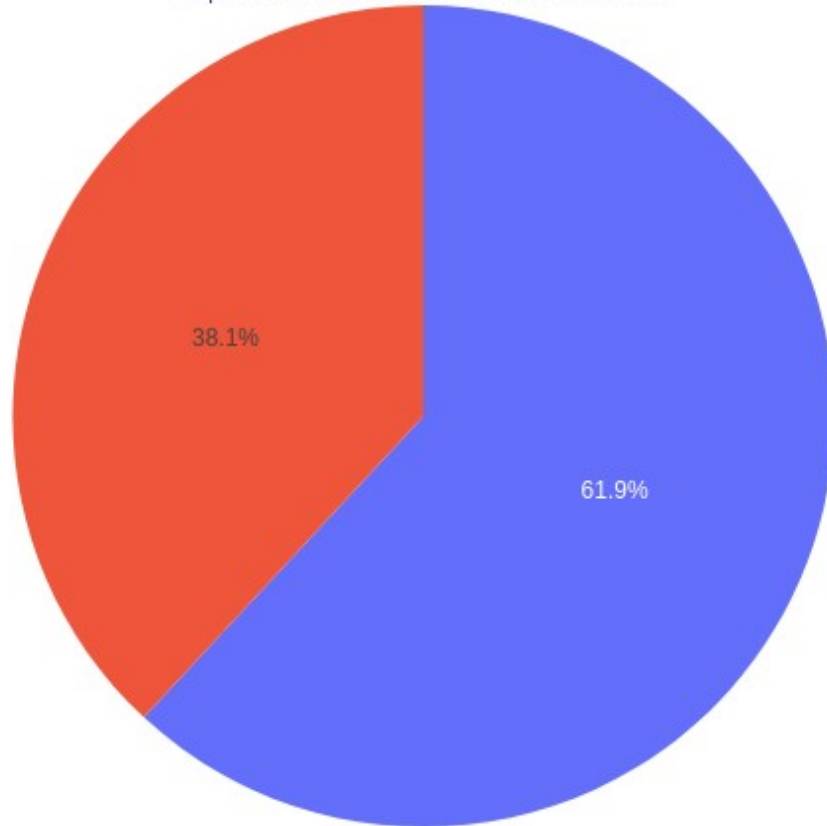
LA – Market Analysis

Establishment Seating – 20-30 seats

- *Most of the seatings fall under 20-30.*

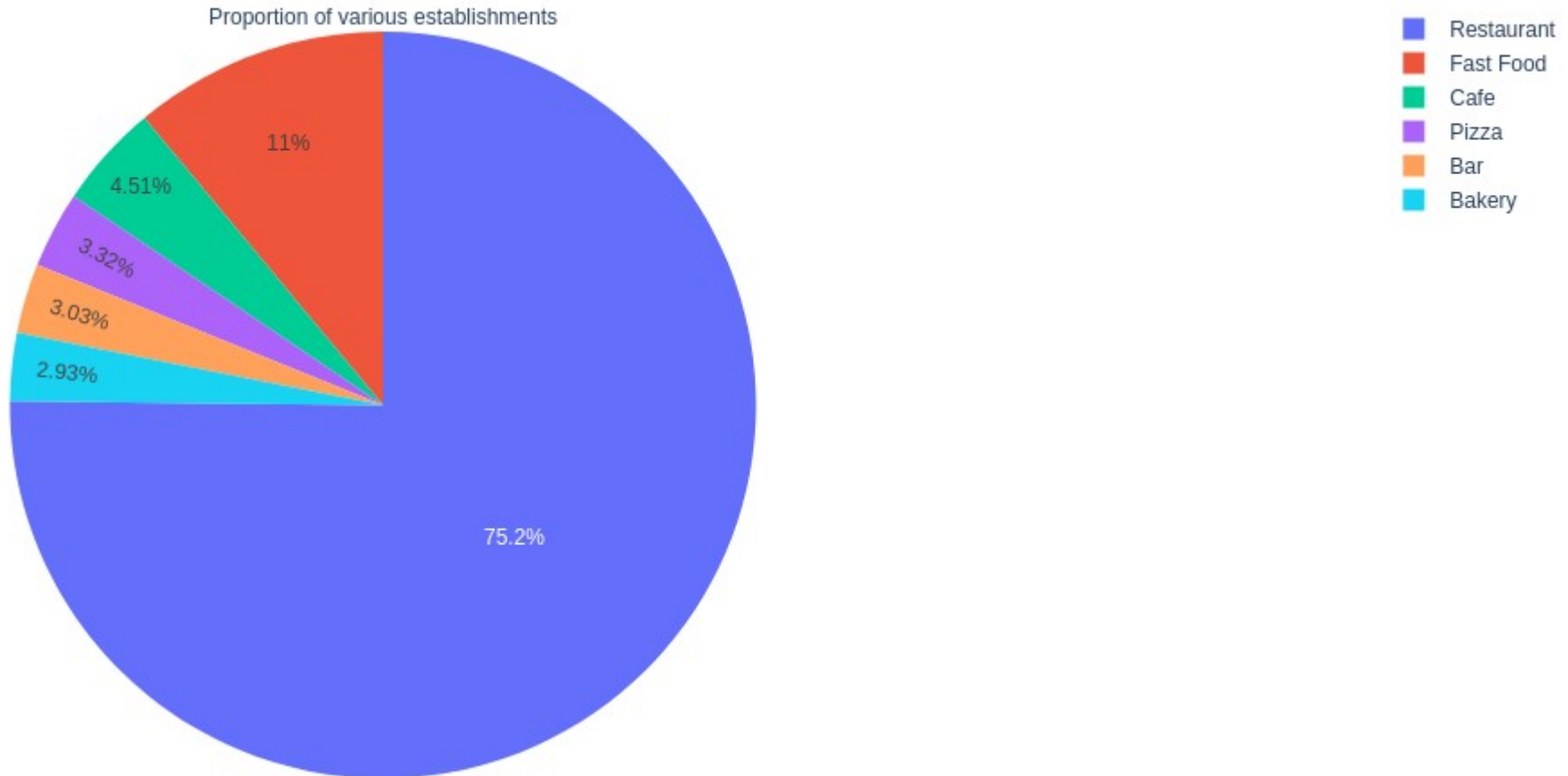- *As the number of seats increases ,their count is very less.(less than10%)*

Number of seats in the establishment
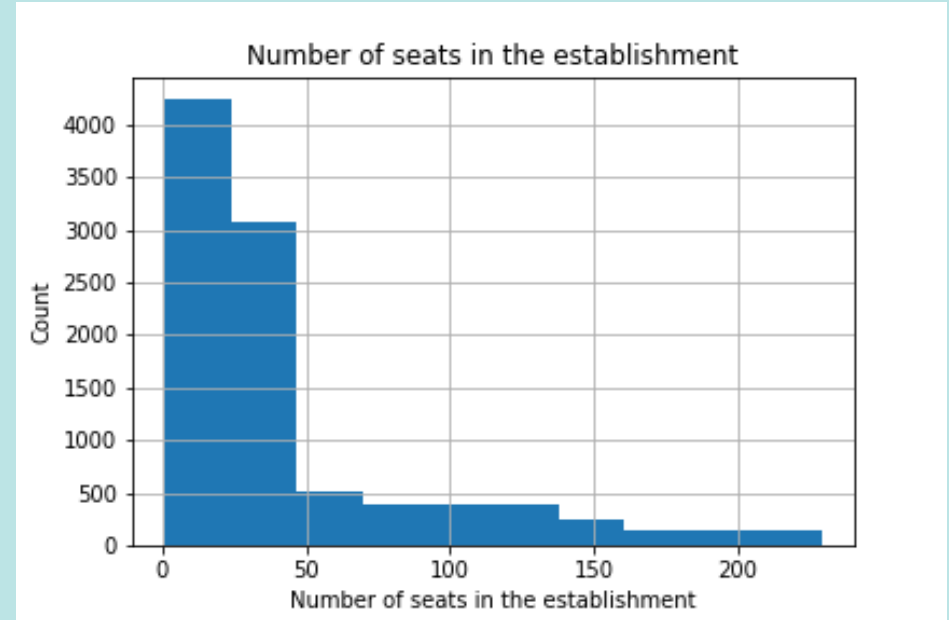
LA – Market Analysis

Proportion of chain vs non chain establishments

■ Non Chain
■ Chain

38.1%

61.9%

LA – Market Analysis

Proportion of various establishments

- Restaurant
- Fast Food
- Cafe
- Pizza
- Bar
- Bakery

11%

4.51%

3.32%

3.03%

2.93%

75.2%

LA – Market Analysis

Proportion of various chain establishments

- Restaurant
- Fast Food
- Bakery
- Cafe
- Pizza
- Bar

69.1%
18.2%
8.02%
4.61%
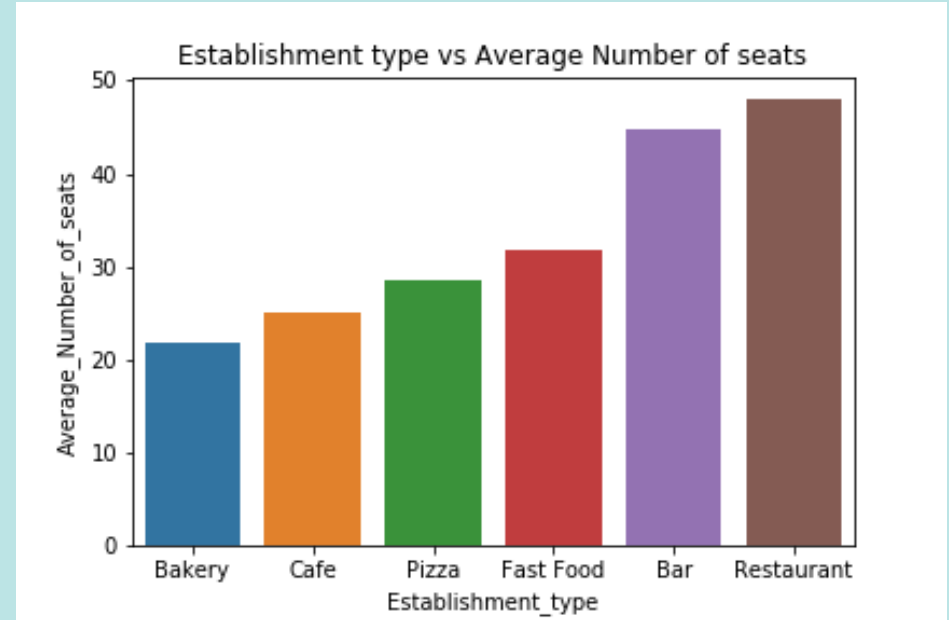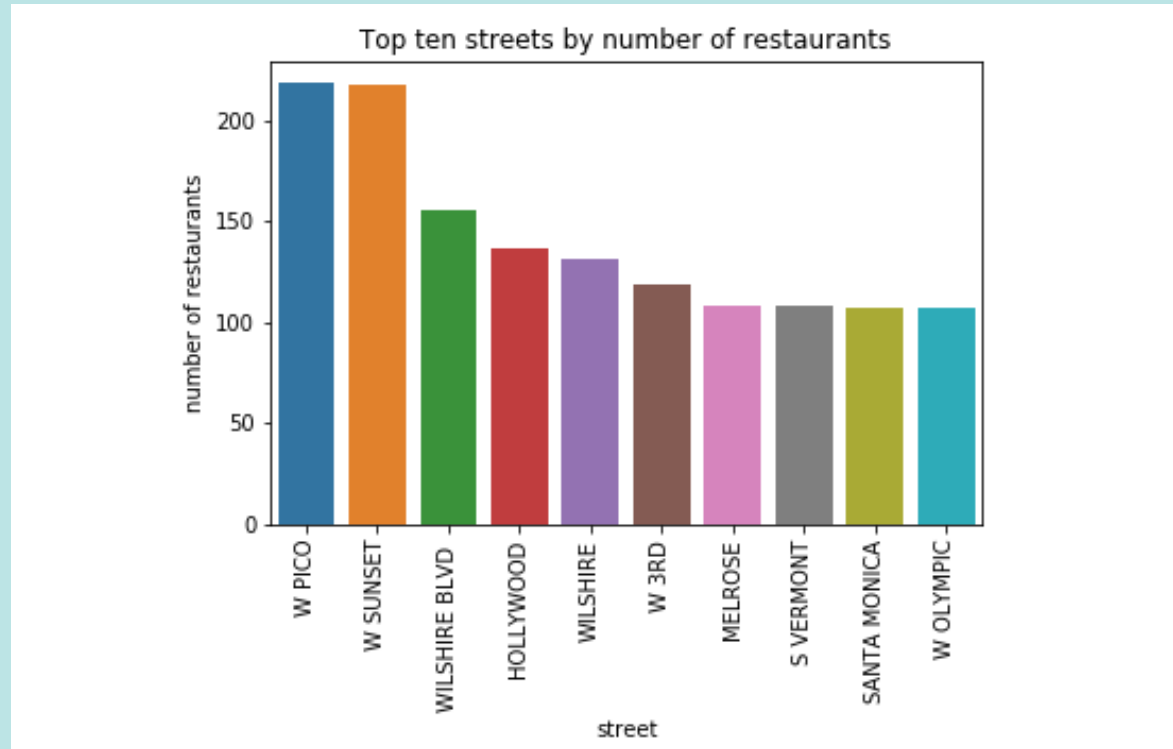
LA – Market Analysis

Establishment type vs Average Number of seats:

- *Restaurant and Bar ranks at the top with an average of 40-50 seats*

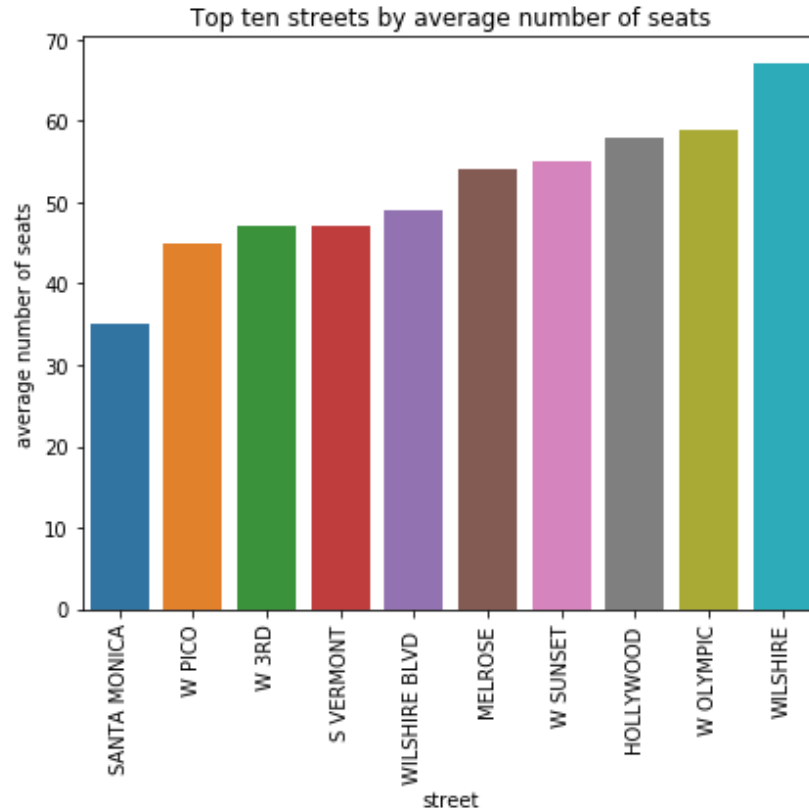# LA – Market Analysis

Top ten streets by number of restaurants:

LA – Market Analysis

Top ten streets by average number of seats

LA – Market Analysis

Top ten streets having more non-chain establishments:

```
In [102]: rest_data[rest_data['street']=='W SUNSET'].groupby('chain').agg({'object_name':'count'})
```
Out[102]:

	object_name
chain	
False	192
True	104

```
In [103]: rest_data[rest_data['street']=='W PICO'].groupby('chain').agg({'object_name':'count'})
```
Out[103]:

	object_name
chain	
False	202
True	86

```
In [104]: rest_data[rest_data['street']=='HOLLYWOOD'].groupby('chain').agg({'object_name':'count'})
```
Out[104]:

	object_name
chain	
False	116

LA – Market Analysis

CONCLUSION :

Recommendation for CAFE :

- *Best location – W.Sunset Blvd , W.Pico Blvd , Wilshire Blvd and Hollywood Blvd*

- *Seating – 20-30*

- *Type – Non chain*

LA – Market Analysis

CONCLUSION :

Recommendation for alternative:

- *Restaurant – Best choice*
- *Best location – W.Sunset Blvd , W.Pico Blvd , Wilshire Blvd and Hollywood Blvd*
- *Seating – 30-40*
- *Type – Non chain*