

Categorical Analysis of Restaurants in LA Downtown and their Online Delivery System

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1. Introduction

1.1 Background

Los Angeles is the most populous city of California, second populous city in the entire United states of America, after the New York city. Los Angeles is the cultural, financial and commercial center of southern California. Its known for its ethnic diversity and sprawling metropolis. Due to its ethnic diversity Los Angeles is known for diverse cuisines from all over the world. Though there are tons of restaurants to taste around, an increase in traffic and population in Los Angeles suburb has increased demand for online food delivery providers and apps.

By analyzing all restaurants around Los Angeles suburbs and their major delivery providers we can get valuable information about the current competitors in the region as well as those restaurants which currently dont have any delivery option and might need such applications in future. We can also study the major cuisines servicing the area currently.

1.2 Problem

Due to increasing population, traffic and drastic increase in demand for online food delivery both commercial as well as residential areas, the focus of this project is:

- a) To analyze all restaurant venues and extract their major delivery providers if any, to get information on major competitor and at the same time to focus on those restaurants which dont have any delivery providers and might be potential customers for any new delivery providers in future
- b) To analyze and categorize different cuisines which might provide valuable input for online delivery providers and to new startups planning to open new restaurants

1.3 Interest

This project will be of high interest to the latest trend of online delivery apps and providers who need in depth information of various restaurants and major competitors in the area.

It will also be beneficial to startups who want to start any new restaurants in the area to get

information regarding which major cuisines are there in the area. It could give valuable input on which cuisines are not present in a particular neighborhood and starting those cuisines in the areas might prove highly profitable as Los Angeles is a city of diversity and people tend to look for diverse cuisines.