

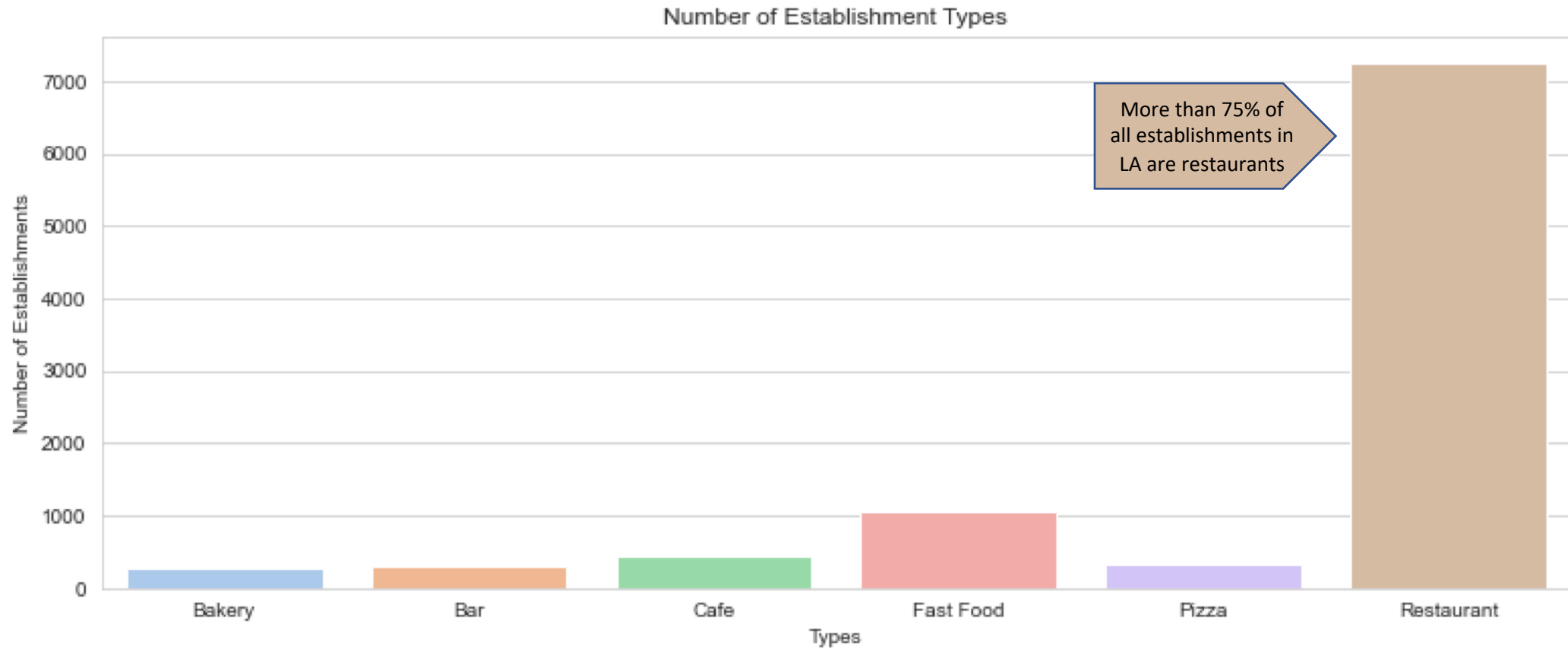
LA Restaurants Market Research

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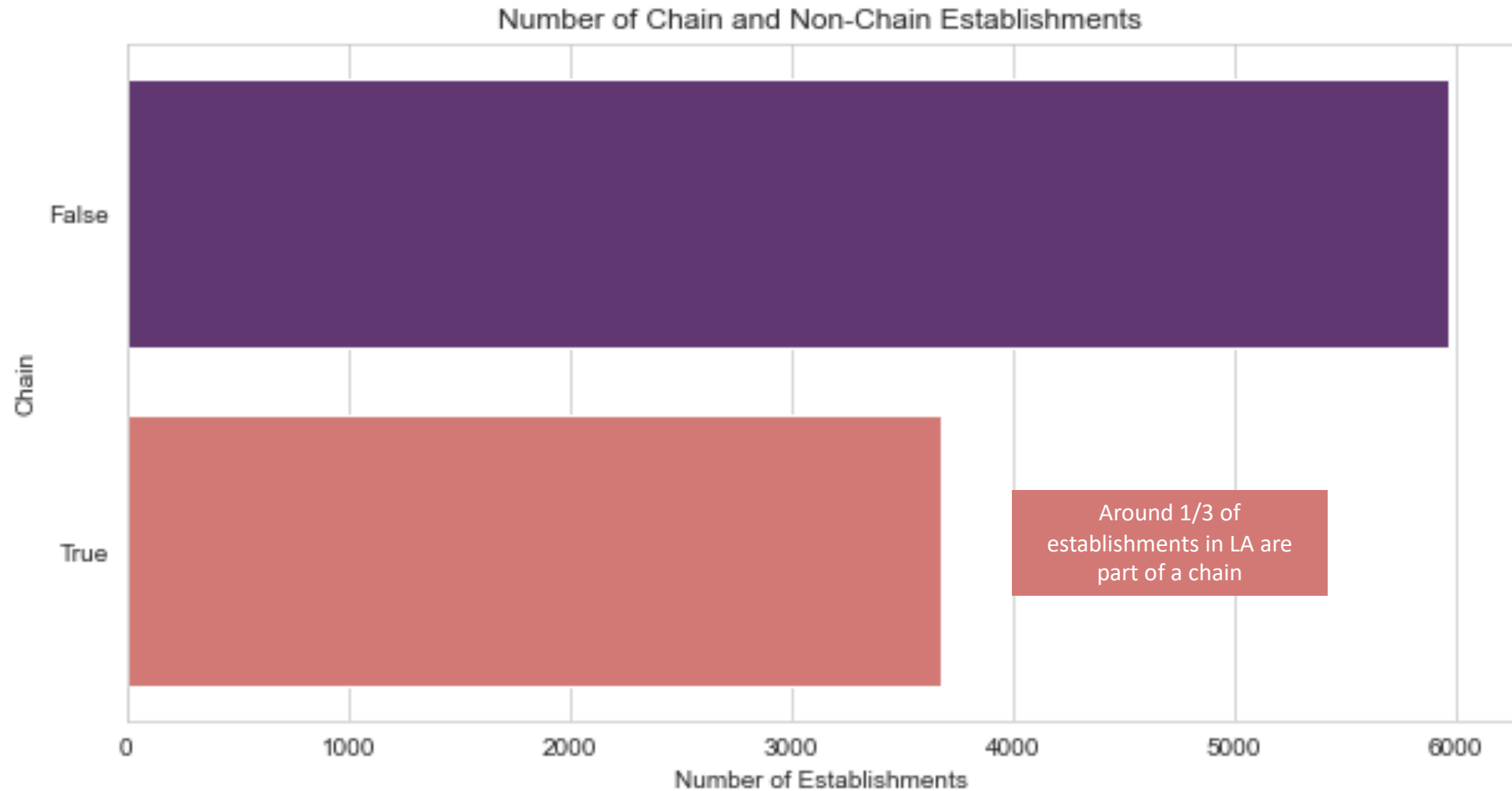
Overall Conclusions

- Most establishments are non-chain restaurants, have between 0-50 seats
- Two addresses stand out with more than 250 establishments, in West Sunset Boulevard and West Pico Boulevard
- Based on the proposed concept of **robot-run cafe**, we have found that:
 - a. Cafe is not yet highly saturated with less than 500 venues around LA
 - b. Most cafe have around 20+ seats, not too much to be too crowded, not too little that customers won't find a seat
 - c. The location choice would be important choosing more popular street would benefit the establishment with a lot of traffic, but also create a difficult competition with hundreds of other establishments.

LA Establishments Comparisons: Types

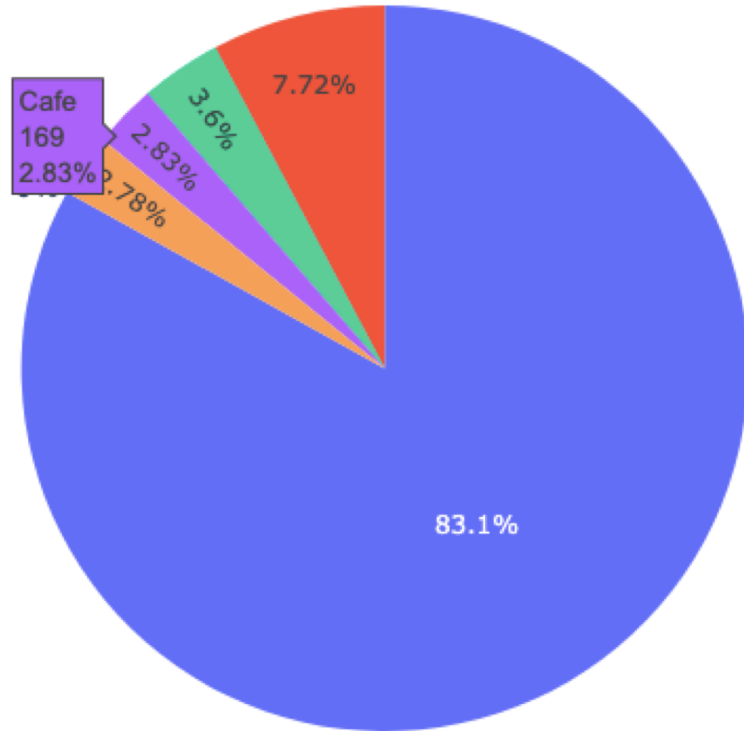


LA Establishments Comparisons: Chains

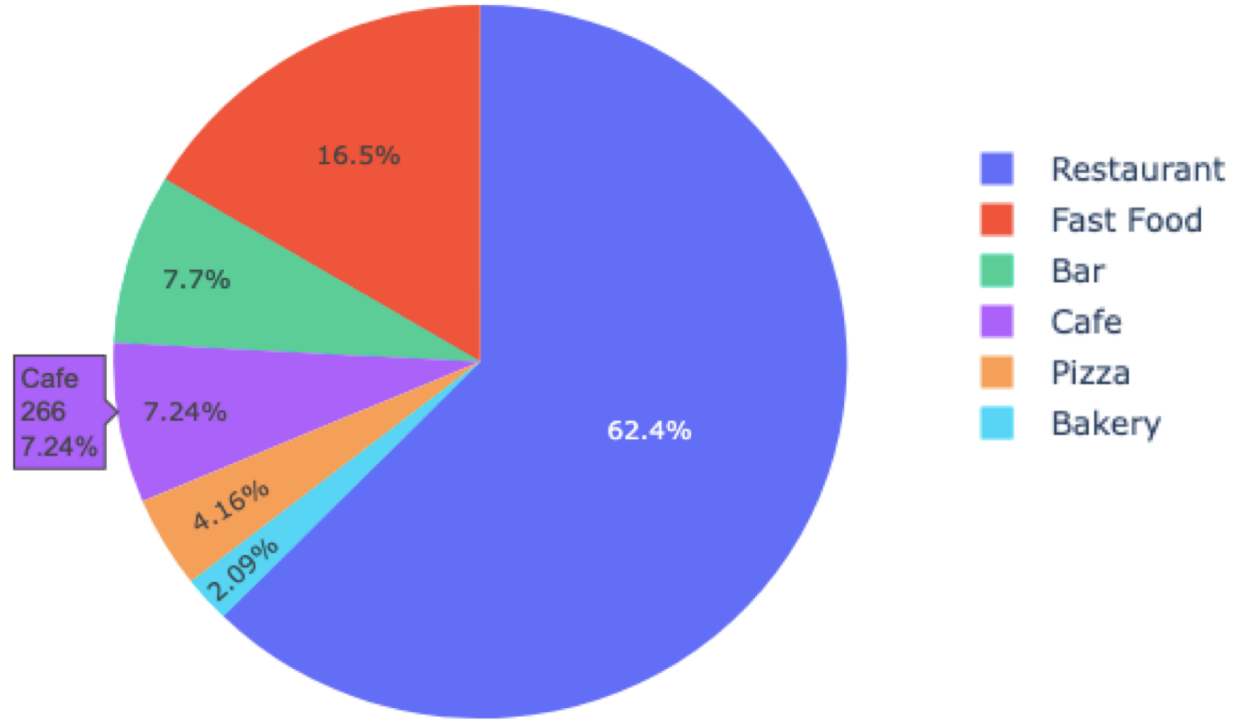


Café ranks 3rd of all establishments around LA

Non-Chain Establishments Distribution



Chain Establishments Distribution

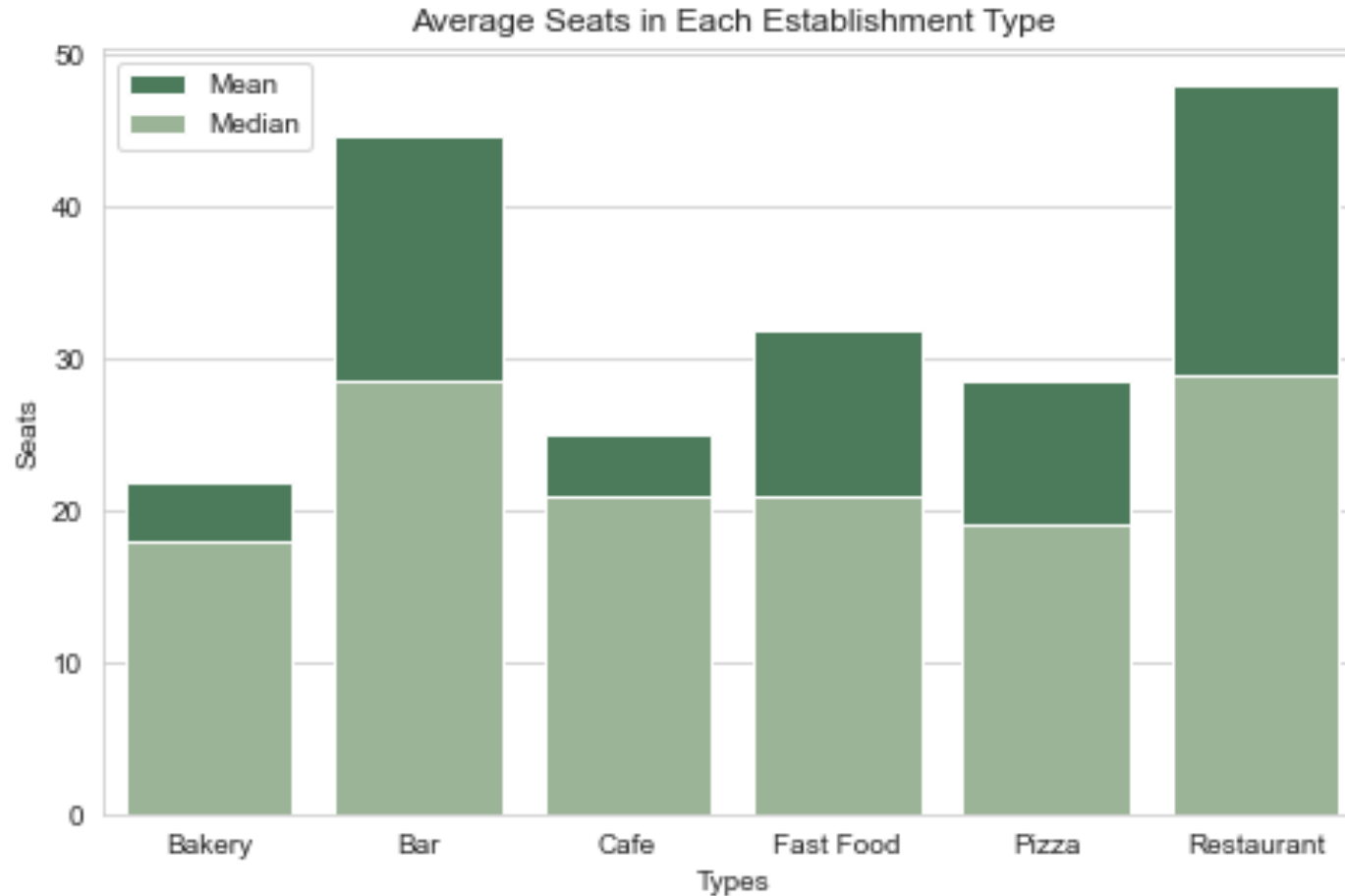


Number of Seats: Popular Chains

	chain_names	n_est	total_seat	avg_seats	seat_per_est
1228	MCDONALD'S	67	6302	91.0	94.059701
821	JACK IN THE BOX	53	3497	45.0	65.981132
197	BURGER KING	34	2833	79.0	83.323529
1785	STARBUCKS COFFEE	85	2110	22.0	24.823529
544	EL POLLO LOCO	25	1706	49.0	68.240000
249	CARL'S JR	14	1601	118.0	114.357143
1800	SUBWAY	82	1366	15.5	16.658537
1227	MCDONALD'S	13	1259	100.0	96.846154
1926	THE COFFEE BEAN & TEA LEAF	47	1256	24.0	26.723404
2138	YOSHINOYA	24	1163	42.0	48.458333

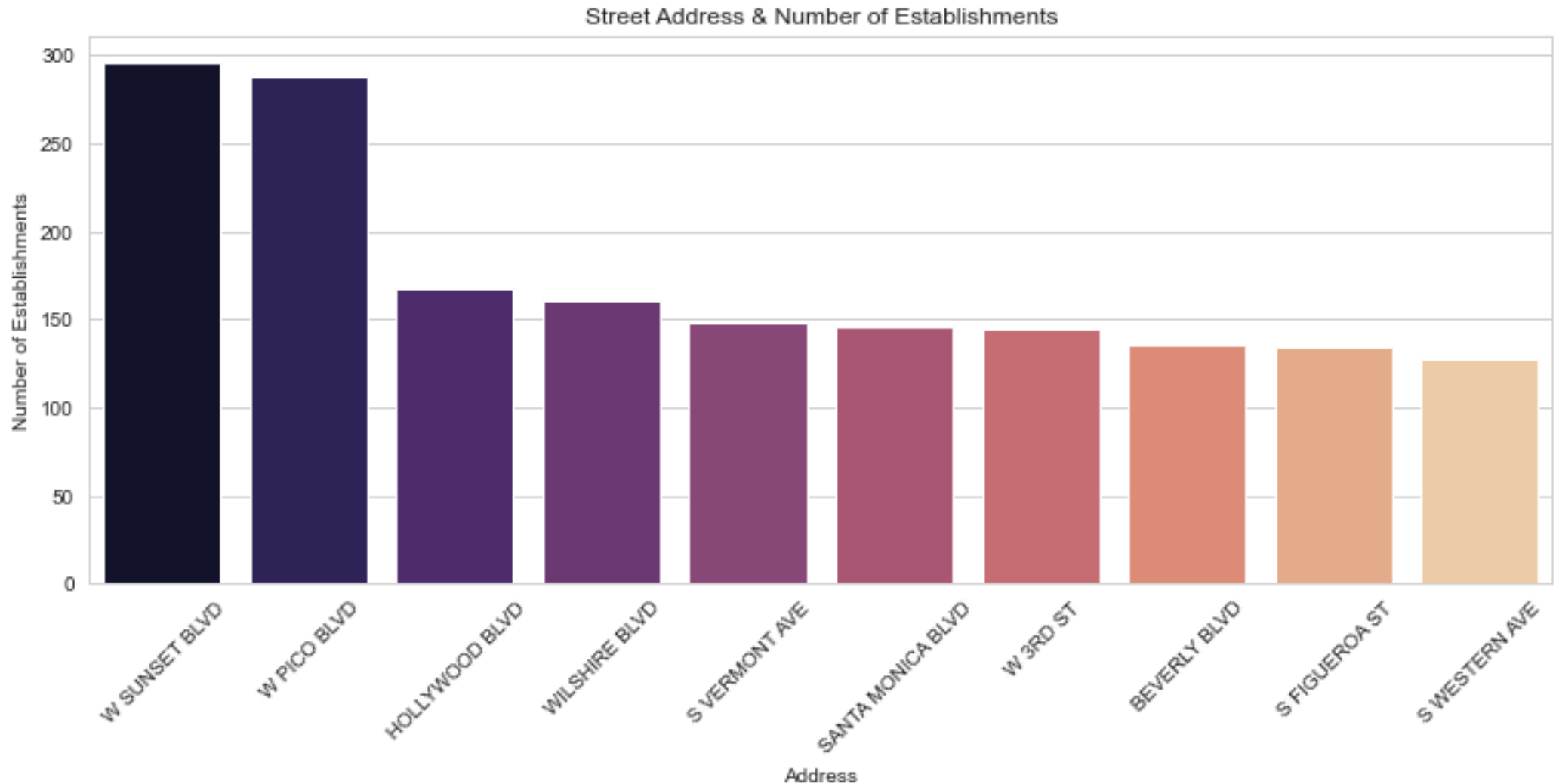
- Fast food venues tend to have a lot of seats to accommodate more diners
- Café tend to have around 20+ seats

Number of Seats: Establishment Types

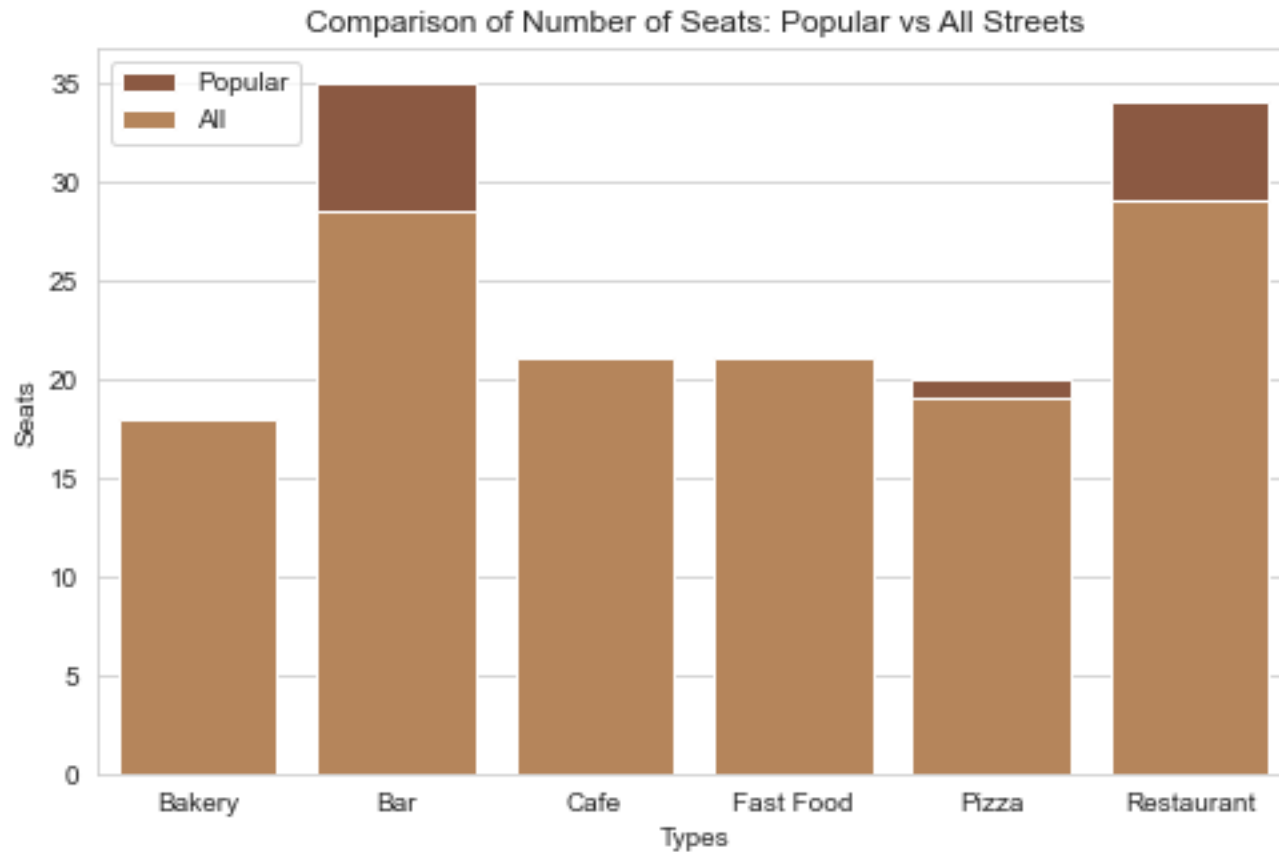


- Restaurant and bars have similarly high number of seats
- Although we see high number of seats in popular fast food chains, most of them have between 20-30 seats
- As shown before, most café have 20-25 seats

West Sunset Boulevard and West Pico Boulevard are the most popular streets



Popular Streets vs All Streets



- Average number of seats in restaurant and bars show less than 10 seats difference between the venues in popular streets and all streets
- Bakery, Café and Fast Food have similar average number of seats