Robot-cafe in LA

Prospects on the market
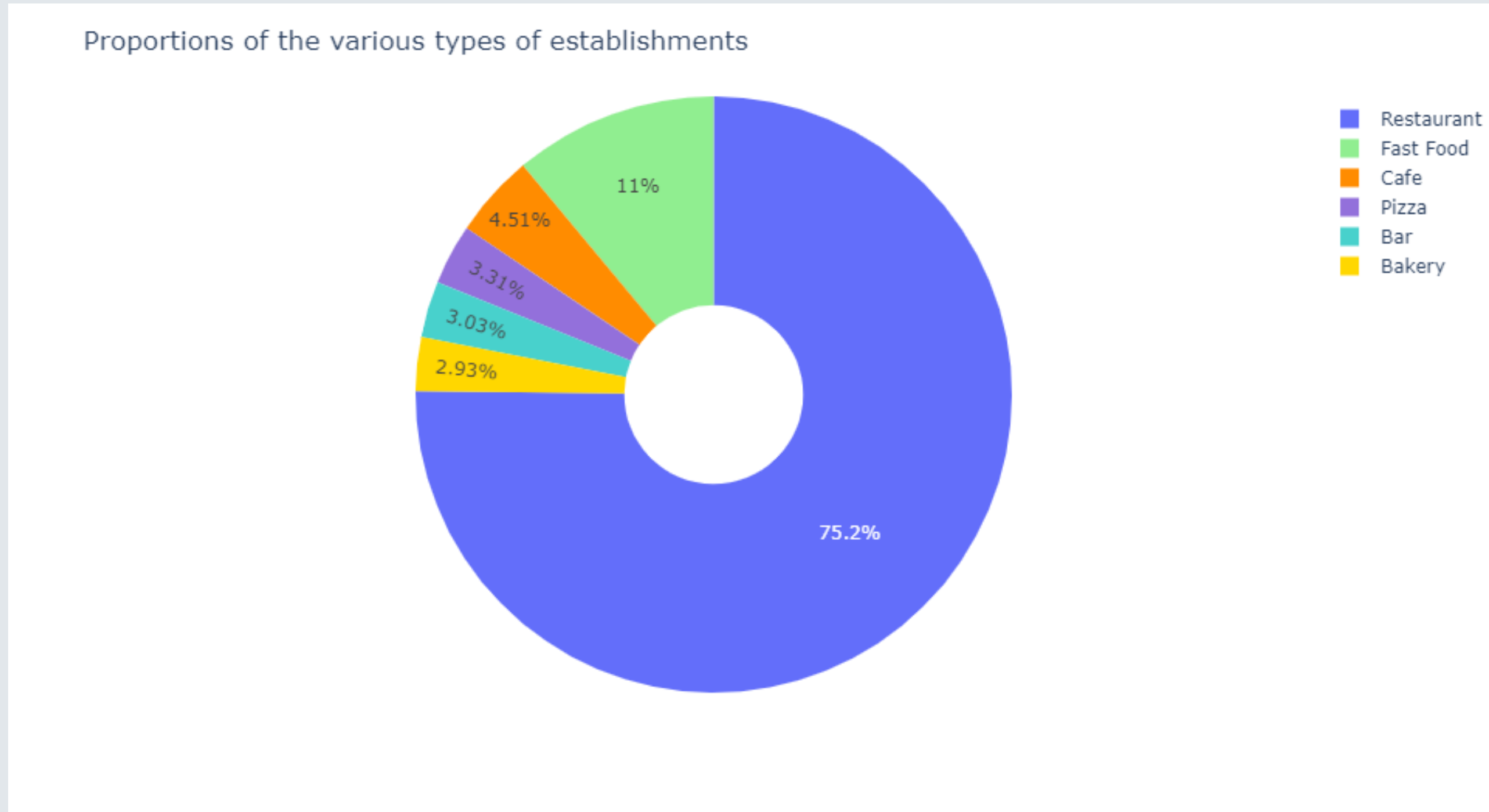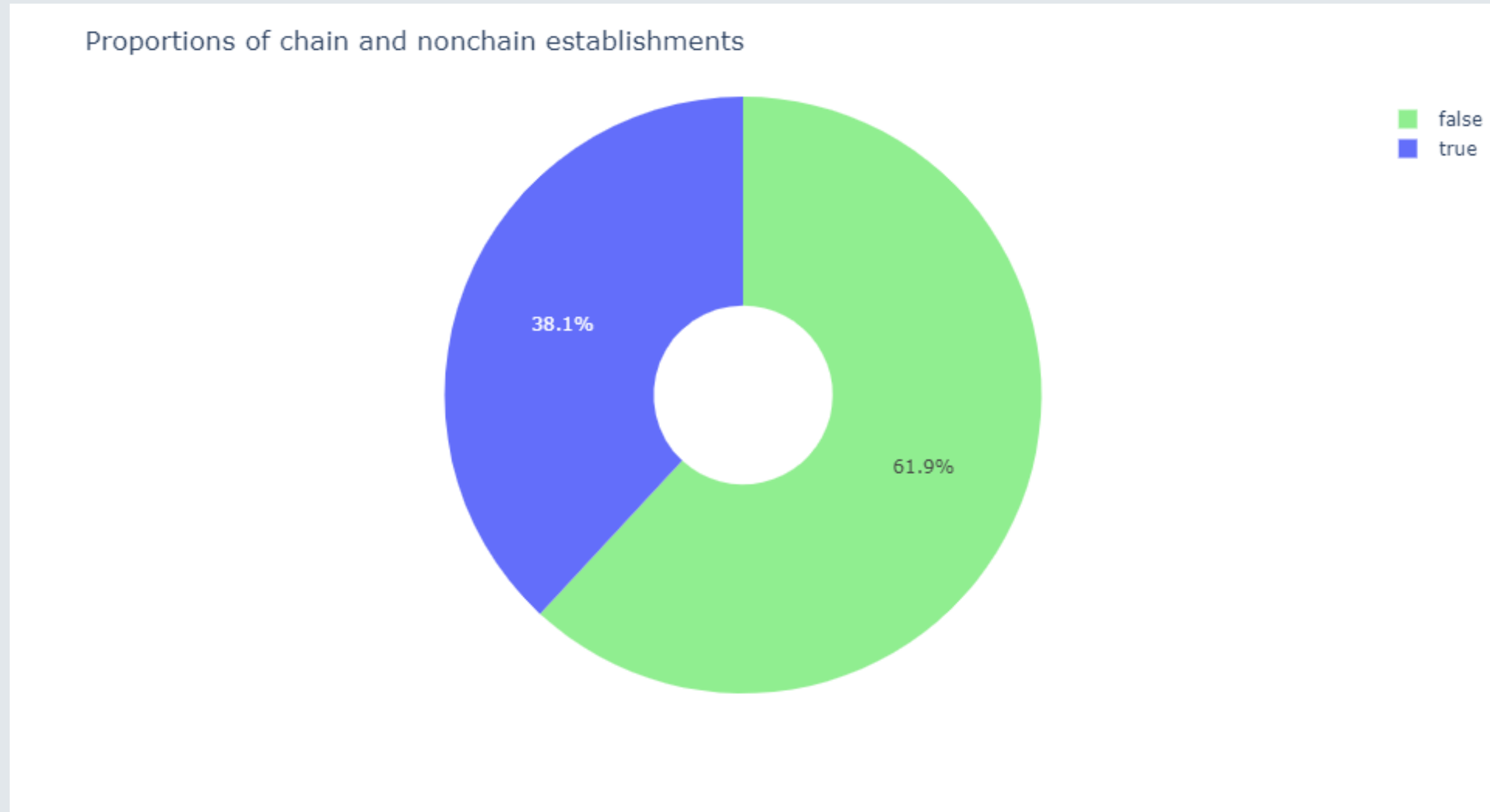
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Type of establishments in Los Angeles

Proportions of the various types of establishments

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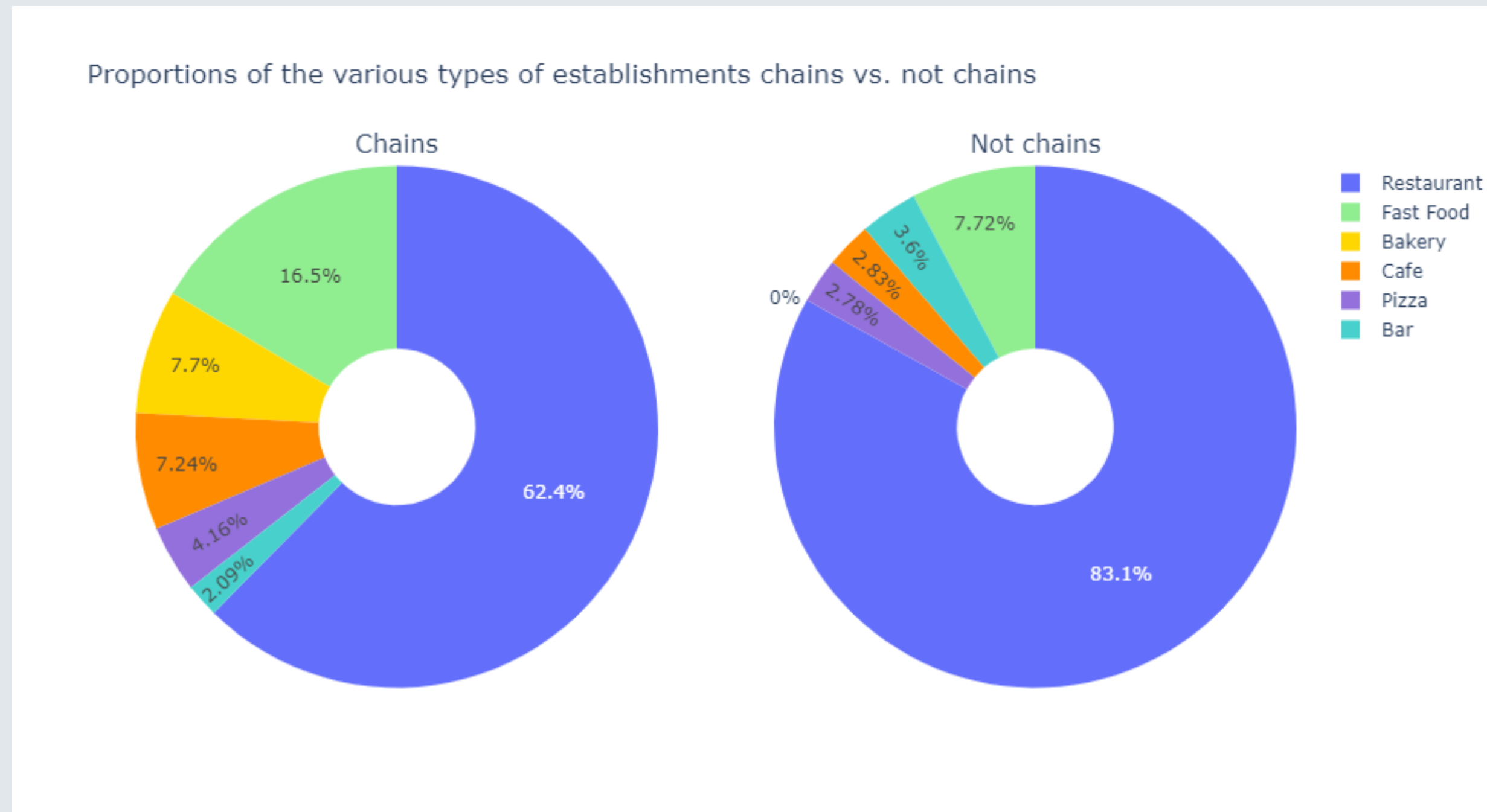- Bakery

11%

4.51%

3.31%

3.03%

2.93%

75.2%

Restaurants have the highest share on the Los Angeles between all establishments (75.1%), followed by Fast Food (11%), Cafe (4.5%), Pizza (3.3%), Bar (3%) and Bakery (2.9%).

Proportions of chain and nonchain establishments

Proportions of chain and nonchain establishments

The share of individual establishments in total number of establishments in LA is higher than that of chains (61.9% vs. 38.1%) in terms of establishments' amount.
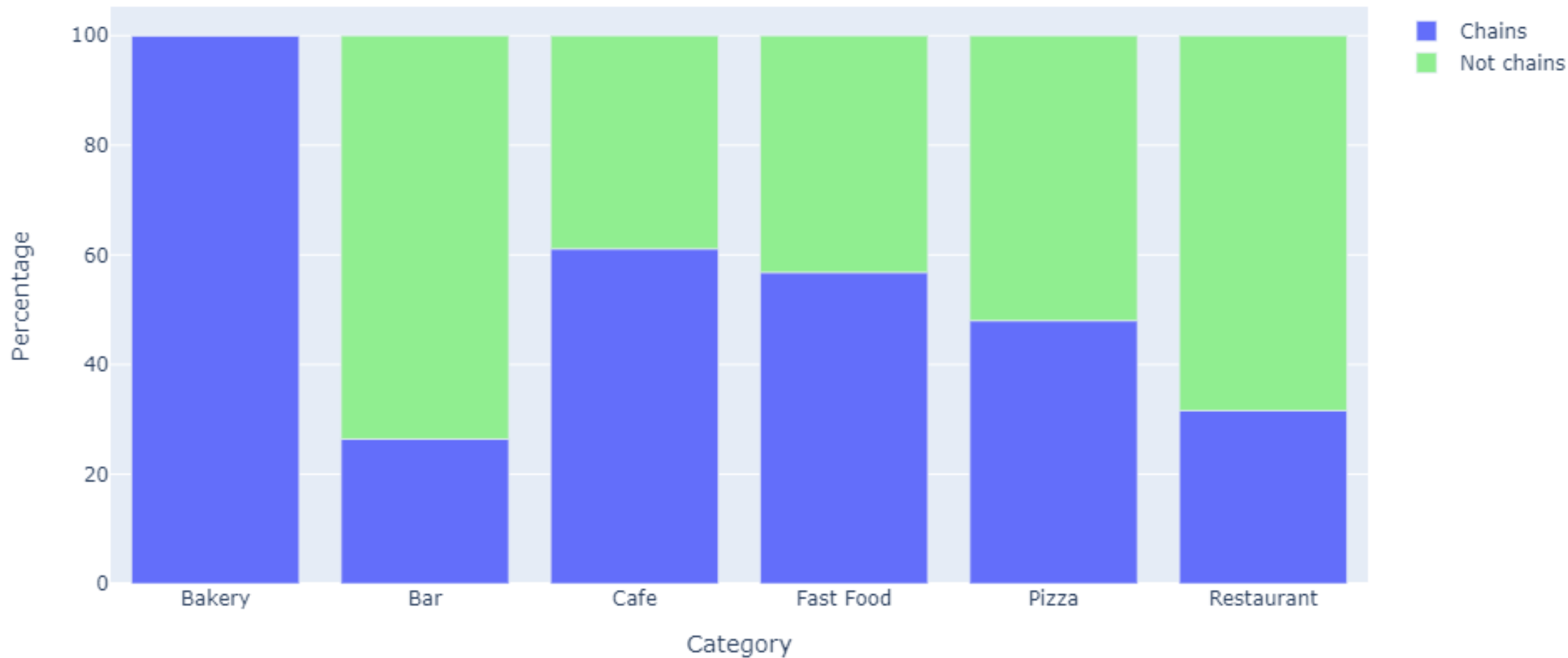
Typical chain type compared to non-chain

Proportions of the various types of establishments chains vs. not chains

Chains

62.4%
16.5%
7.7%
7.24%
4.16%
2.09%

Not chains

83.1%
7.72%
3.6%
2.83%
2.78%
0%

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

Chains have significantly lower share of restaurants compared to share of not-chains venues (62.4% vs. 83.1%), higher share of fast food, cafe and pizza venues. It seems that all bakery venues belong only to chains. We will consider each type of venues separately.
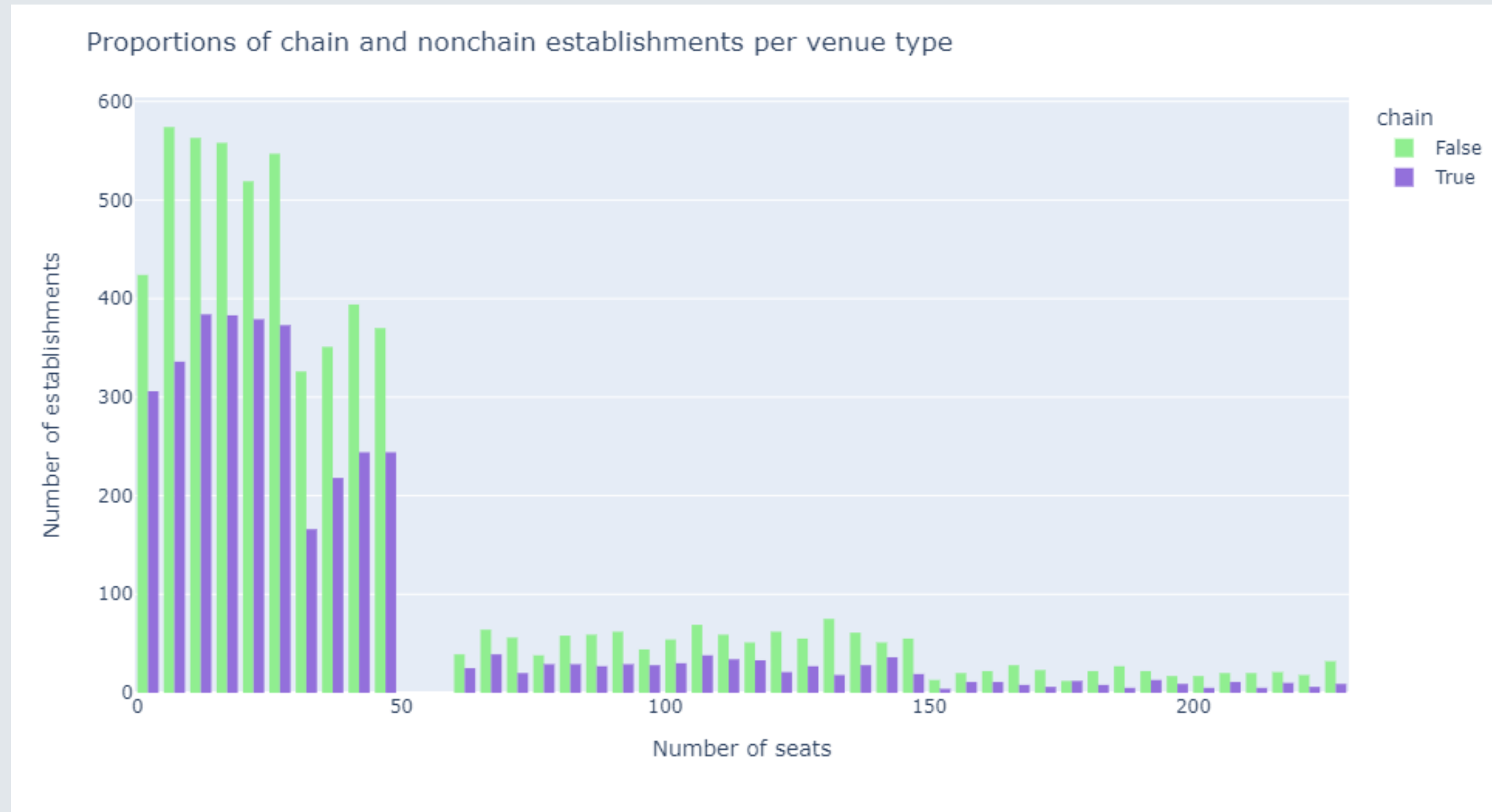
Chains vs. non-chains per venue type

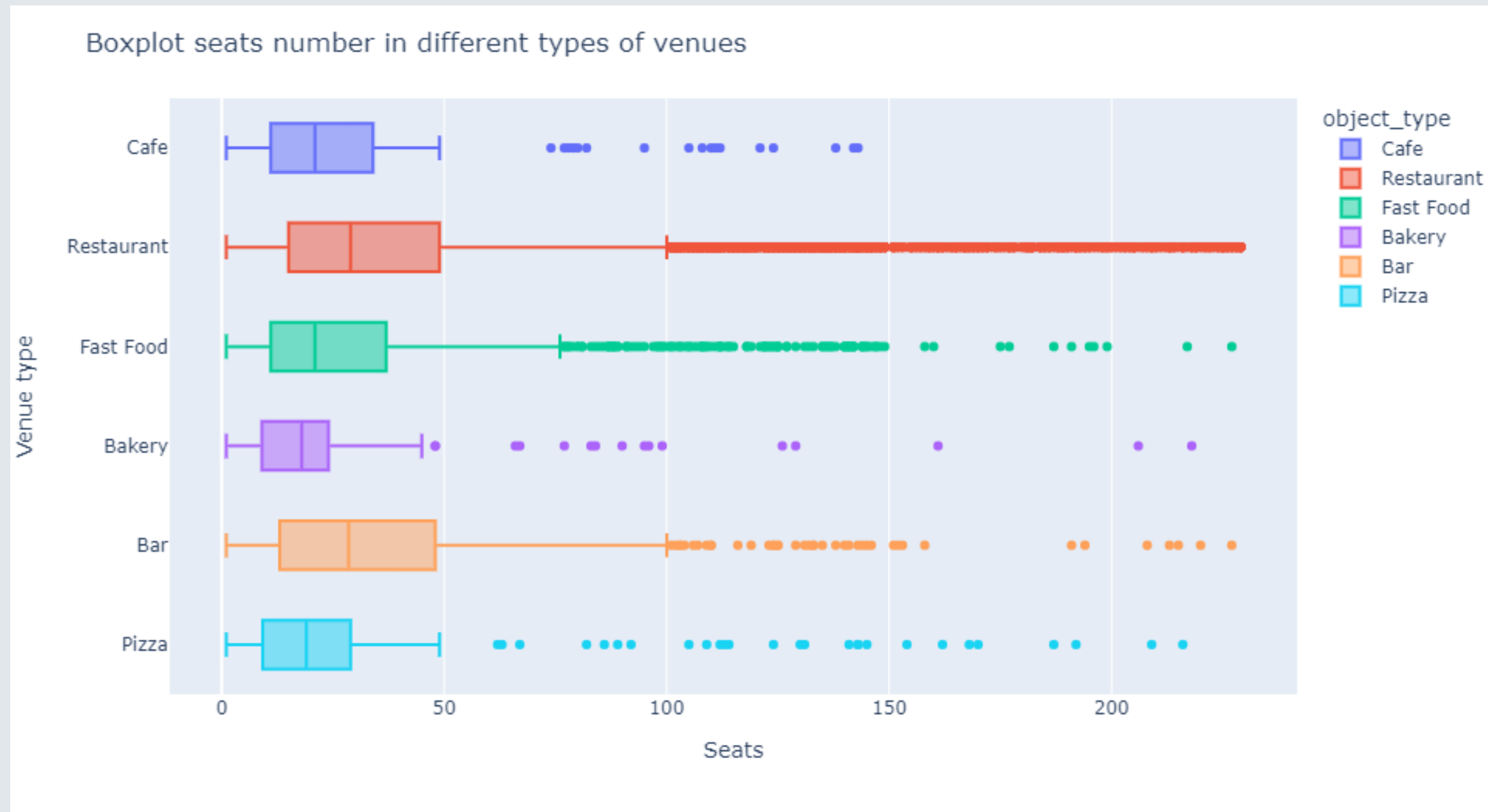Proportions of chain and nonchain establishments per venue type

- **All bakeries belong to chains**
- **Bars only 26.4% belong to chains, the rest (73.6%) are separate establishments**
- **Cafes have the highers share of chains after bakeries (61.1% vs. 38.9% separate venues)**
- **Fast foods have the 3d place in the share of chains (56.8%)**
- **Pizzas 48% are chains and 52% are separate establishments**
- **Restaurants have the lowers after bars share of chains (only 31.6%).**

Chains vs. non-chains seating

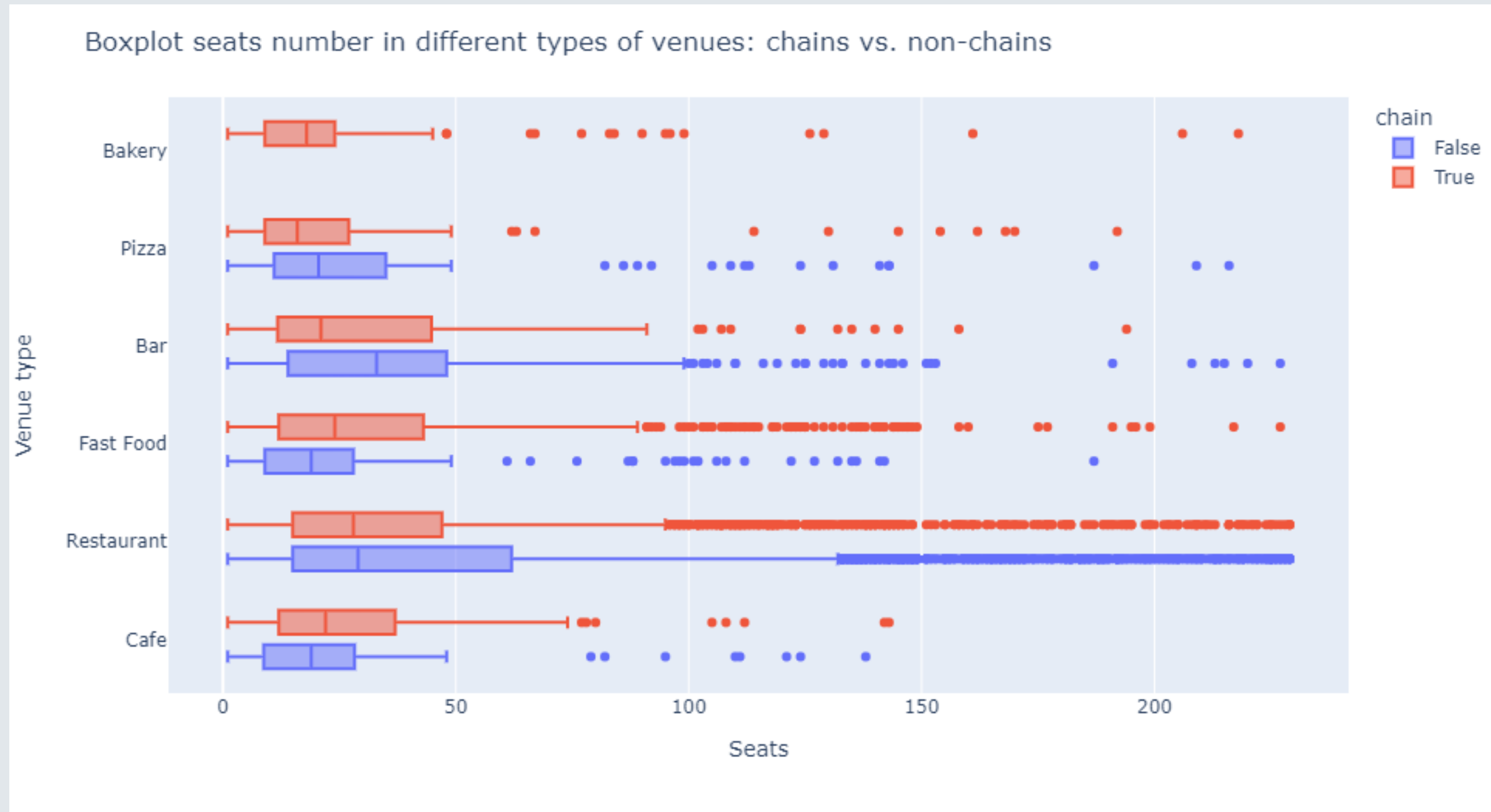Proportions of chain and nonchain establishments per venue type

We can see that non-chains trend to have more seats in all sizes, but difference becomes more smooth with a growth of seats number. We see interval from 49 seats in restaurant to 60, so none of the restaurant in LA has this amount of seats. This could be due to ecomonical reasons of maybe specifics of taxation considerations.

Seats distribution by venue type

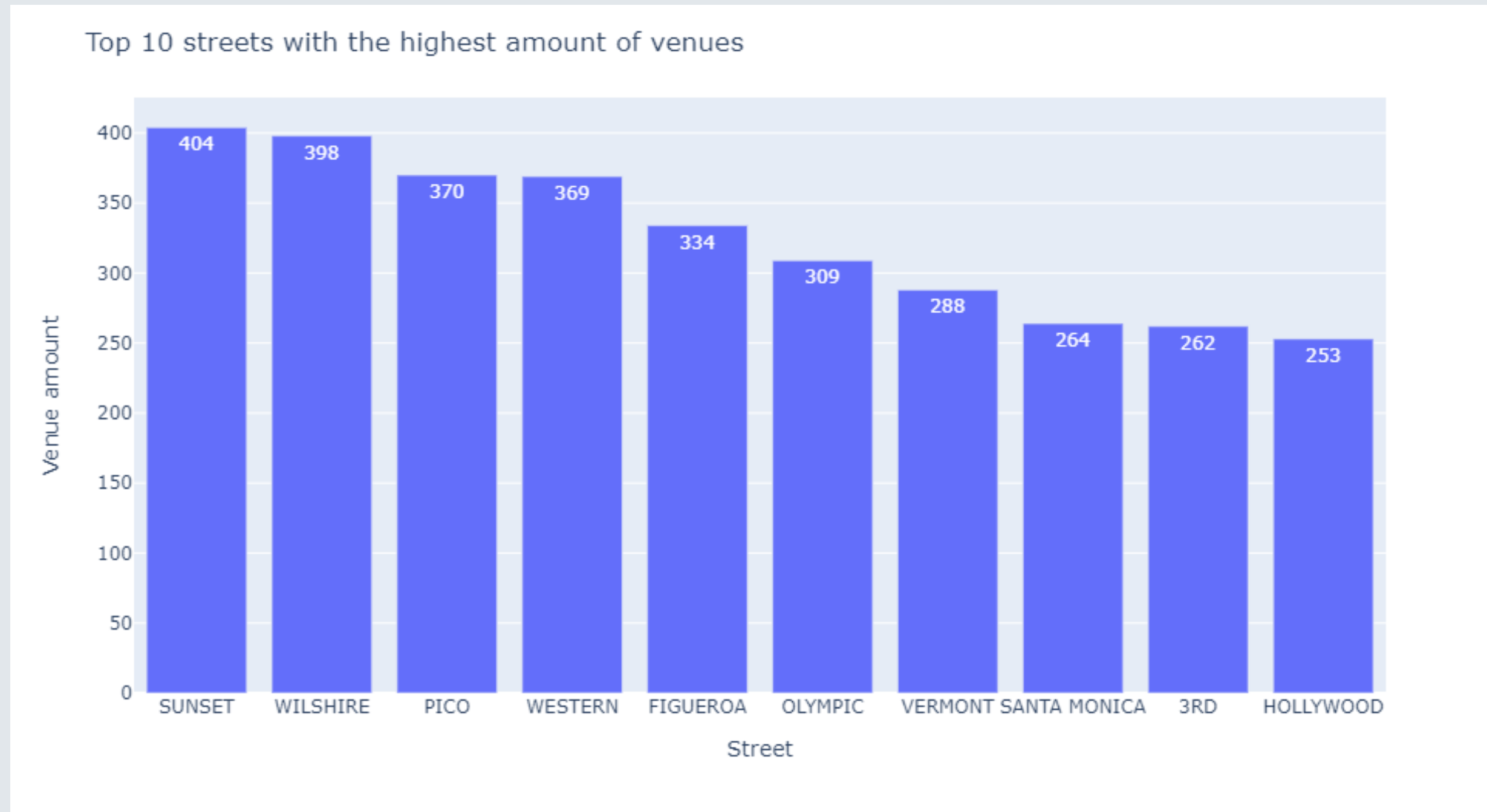Boxplot seats number in different types of venues

Restaurants and bars not only have the highest median, but they also have the biggest interquartile range and fluctuations in the number of seats, when bakery has the lowest. Fast food and cafes have the same median, but Fast foods have bigger IQR. It would be interesting to see the split by chains and non-chains venues.

Seats distribution chains/nonchain comparison

Boxplot seats number in different types of venues: chains vs. non-chains

- **For bars and pizzas non-chains have higher number of seats compared to chains**
- **For restaurants two medians are very close (28 chains vs. 29 non-chains)**
- **For fast foods and cafes chains have higher number of seats**
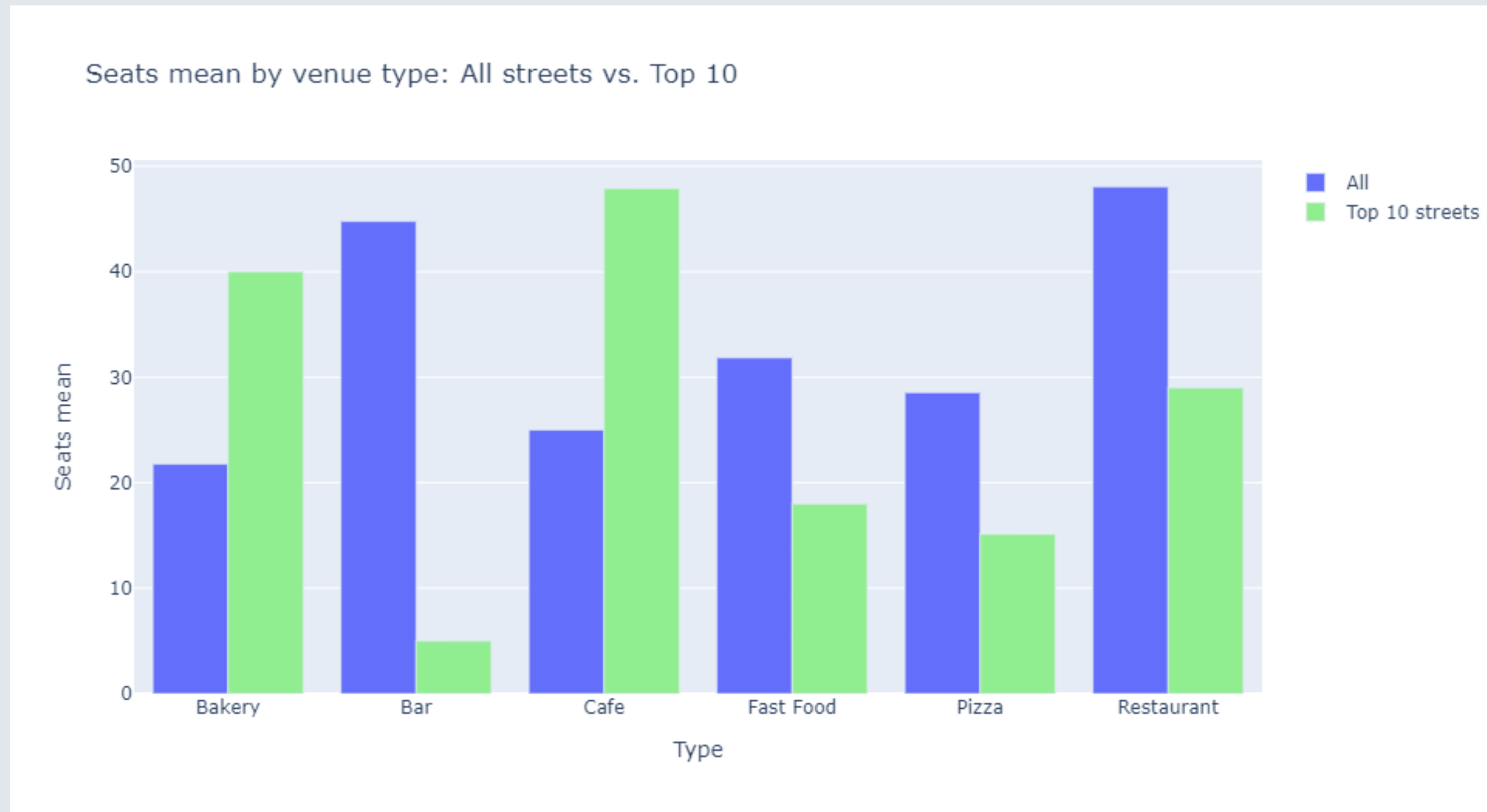
Top 10 most crowded streets

Top 10 streets with the highest amount of venues

- **Streets SUNSET, WILSHIRE and PICO have the highest amount of venues**
- **SANTA-MONICA, 3RD, HOLLYWOOD have the lowest number of venues among 10 most crowded streets**

Seats distrupution in most crowded streets

Top 10 streets with the highest amount of venues

- **HOLLYWOOD has the highest average seat amount, inspite that it takes only 10th place by the total number of venues;**
- **WILSHIRE takes the second place in both nominations: total number of venues and average number of seats;**
- **SUNSET has only 4th place in seats mean when by number of venus it has first place;**
- **The average seat amount ranges from 35 to seats**

Seats distrupution comparison

Seats mean by venue type: All streets vs. Top 10

- **Bakeries and cafes have significantly higher seats mean compared to the city in total**
- **Bars have extremly lower seats average in top 10 streets compared to the all city**
- **Fast foods, pizzas and restaurants have lower seats mean in top 10 streets compared to the average in the city.**

Conclusion:

- **Robot-cafe can provide fast service and food preparation so high customer traffic is the key to the success. At the same time we have limitation of seats number and number of venue, since we are only starting up**

- **The most promising venue type for our project is fast food or pizza, since both of them suppose high share of take away, simple and short menu , relatively low number of seats**

- **We can see on the example of the top 10 streets by venue number, that that are relativly high share of fast food and pizza venues (13% of the total venue number) that have pretty low seats mean (18 and 15 respectivly)**

- **We can consider following streets from the top 10 for our project: PICO, SANTA-MONICA and 3RD, since they have relatively low seats mean and high customer traffic**

Thank you!