

Robot Run Café in LA

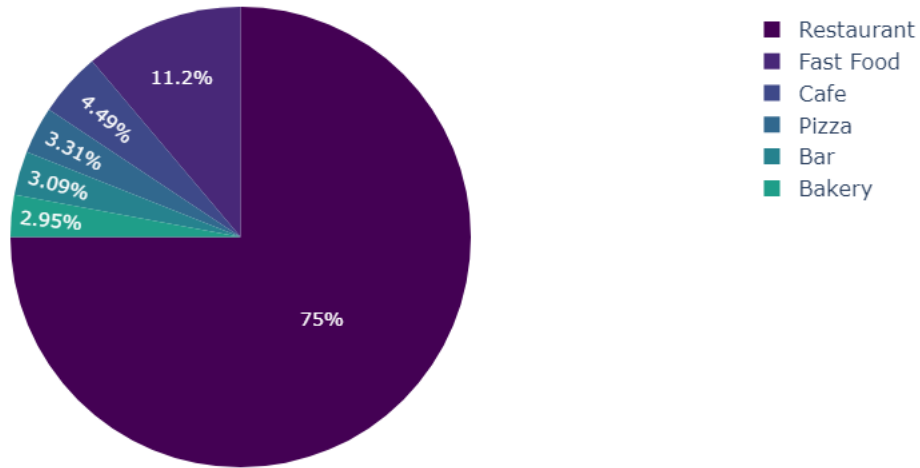
Market analysis of Los Angeles based eateries by type, whether a chain, location, and size.

Conclusions & Recommendations

- The dataset contains **9,391** eateries in Los Angeles
- 75% of eateries are dubbed “Restaurants”
- 37% of eateries are chains
- Most eateries have less than 50 seats, and within those, the average eatery has about 20
- 27% of eateries are located on one of the top 10 streets

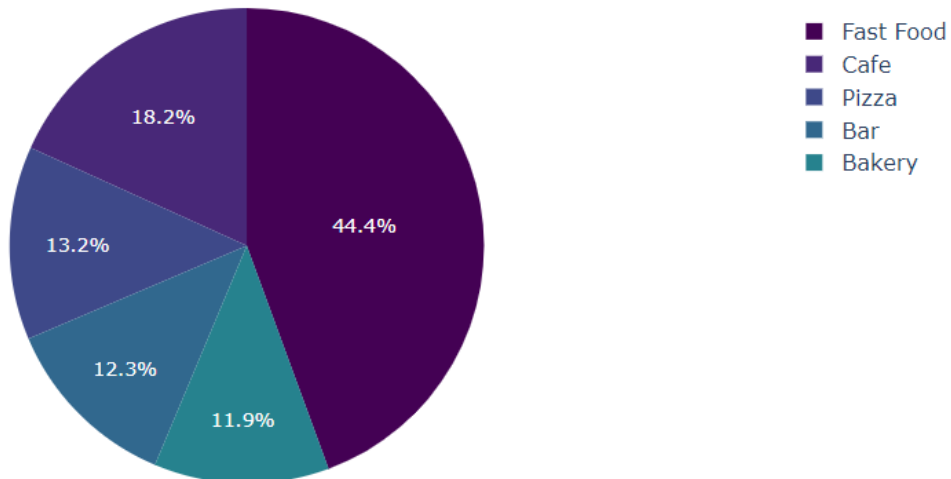
Most eateries are “Restaurants”

Proportion of Types of Eateries



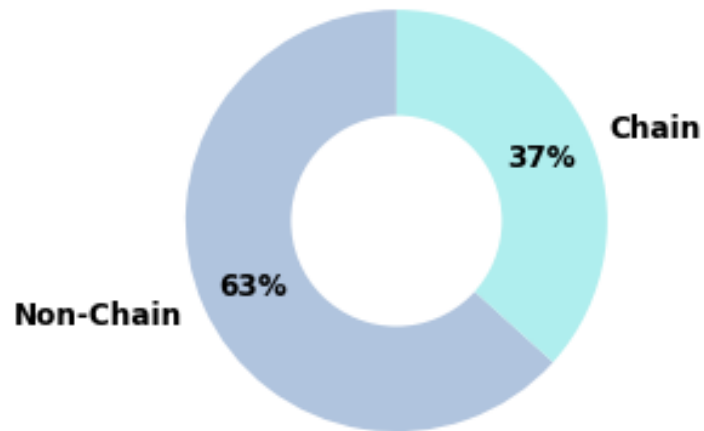
- While most eateries are dubbed “Restaurants”, I am concerned this is a catch-all category as the term is not defined
- Without “Restaurants”, “Fast Food” followed by “Café” are the largest eatery types
- The difference between the sizes of the remaining 3 categories (“Pizza”, “Bar”, and “Bakery”) lacks significance

Proportion of Types of Eateries Without “Restaurants”



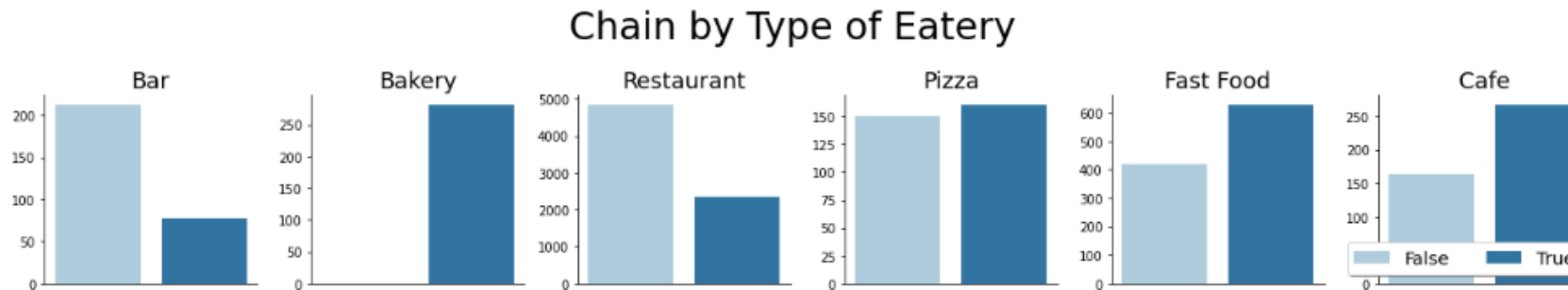
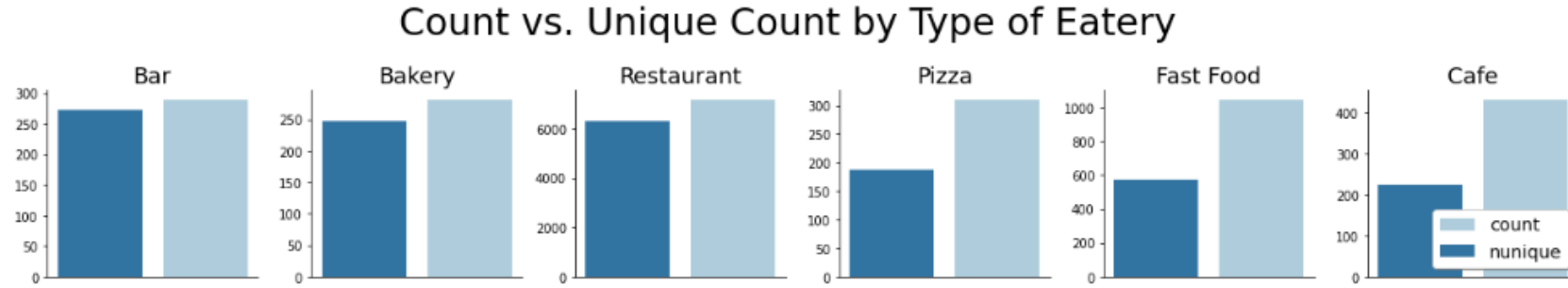
Most eateries are not part of a chain

Proportion of Chain Eateries



- 61% of eateries are not a part of a chain, while 39% are.

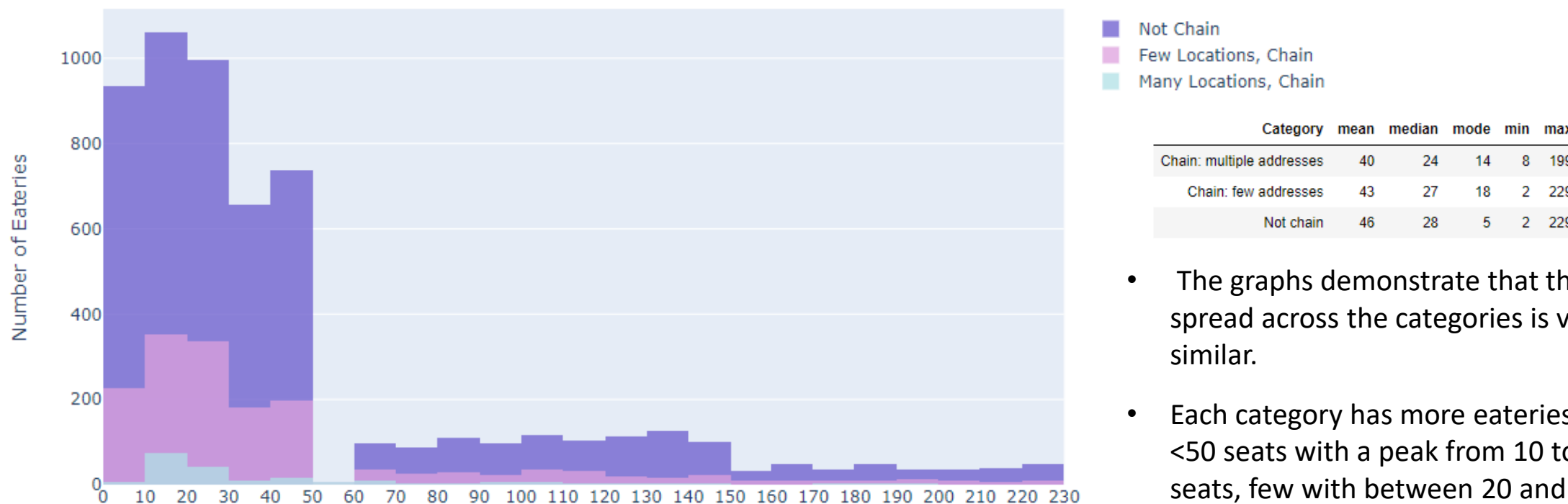
Fast Food venues, Cafes, and Pizza shops have a higher percentage of chains, or multiple locations than the remaining three



- In the first graph, the size of the gap the bars demonstrates the amount of eateries with multiple locations for each type, i.e., potentially a chain. Fast Food, Cafes, and Pizza eateries had wider gaps which intuitively makes sense as they are more likely to be chains than Bakeries, Bars, and Restaurants
- However, the breakdown in the second graph indicates that Bakeries are all chains and Pizza shops have few (which I addressed in my recommendations to the engineers)

Chain/Number of locations did not affect the average number of seats for an eatery

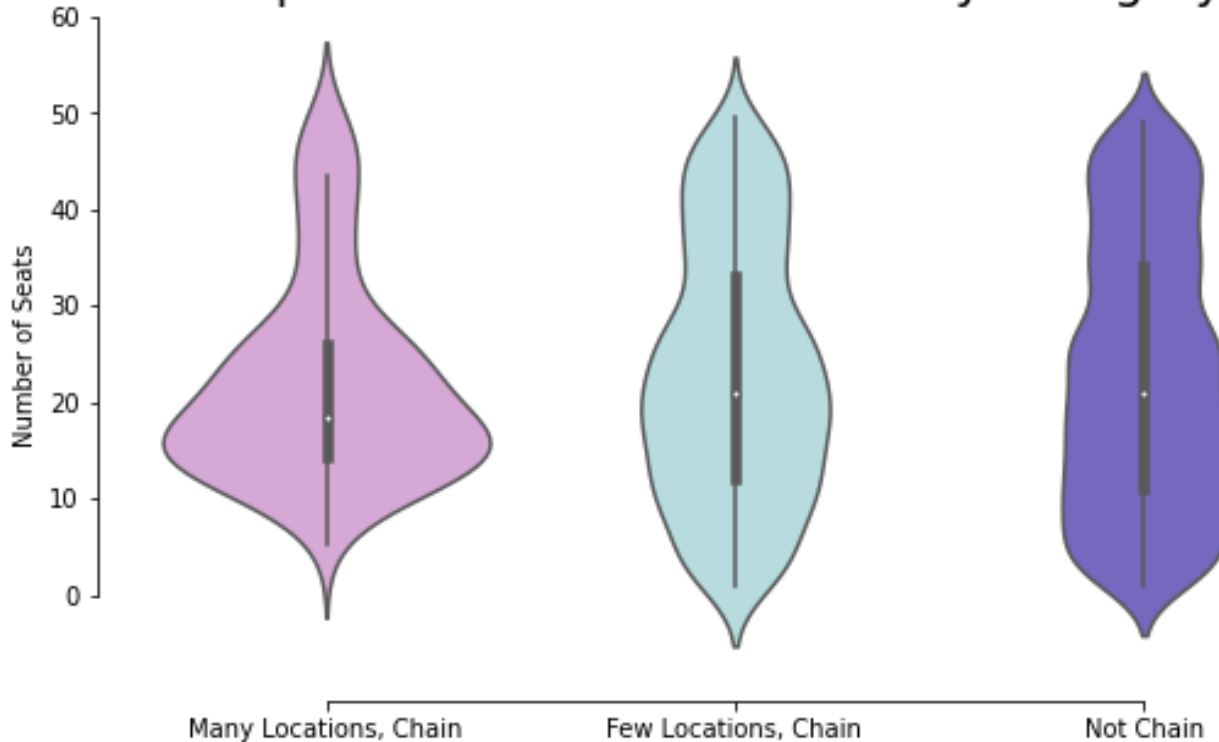
Histogram of Number of Seats by Category



- The graphs demonstrate that the spread across the categories is very similar.
- Each category has more eateries with <50 seats with a peak from 10 to 20 seats, few with between 20 and 30 seats, and a small increase between 40 and 50.

Chains with many locations tend to have fewer seats than chains with few location and non-chains.

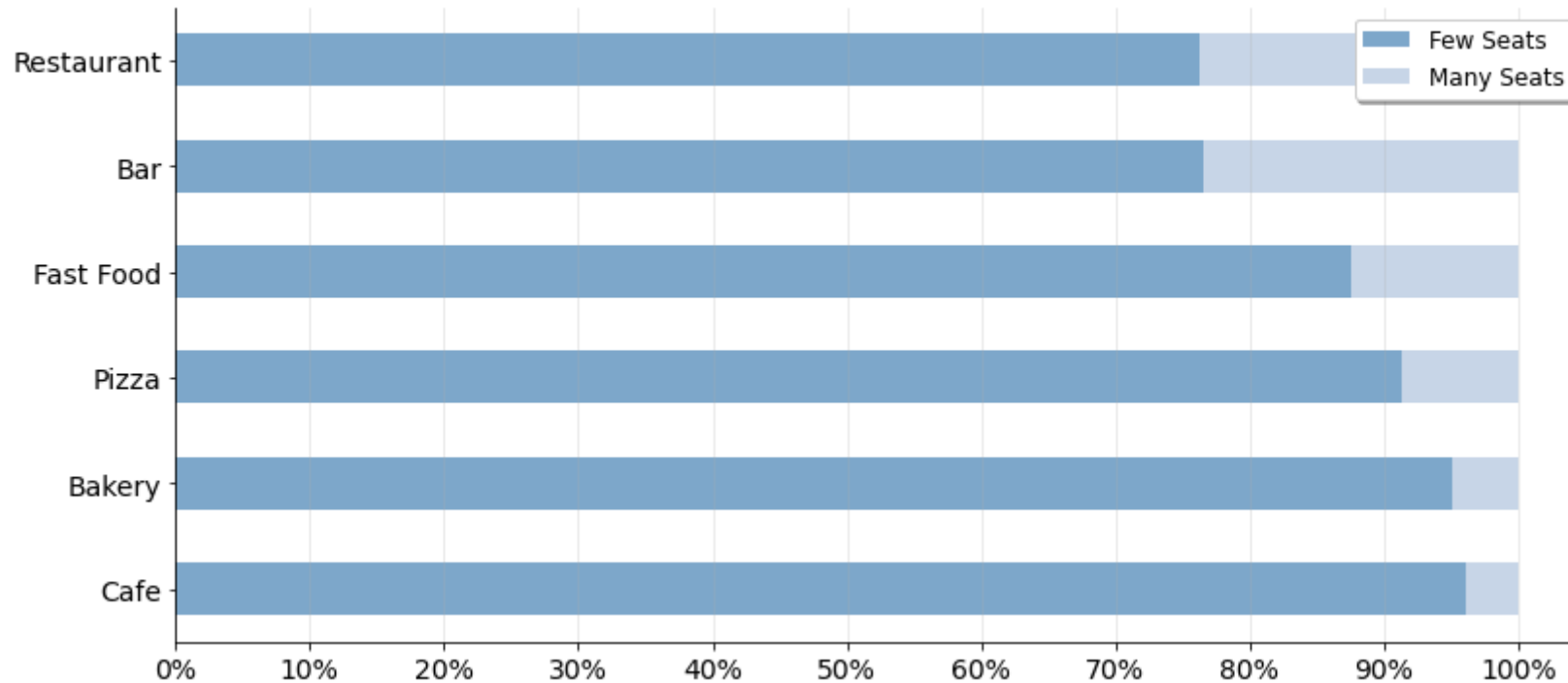
Spread of Number of Seats by Category



- The "Many Locations, Chain" category is bottom heavy meaning that it tends towards few seats within the eateries that have ≤ 50 seats.
- The 2 categories with fewer locations seem to follow a more similar, more evenly spread pattern with regard to seats.
 - However, the "Few Locations, Chain" category is more similar to the "Many Locations, Chain" than "Not Chain" is to the "Many Locations, Chain" category. It looks like the violin is being squeezed meaning that the weight towards the bottom becomes less and less as the category moves farther away from being a chain.

Restaurants and Bars are most likely to have more than 50 seats

Proportion of Number of Seats by Types of Eateries

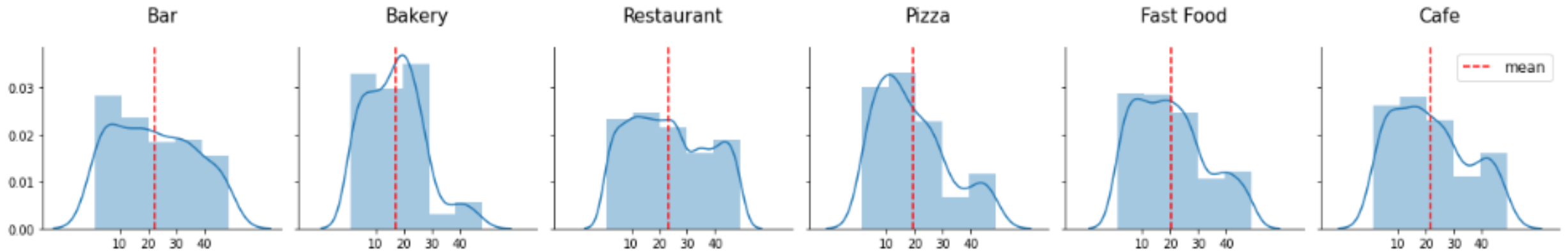


Restaurants and bars are most likely to have more than 50 seats

Less than 90% of pizza shops, bakeries, and cafes have fewer than or equal to 50 seats, with fast food hovering around 88%.

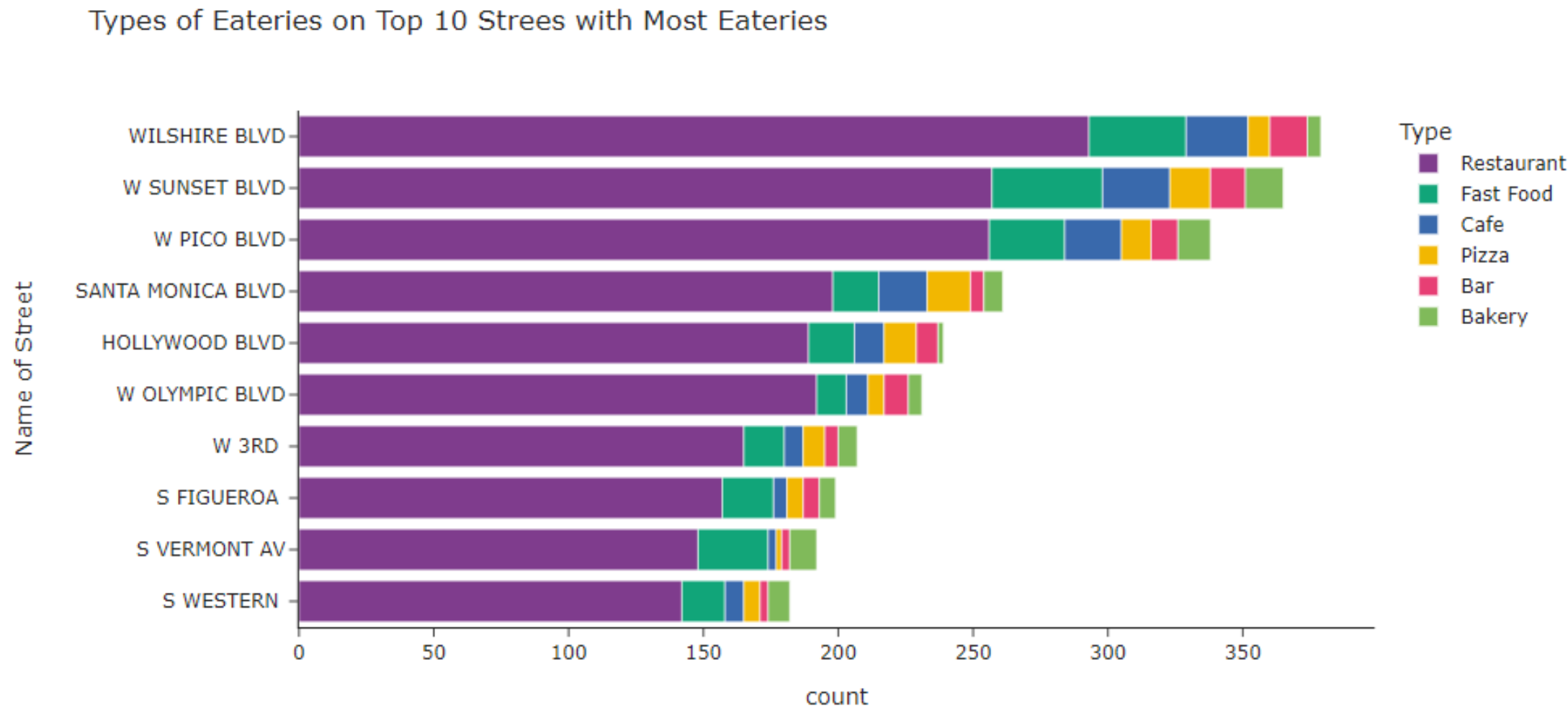
Within eateries with ≤ 50 seats, type may be correlated with number of seats

Number of Seat Distribution by Type of Eatery



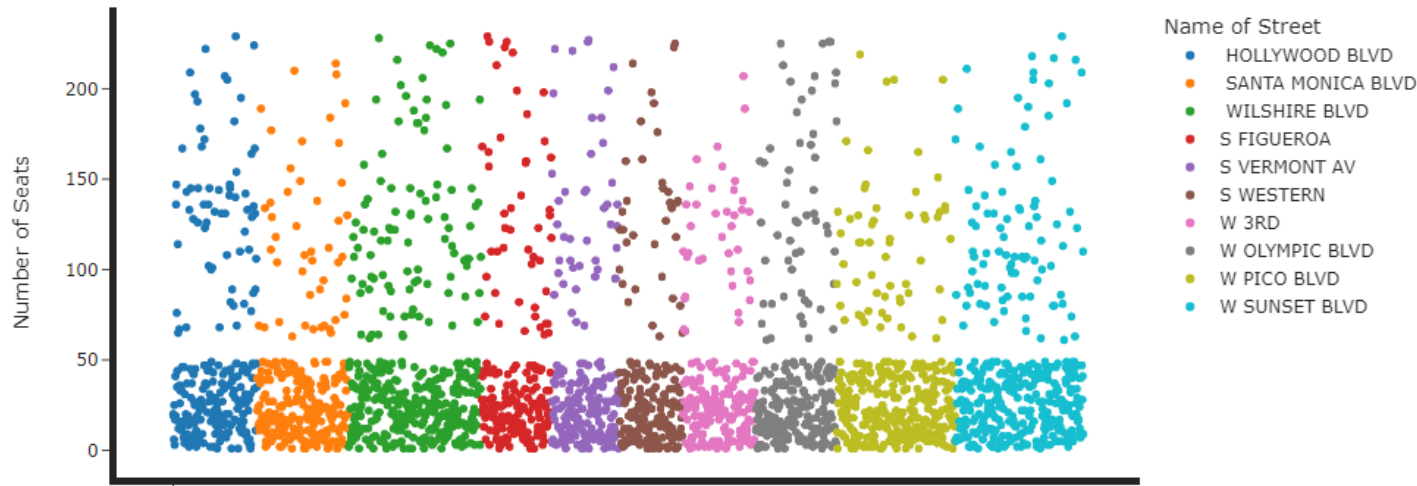
- When only considering eateries with 50 seats or less, all types average around 20 seats
- The number of seats distribution for Restaurants doesn't really depict a pattern which supports my earlier concern that it's a catch all category
- Bakeries, then pizza shops most heavily trend towards fewer seats
- Fast food, bars, and cafes have more of an even spread, but maintain a right skew, i.e., trend towards fewer seats
- Up to 20 seats seems to be most popular

While the top 10 streets account for only 1% of the total streets, 27 % of eateries are located on one of them.



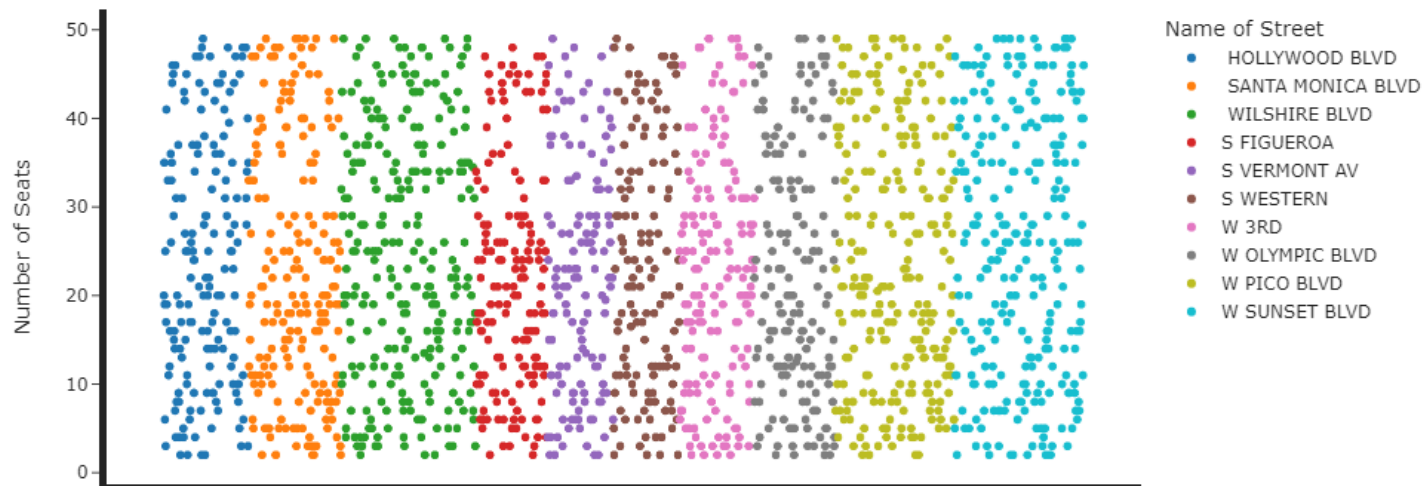
No relationship between location and size of eatery

No Pattern to Number of Seats at Each Eatery on Top 10 Streets



- 2,022 or 78% of eateries have ≤ 50 seats
 - When broken down further by individual street, all streets hover around this number (min=71%, max=86%).
 - This is not different than the whole population which hovers around 79% with few seats.

No Pattern to Number of Seats at Each Eatery on Top 10 Streets for Locations with ≤ 50 Seats



- There are no meaningful differences in number of seats per eatery by street