

L.A. Food Market Research

**Practicum 100 in Germany: Telling a Story Using Data
by Vadim Fridman**

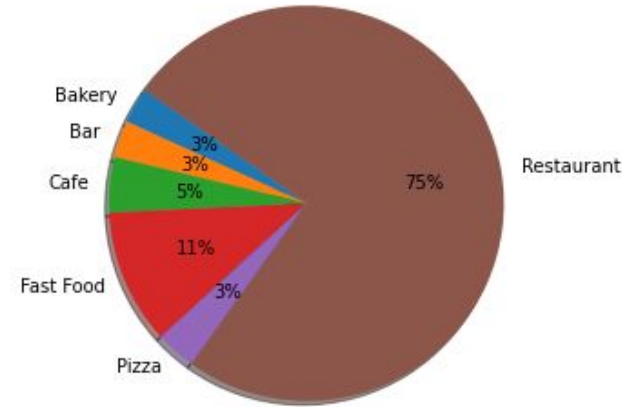
Task

- We've decided to open a small robot-run cafe in LA
- The project is promising but expensive, so we are trying to attract business angels
- The investors are interested in the current market conditions in order to determine if we will be able to maintain your success when the novelty of robot waiters wears off

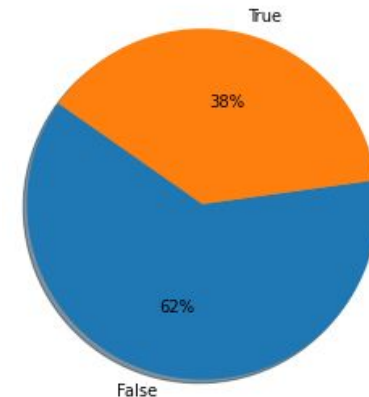
Analysed data

- The data analyzed was regarding food establishments in the LA area
- The most popular types of establishments are restaurants: 75% of market share
 - The remaining establishments make up less than 15% of the market
- Most establishments (more than half) are not chain establishments

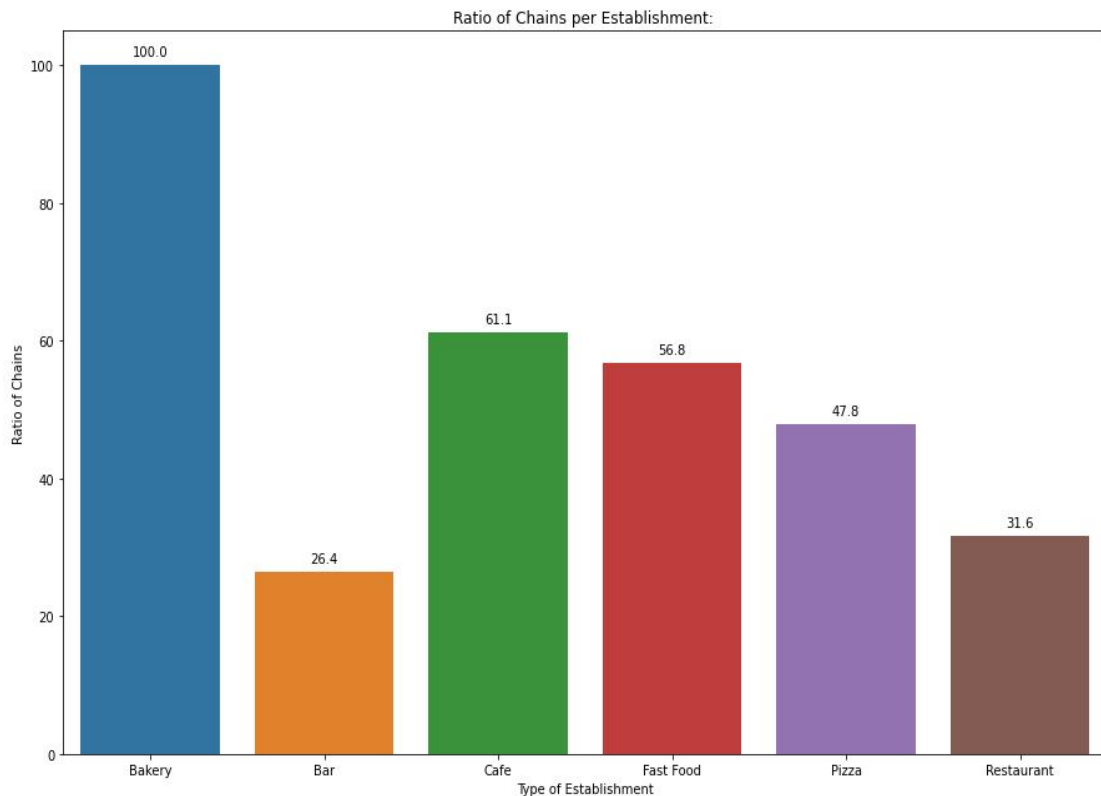
Types of establishments



Chain and Non-Chain Establishments

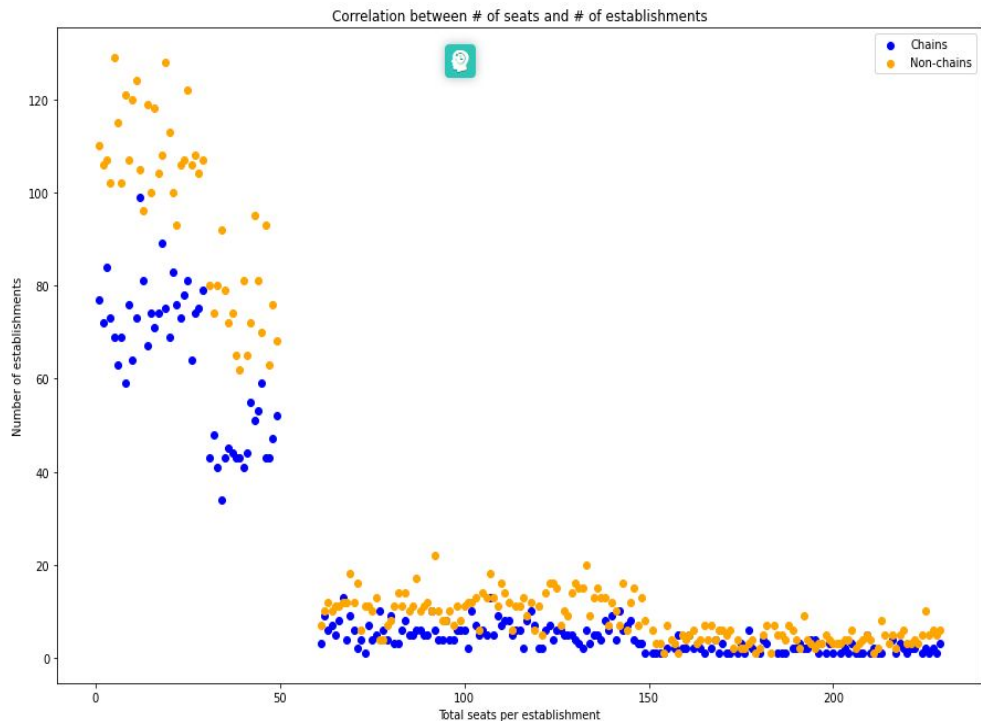


Chain Establishments



- Large share of the establishments are part of a chain
- In LA, all of the bakeries belong to a chain, as well as more than half of cafes and fast food.
 - Less than half of pizza places, restaurants and bars are part of a chain.

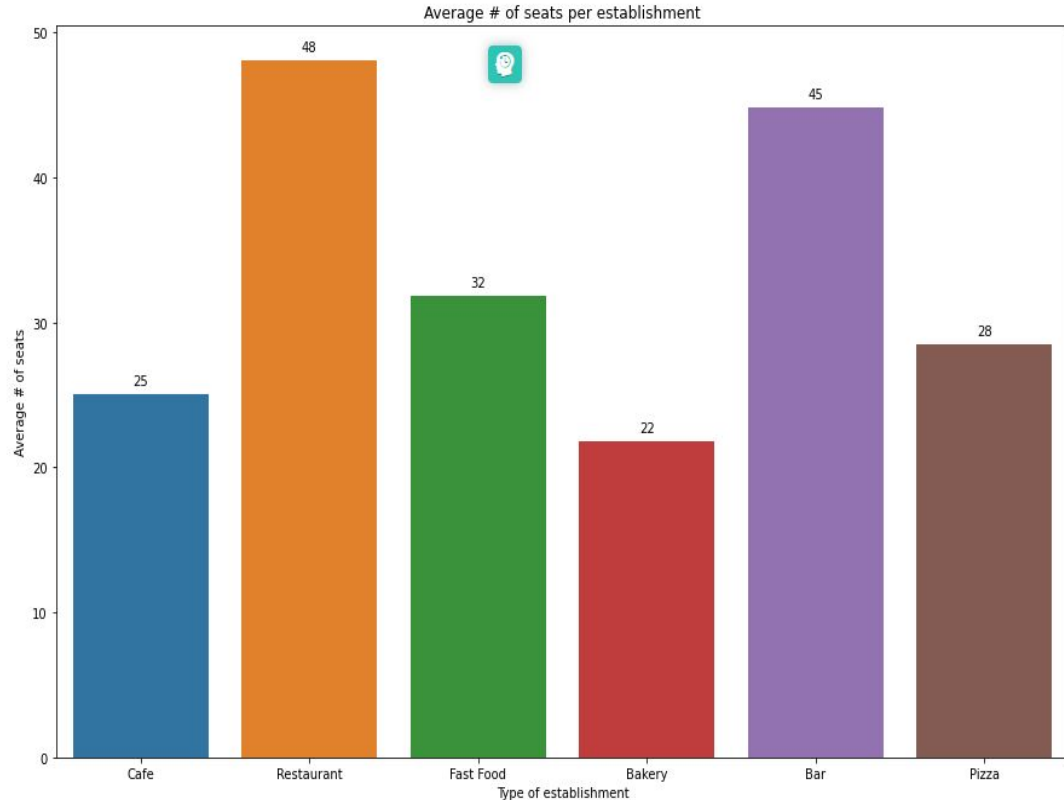
What characterizes chains?



- In general, most establishments have 50 or less seats
- However the non-chain establishments typically have more seats than the chain establishments
- Chains seem to be characterized by many locations with a small number of seats

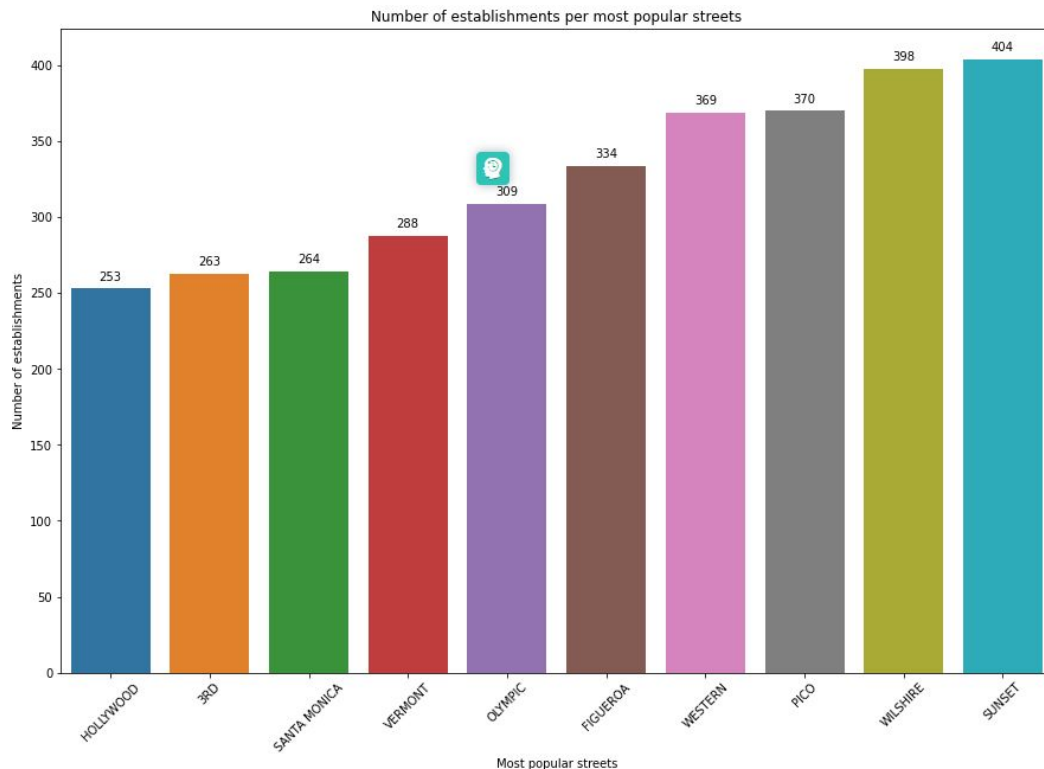
Seats in Establishments

- The average number of seats per establishment type can be seen on the graph
- Restaurants and bars have an average of about 50 seats per place, while fast food, pizza, cakes, and bakeries have far less seats per location

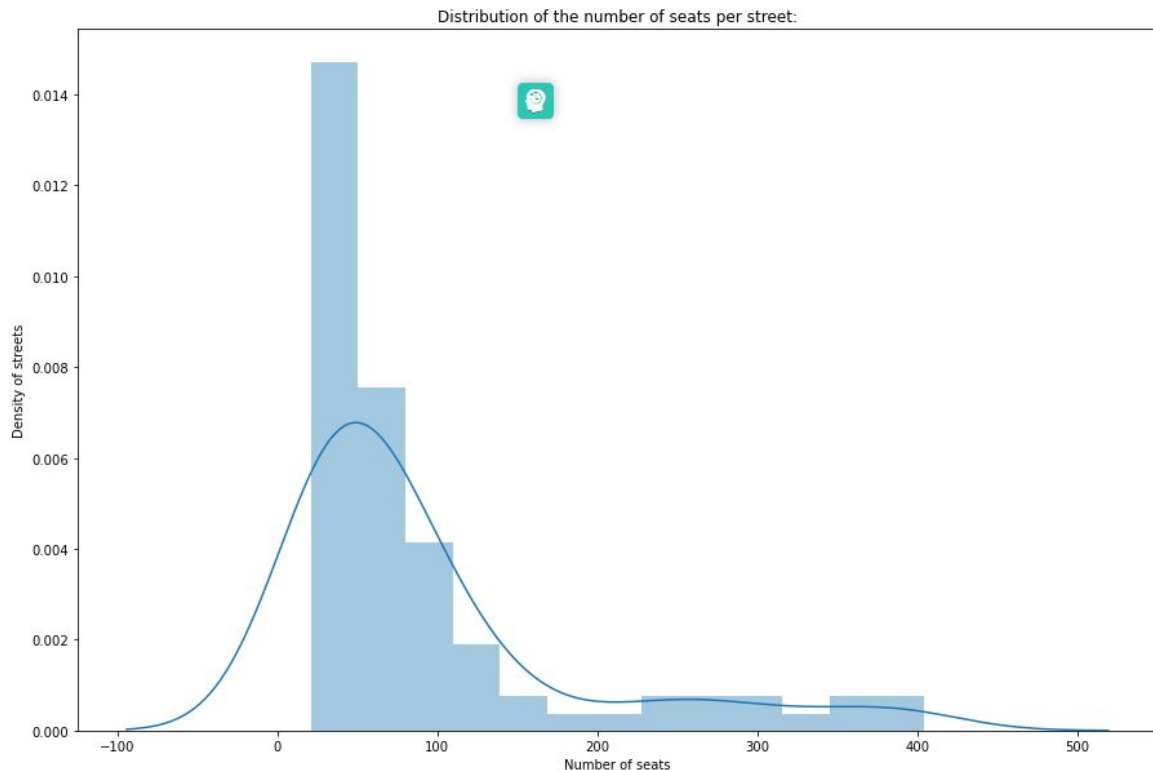


The most popular Streets

- The 10 most popular streets for food establishments can be seen on this graph
- Sunset Blvd comes in first, with over 400 establishments.
 - 5 other streets with 300+ locations each



Number of seats on most popular streets



- For streets with a lot of establishments, most of those locations have 100 or less seats
- In fact, it seems that many of those establishments have between 20 to 50 seats

Conclusion

- After an analysis of current food establishment market in L.A., we are still considering an opening of a cafe or a restaurant that is located on any one of those 10 most popular streets mentioned above