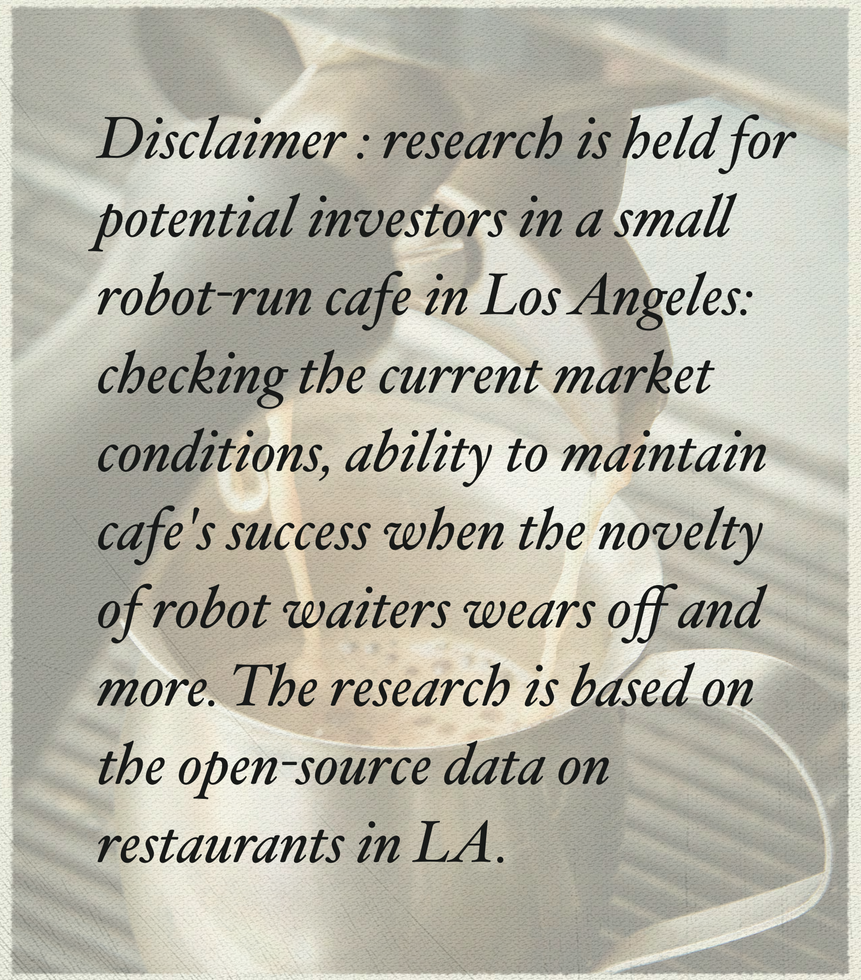
Market Research on a Small Robot-Run Cafe in Los Angeles

Yulia Sheveleva for Yandex100 Practcum

Content

- General conclusion
- Various types of establishments
- Chain vs Non-chain establishments
- Type of establishment as a typical chain
- Characteristics of chains: many establishments with a small number of seats or a few establishments with a lot of seats
- Which type of restaurant has the greatest number of seats
- Top 10 streets by number of restaurants
- Streets with any restaurants and seats distribution
- Suggestion



Disclaimer : research is held for potential investors in a small robot-run cafe in Los Angeles: checking the current market conditions, ability to maintain cafe's success when the novelty of robot waiters wears off and more. The research is based on the open-source data on restaurants in LA.

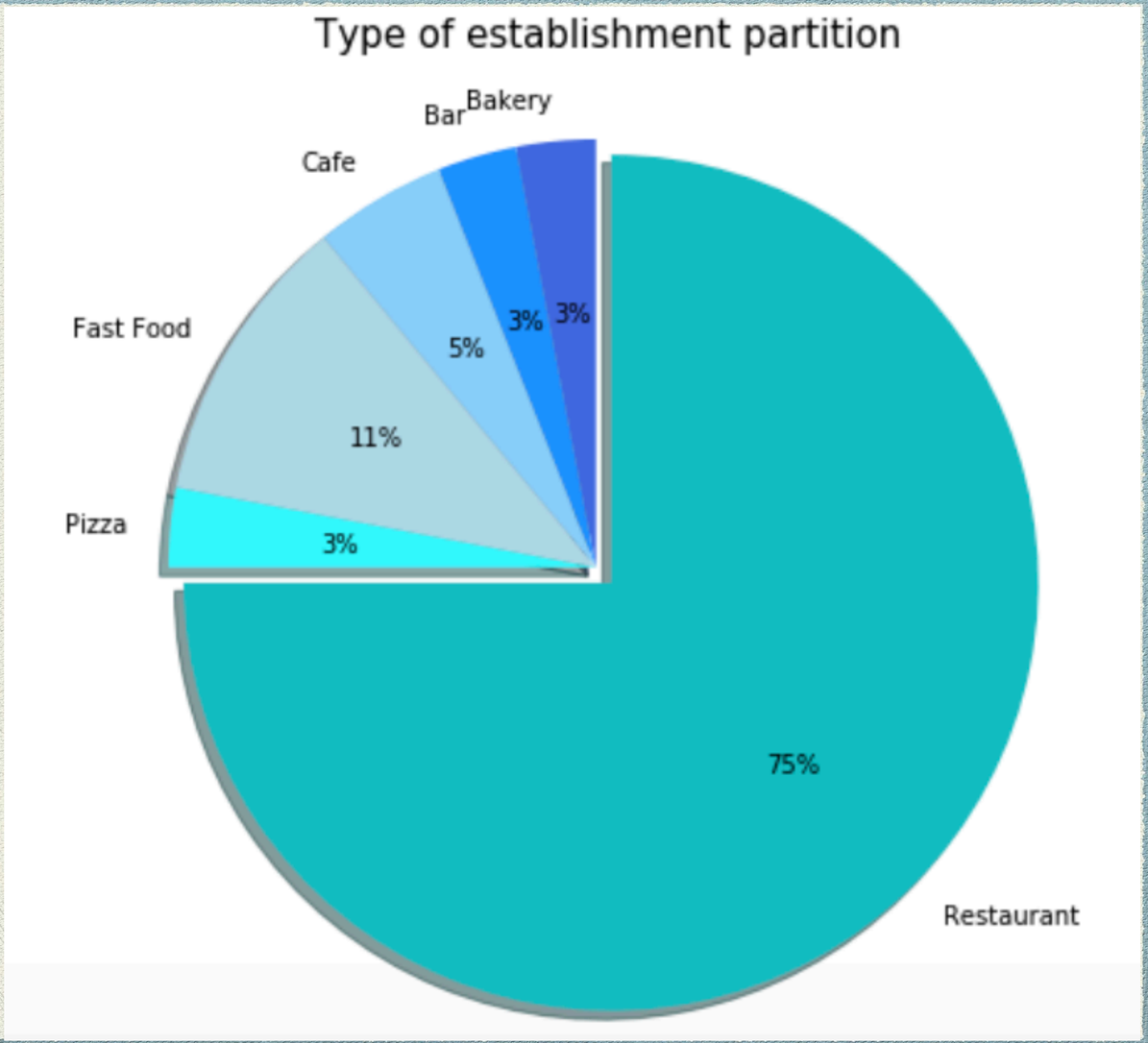
General Conclusion

Based on our research results it is suggested to :

- Open a cafe:
- Location - famous boulevard:
    - West Pico
    - West Sunset
    - Hollywood
- Seat range : 20 to 35 seats

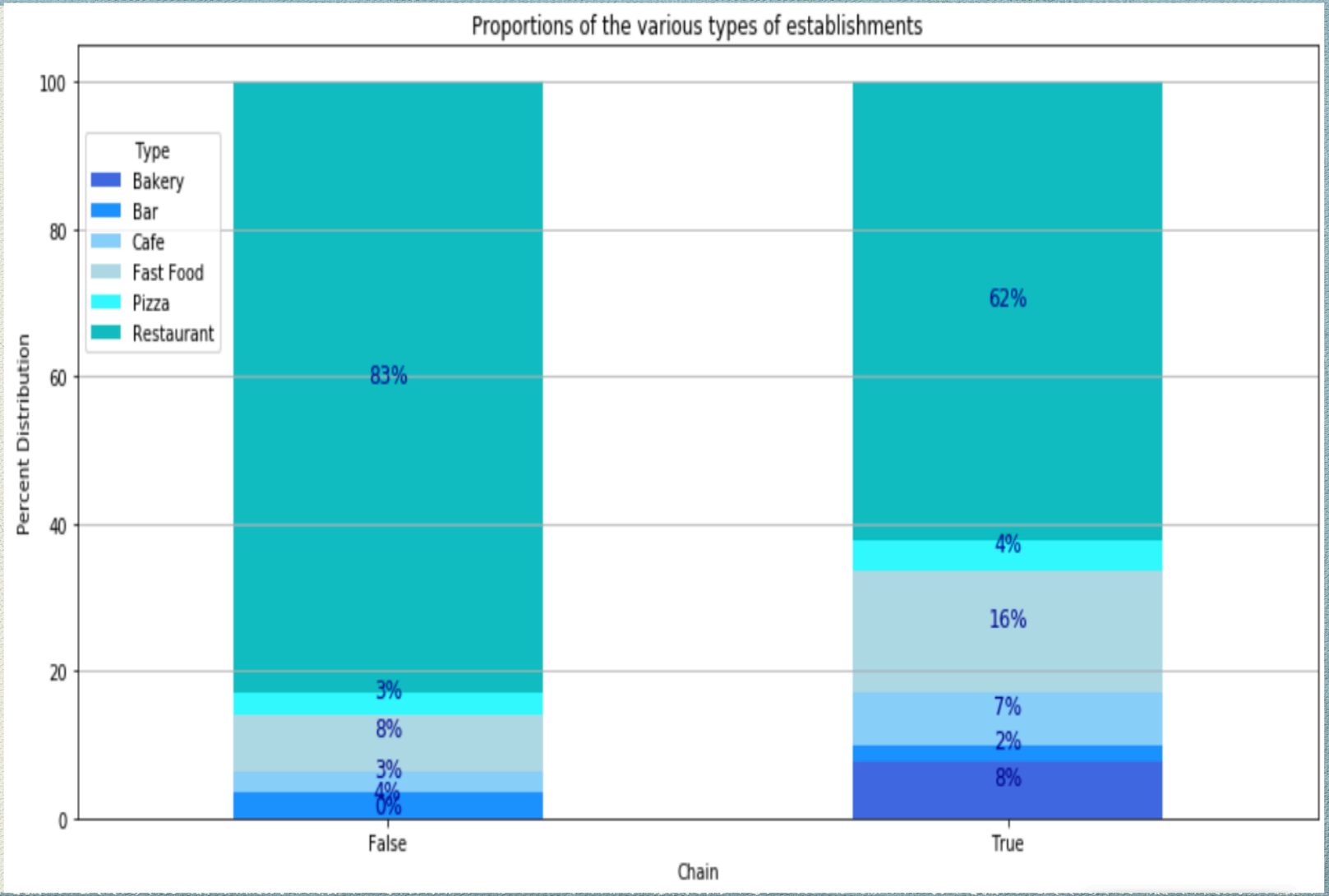
Various types of establishments

- 75% restaurants
- 11% fast food
- 5% of cafés
- 3% pizza
- 3% bars
- 3% bakeries



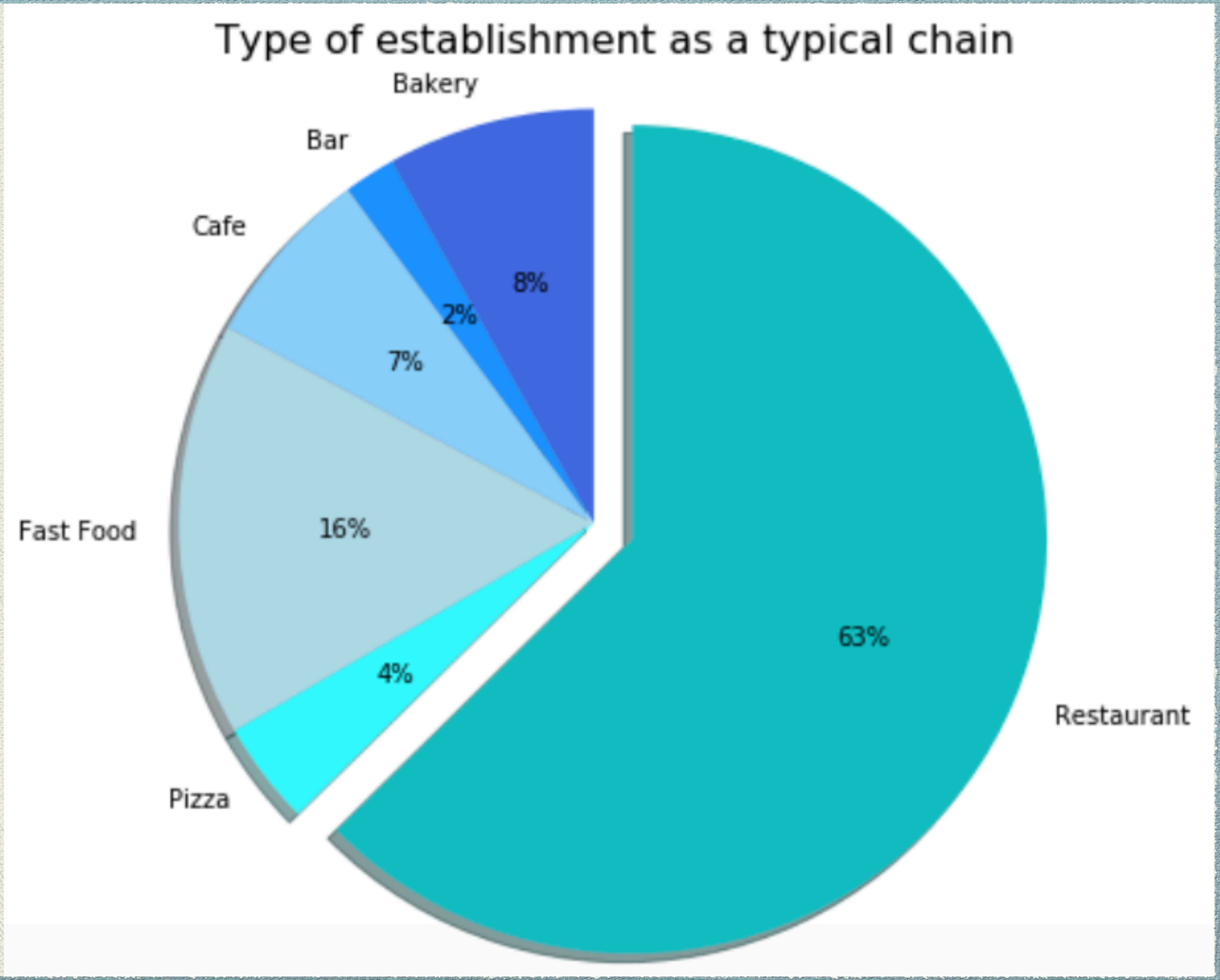
Chain vs Non-chain establishments

- Major players among non-chain are restaurants 83% vs restaurants 62% within the chain.
- Interesting that there is no non-chain bakeries in LA (bakeries represent 8% among chain places).



Type of establishment as a typical chain

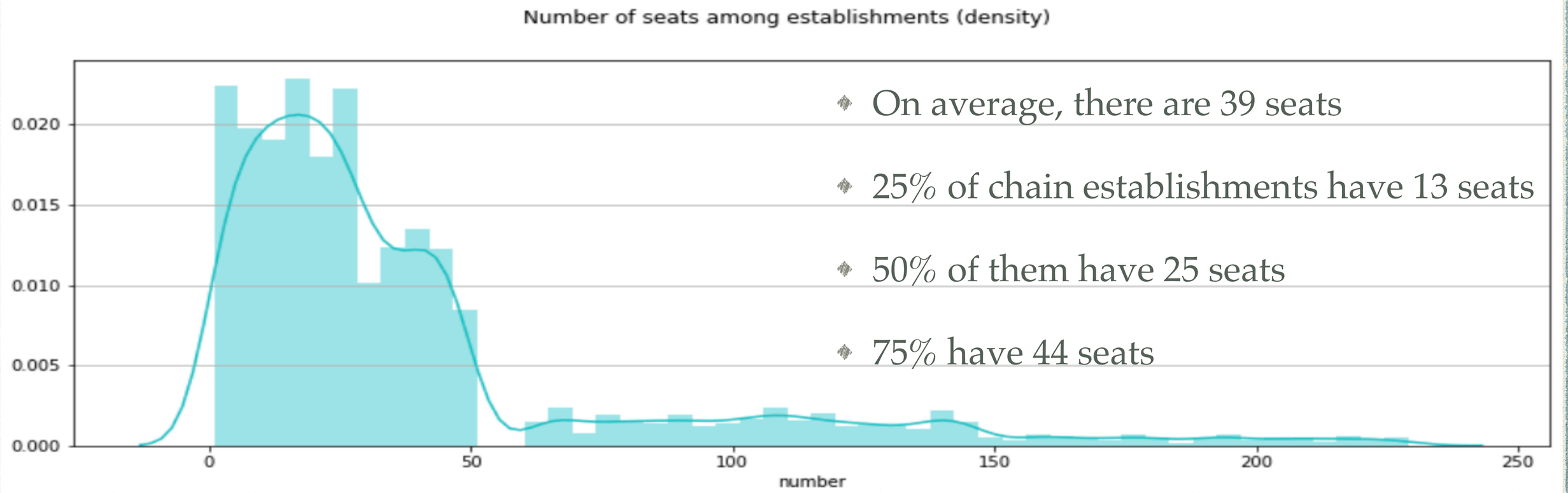
- As a typical a chain we can see Restaurants (62%), then fast-food (16%), bakeries (8%) and cafés (7%)



Characteristics of chains: many establishments with a small number of seats or a few establishments with a lot of seats

203 different varieties of number of seats in chain restaurants : Min 1 ; Max 229

Most of establishments have under 50 seats and fewer establishments have a lot of seats

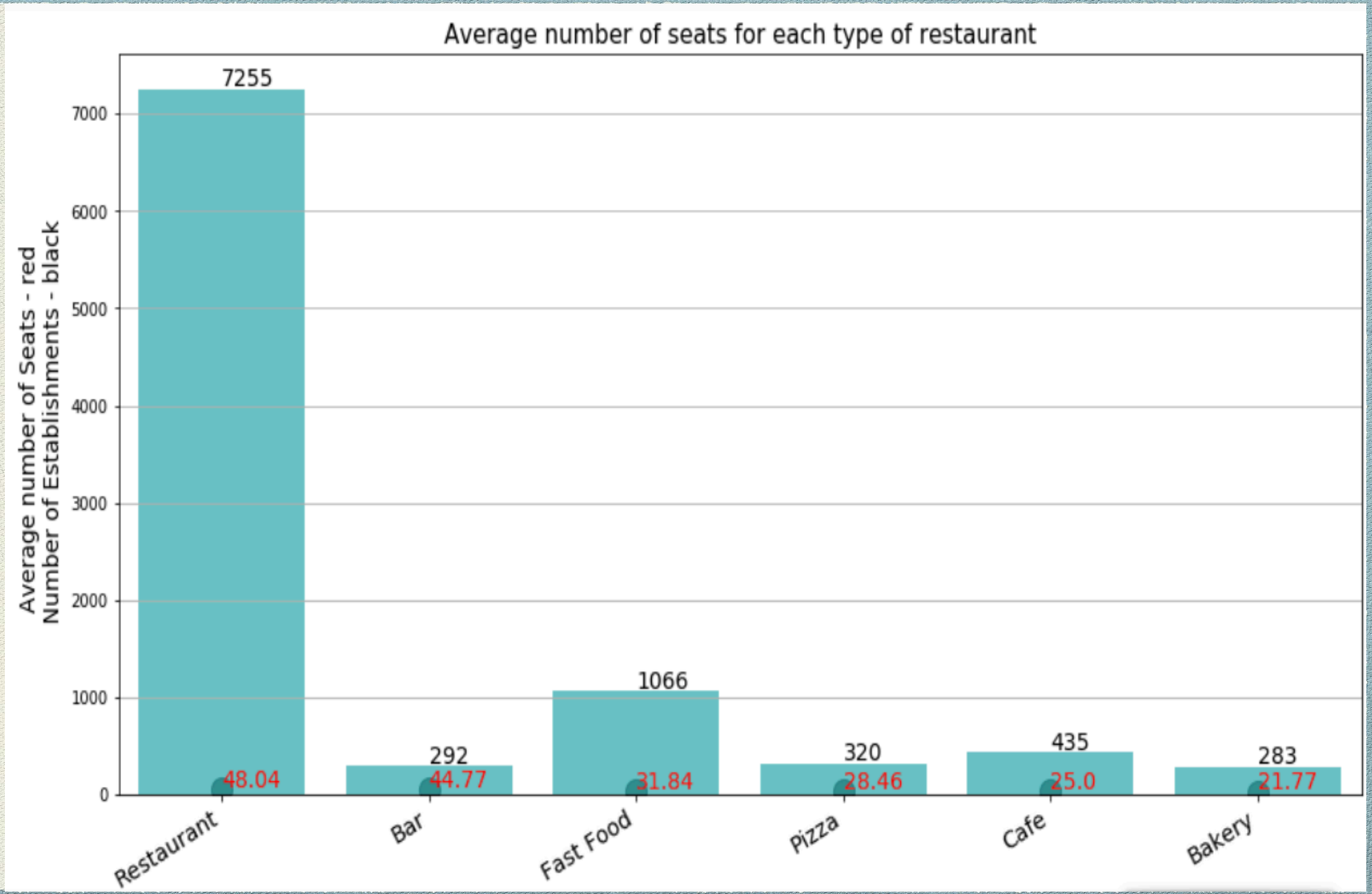


- On average, there are 39 seats
- 25% of chain establishments have 13 seats
- 50% of them have 25 seats
- 75% have 44 seats

Which type of restaurant has the greatest number of seats?

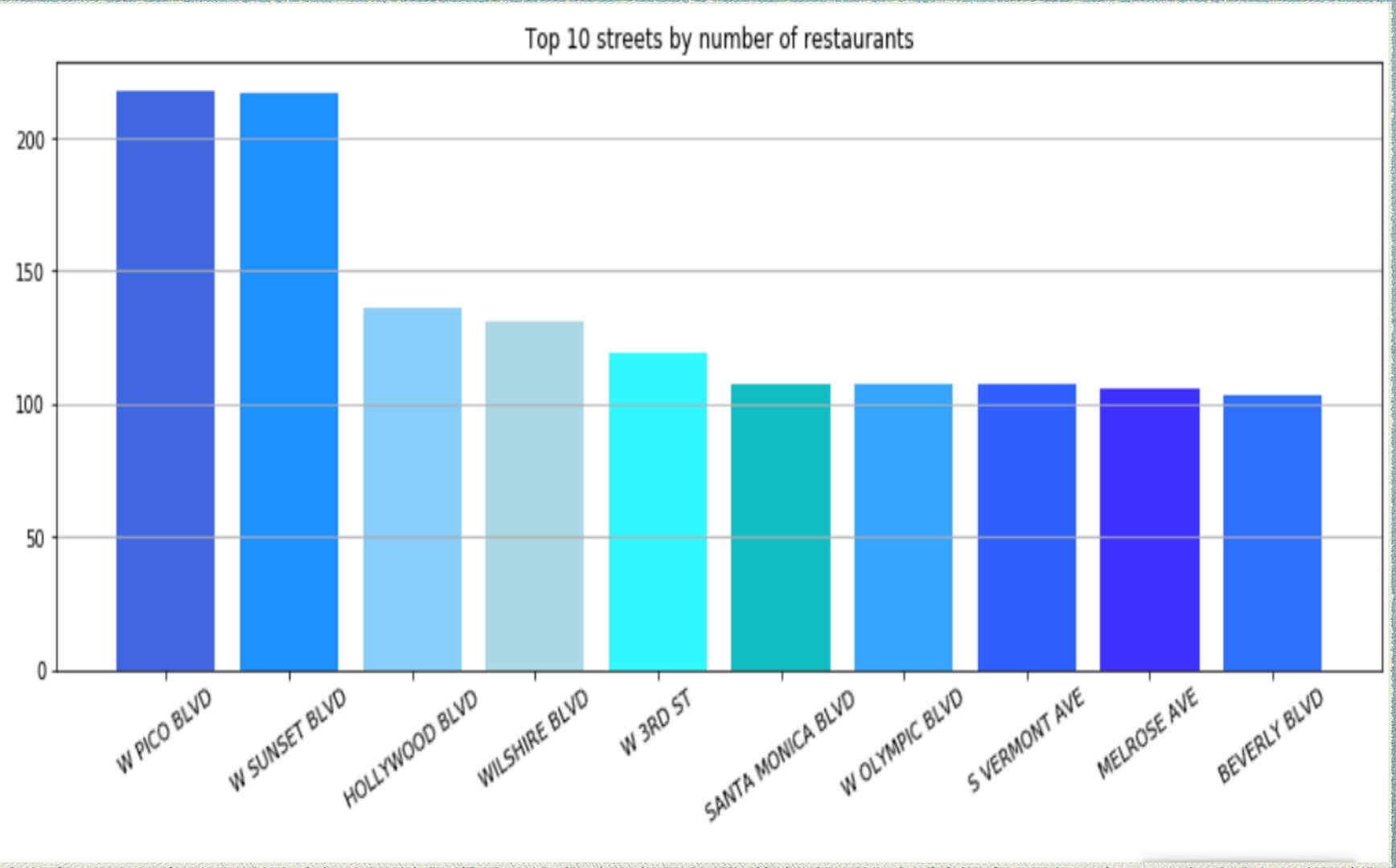
Average number of seats :

- 48 - restaurant
- 45 - bar
- 32 - fast-food
- 28 - pizza
- 25 - cafe
- 22 - bakery



Top 10 streets by number of restaurants

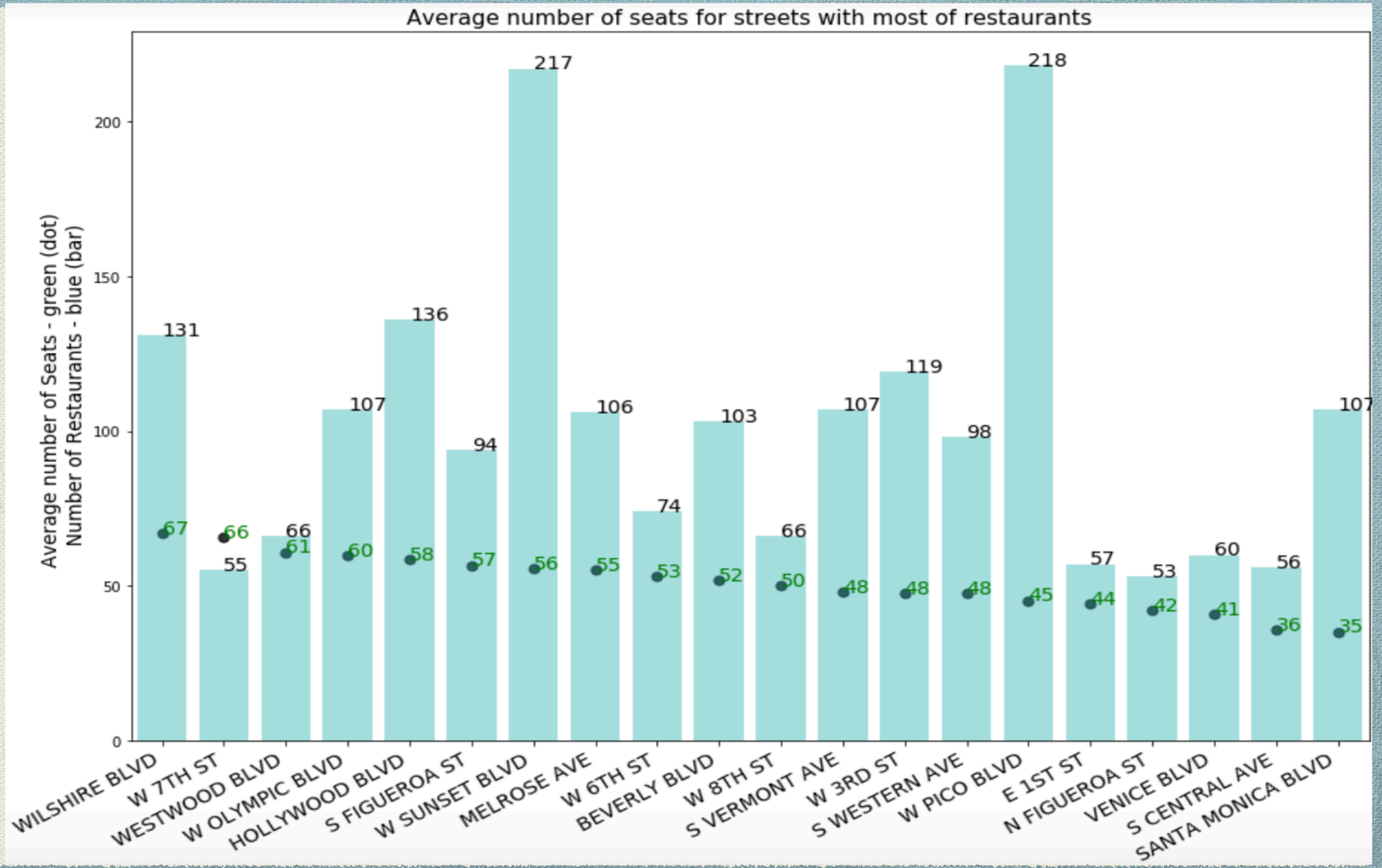
1. W PICO BLVD - 218
2. W SUNSET BLVD - 217
3. HOLLYWOOD BLVD - 136
4. WILSHIRE BLVD - 131
5. W 3RD ST - 119
6. SANTA MONICA BLVD - 107
7. W OLYMPIC BLVD - 107
8. S VERMONT AVE - 107
9. MELROSE AVE - 106
10. BEVERLY BLVD - 103



Streets with any restaurants and seats distribution

In top 20 streets with most of restaurants, the highest average number of seats is on

- Wilshire blvd (67)
- West 7ht street (66)
- Westwood boulevard (61)



Conclusion

- **FACTS**:

Based on open source data on almost 10k restaurants, cafes and similar places in LA we found:

- At list 180 streets have only one restaurant
- Top 3 locations for restaurants are boulevards:
  - Sunset 🌅 W Pico 🌅 Hollywood 🌅
- Most of places have 55 seats
- No non-chain bakeries, they are still more numerous than cafes - 8%
- Only 5% of cafes in LA

- SUGESTIONS:
- Open: robot-run cafe
- Location: Sunset of Hollywood boulevard
- Seats: 25 - 30
- Essential: SMILE :)

QUESTIONS

THANK YOU