2.11 CASE STUDY
(See Section 1.9 in Business Statistics for Non-Mathematicians for background information)
You asked to graphically explore some of the Restaurant data provided by your employers, Restful Restaurants, to provide them with some insight into the survey data they have received from the University of Lonbridge:

Compare the three types of food outlet: restaurants, cafés and takeaways in terms of:
- The numbers of each type of outlet
- Their business outlook
- Their size in terms of full-time employee equivalent
- Their number of (a) full-time employees and (b) part-time employees
- The types of ownership
- The type of food outlet preferred by companies
- Their gross sales
- The gross sales for the three sizes of outlets
- Their market values

You are not expected, at this stage, to draw any conclusions but just to get a feeling for your data. Quantitative results will be produced after the next chapter.

- The numbers of each type of outlet

Highest proportion of takeaways; other two very similar.
• Their business outlook

![Bar chart showing business outlook for different types of outlet]

Opinions very mixed for all types of outlet.

• Their size in terms of full-time employee equivalent

![Bar chart showing staffing for different types of outlet]

Comparatively, restaurants have most staff; takeaways probably fewest.
• Their number of (a) full-time and (b) part-time employees

No clear picture emerges from this data.
The types of ownership

Partnerships are clearly not popular. Company ownership is generally preferable to sole ownership.

- The type of food outlet preferred by companies

Looks like takeaways are particularly popular.
• Their gross sales

Similar results for all types.

• The gross sales for the three sizes of outlets

Large takeaways seem a better bet than large restaurants.
● Their market values

Widest range for takeaways; smallest range for cafés. Apart from the outliers for the others, the cafés seem to have high market values.

All these qualitative impressions will be quantified after the next chapter.