

2.11 CASE STUDY

(See Section 1.9 in *Business Statistics for Non-Mathematicians* for background information)

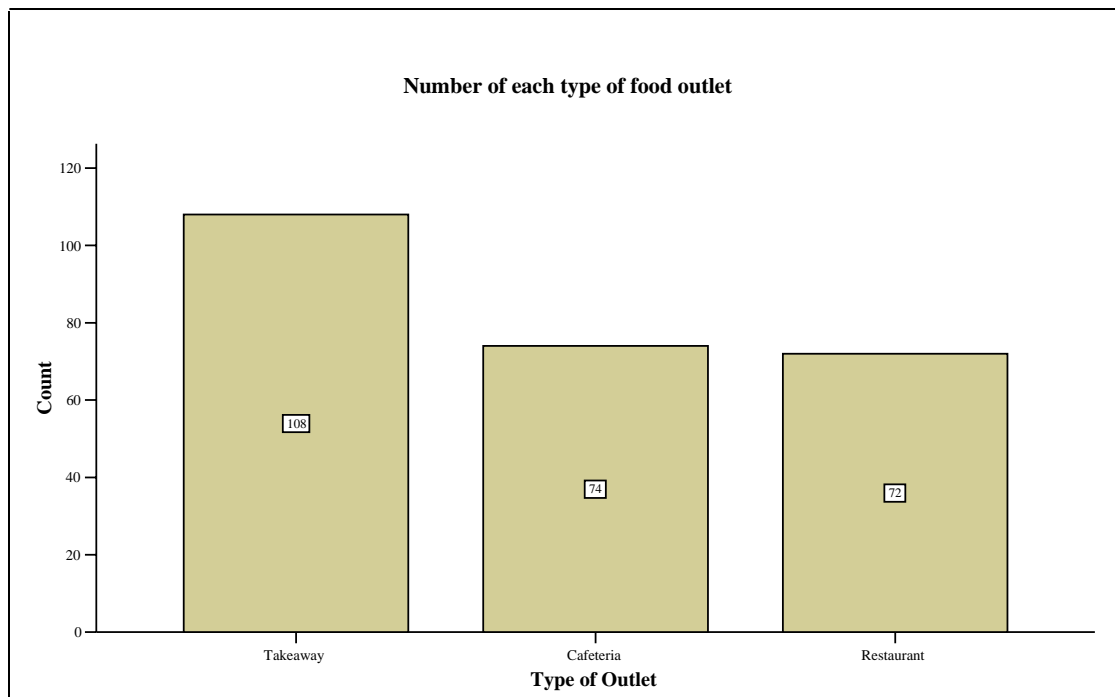
You asked to graphically explore some of the Restaurant data provided by your employers, Restful Restaurants, to provide them with some insight into the survey data they have received from the University of Lonbridge:

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

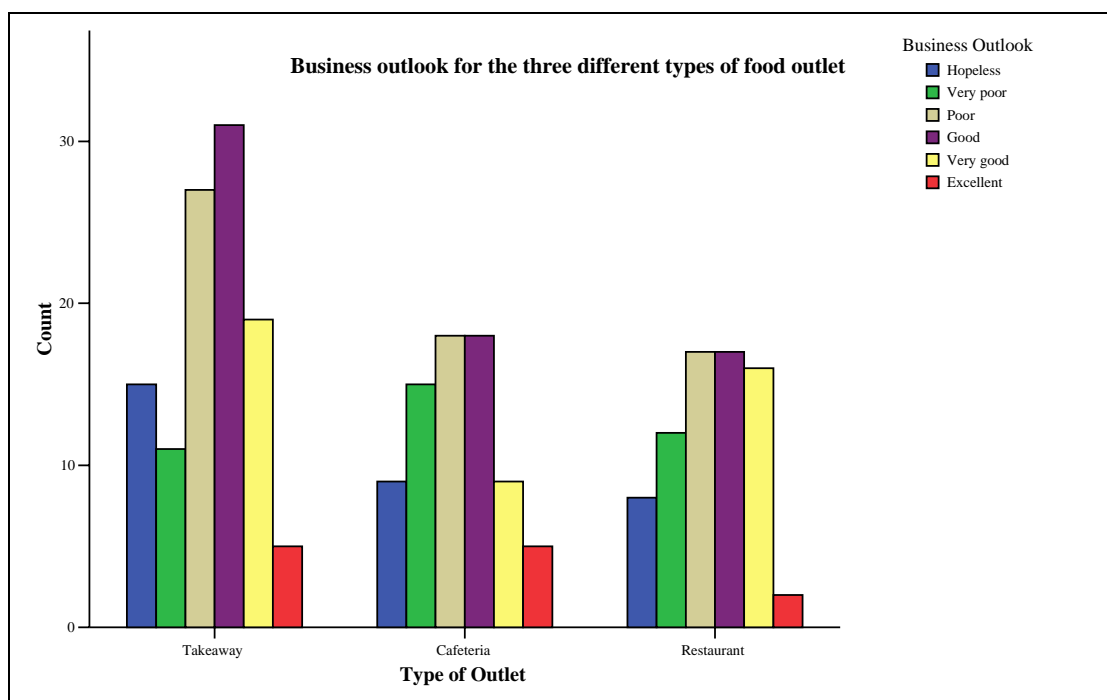
You are not expected, at this stage, to draw any conclusions but just to get a feeling for your data. Quantitative results will be produced after the next chapter.

- The numbers of each type of outlet



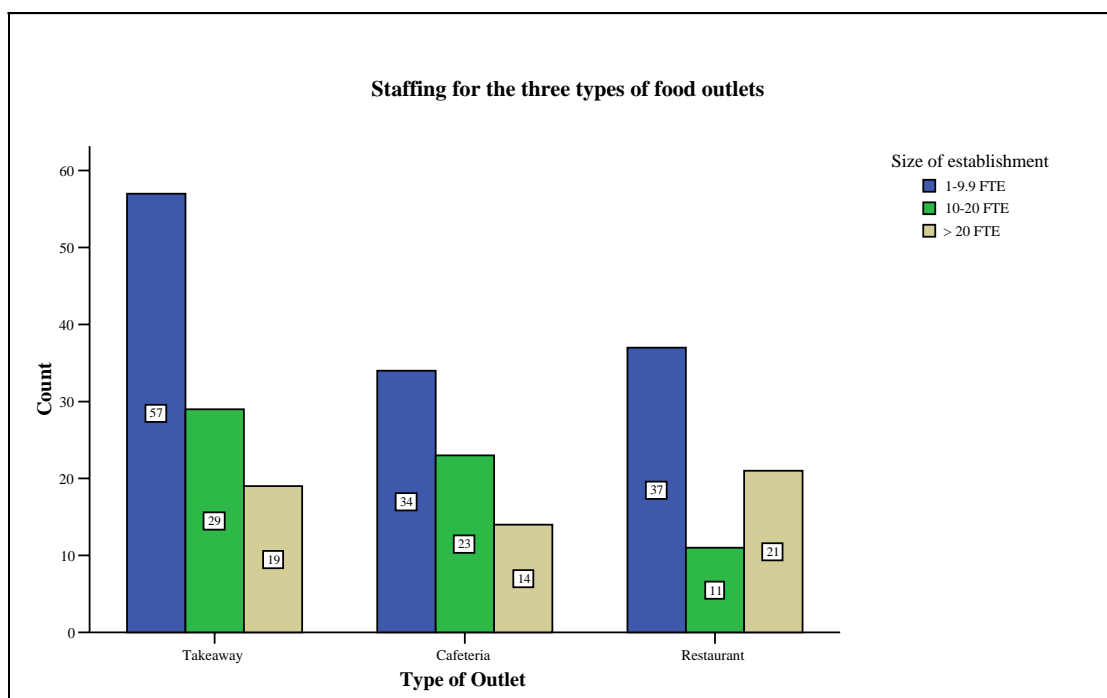
Highest proportion of takeaways; other two very similar.

- Their business outlook



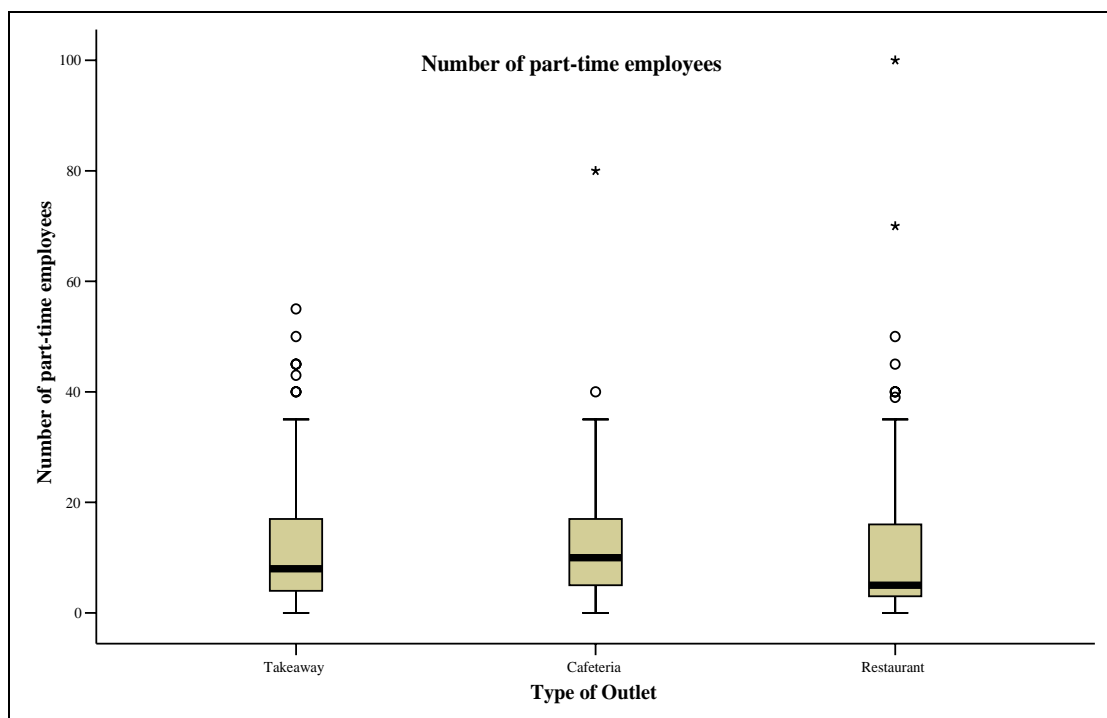
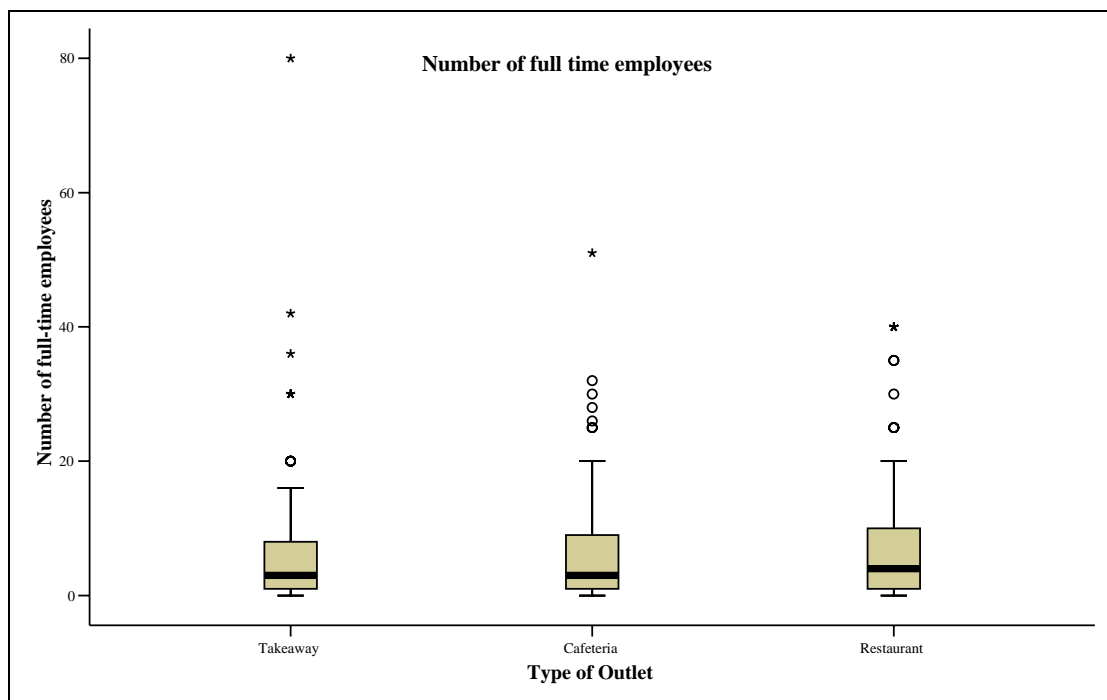
Opinions very mixed for all types of outlet.

- Their size in terms of full-time employee equivalent



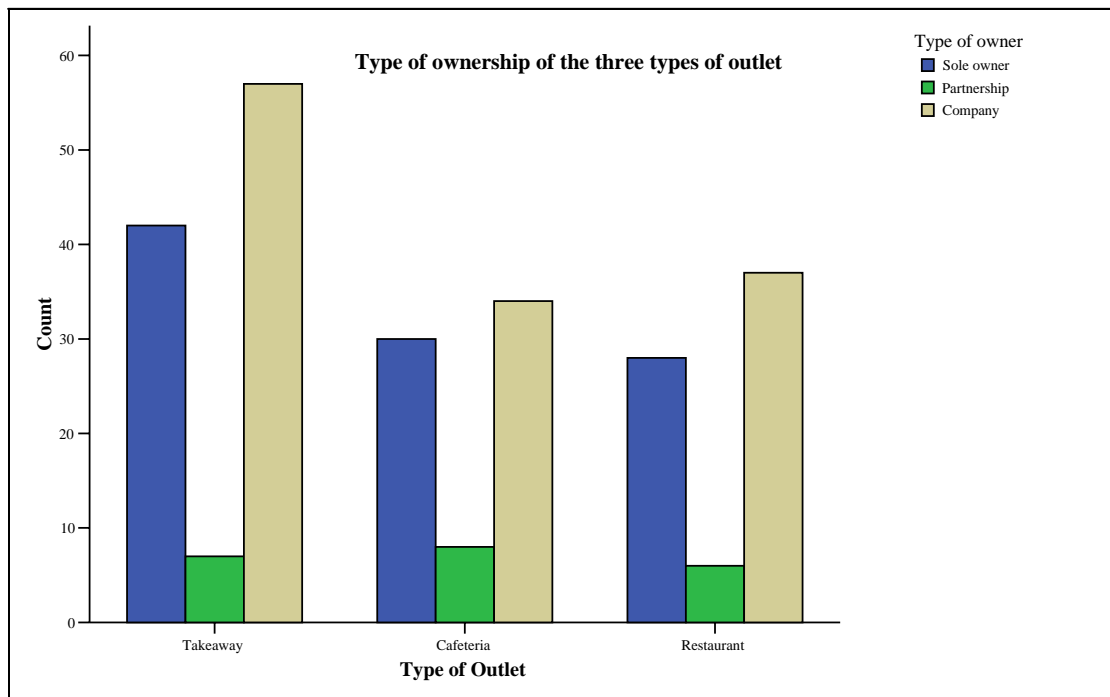
Comparatively, restaurants have most staff; takeaways probably fewest.

- Their number of (a) full-time and (b) part-time employees



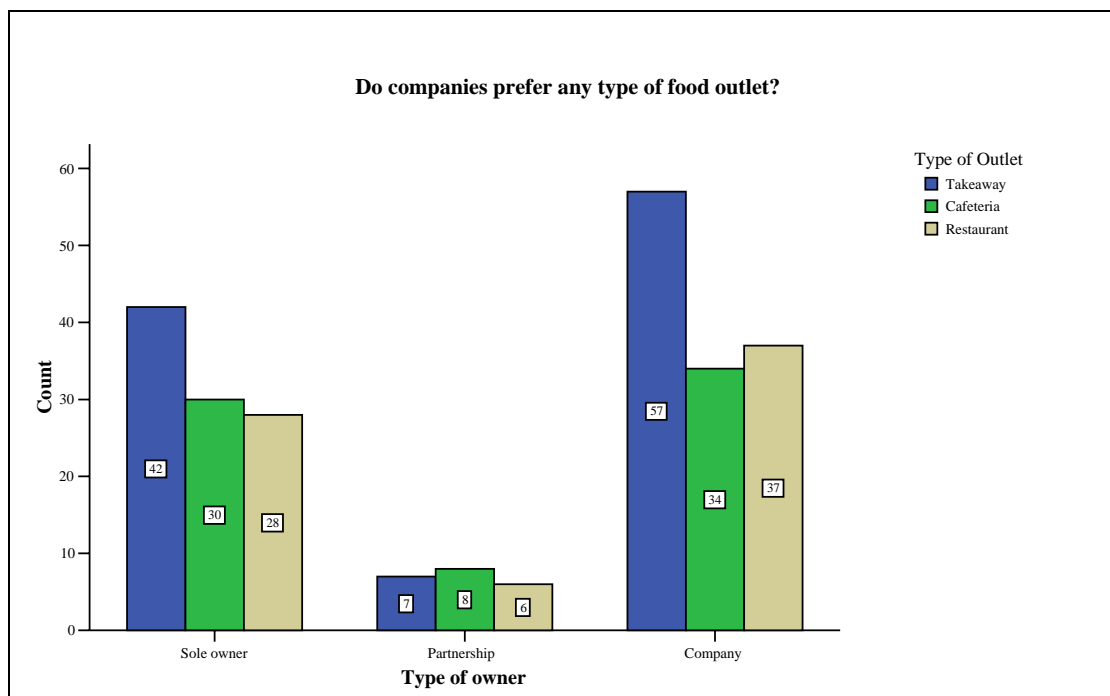
- No clear picture emerges from this data.

The types of ownership



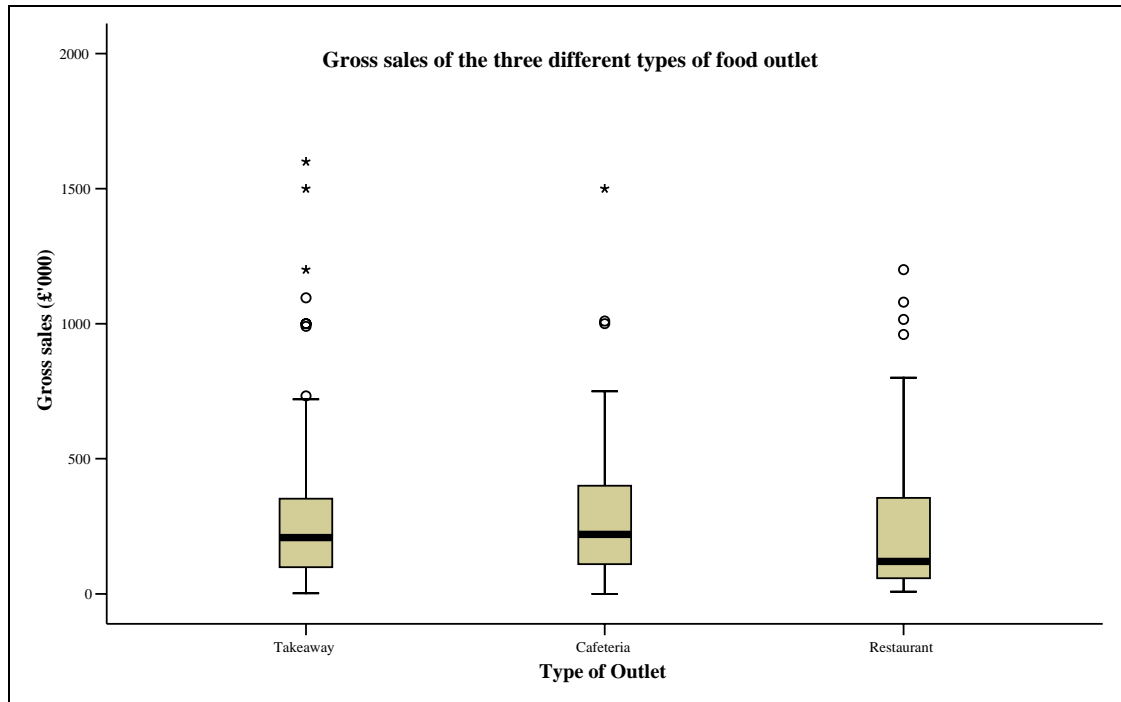
Partnerships are clearly not popular. Company ownership is generally preferable to sole ownership.

- The type of food outlet preferred by companies



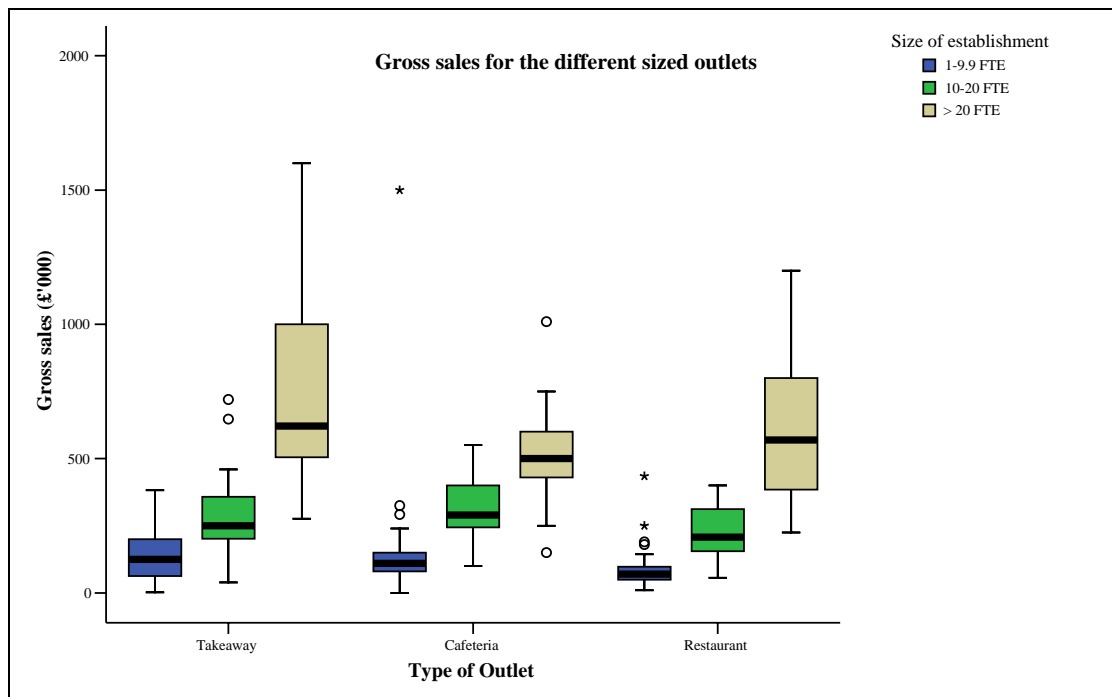
Looks like takeaways are particularly popular.

- Their gross sales



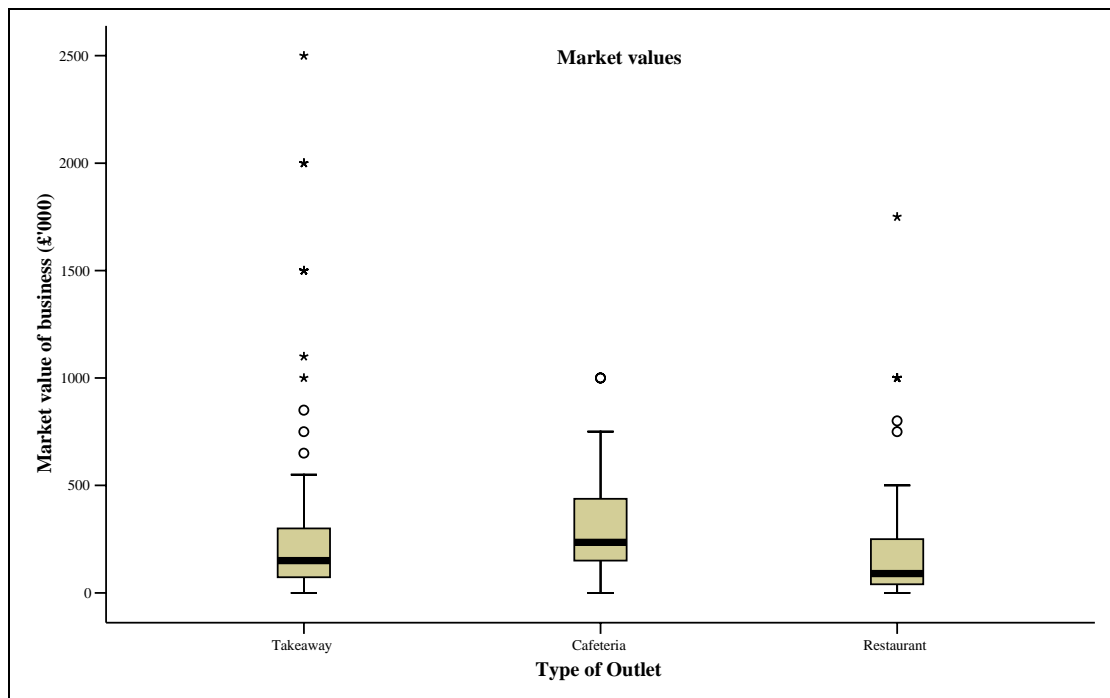
Similar results for all types.

- 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.