

3.9 CASE STUDY

You asked to summarise numerically the same Restaurant data as in Case Study 2.10 provided by your employers, Restful Restaurants, to provide them with further 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

		Frequency	Percent
Valid	Takeaway	108	42.4
	Cafeteria	74	29.0
	Restaurant	72	28.2
	Total	254	99.6

42% of outlets are takeaways with cafés and restaurants being 29% and 28% respectively

- Their business outlook

Count		Type of Outlet			Total
		Takeaway	Cafeteria	Restaurant	
Business Outlook	Hopeless	15	9	8	32
	Very poor	11	15	12	38
	Poor	27	18	17	62
	Good	31	18	17	66
	Very good	19	9	16	44
	Excellent	5	5	2	12
Total		108	74	72	254

Not easy to judge from this table. Differences will be tested for later in the course.

- Their size in terms of full-time employee equivalent

Crosstab					
Count		Type of Outlet			Total
		Takeaway	Cafeteria	Restaurant	
Size of establishment	1-9.9 FTE	57	34	37	128
	10-20 FTE	29	23	11	63
	> 20 FTE	19	14	21	54
Total		105	71	69	245

- The takeaways tend to have fewest employees and the restaurants most. Again this apparent difference will be tested for later in the course.
- Their average number of (a) full-time employees, (b) part-time employees

Descriptives			
	Type of Outlet		Statistic
Number of full-time employees	Takeaway	Mean	6.77
		Std. Deviation	10.741
		Minimum	0
		Maximum	80
		Interquartile Range	8
	Cafeteria	Mean	7.13
		Std. Deviation	9.578
		Minimum	0
		Maximum	51
		Interquartile Range	9
	Restaurant	Mean	8.70
		Std. Deviation	11.232
		Minimum	0
		Maximum	40
		Interquartile Range	11
Number of part-time employees	Takeaway	Mean	12.27
		Std. Deviation	12.181
		Minimum	0
		Maximum	55
		Interquartile Range	14
	Cafeteria	Mean	13.34
		Std. Deviation	12.333
		Minimum	0
		Maximum	80
		Interquartile Range	13
	Restaurant	Mean	13.22
		Std. Deviation	17.794
		Minimum	0
		Maximum	100
		Interquartile Range	16

On average the restaurants employ most full-time and part-time employees but the spread of their staffing is also greatest.

- The types of ownership

		Type of Outlet			Total
		Takeaway	Cafeteria	Restaurant	
Type of owner	Sole owner	42	30	28	100
	Partnership	7	8	6	21
	Company	57	34	37	128
Total		106	72	71	249

Companies own the highest proportion of all types of outlets.

- The type of food outlet preferred by companies

		Frequency	Percent
Valid	Takeaway	57	44.2
	Cafeteria	34	26.4
	Restaurant	37	28.7
	Total	128	99.2

A high proportion of company ownership is in takeaways.

- Their gross sales

Descriptives

Type of Outlet			Statistic
Gross sales (£'000)	Takeaway	Mean	293.40
		Std. Deviation	303.006
		Minimum	2
		Maximum	1600
		Interquartile Range	255
	Cafeteria	Mean	292.77
		Std. Deviation	257.077
		Minimum	0
		Maximum	1500
		Interquartile Range	305
	Restaurant	Mean	250.90
		Std. Deviation	287.097
		Minimum	8
		Maximum	1200
		Interquartile Range	329

The gross sales of restaurants is, on average, less than those for takeaways and cafés.

- Their market values

Descriptives

Type of Outlet		Statistic	
Market value of business (£'000)	Takeaway	Mean	306.00
		Std. Deviation	466.724
		Minimum	0
		Maximum	2500
		Interquartile Range	230
	Cafeteria	Mean	301.06
		Std. Deviation	210.267
		Minimum	0
		Maximum	1000
		Interquartile Range	300
	Restaurant	Mean	220.35
		Std. Deviation	319.919
		Minimum	0
		Maximum	1750
		Interquartile Range	210

On average, the takeaways have the largest market value.