



Market research on Social media – ZOMATO

-History-

ZOMATO^[3] is a restaurant search engine and it was founded in the year 2008 by Pankaj Chaddad and Deepinder Goyal. The Headquarters is situated in New Delhi, India. It offers services in 23 countries such as India, Australia, United States, Canada etc. The service initially began as “Foodiebay” in the cafeteria of Bain & Company^[1]. Customers in the cafeteria had to line up for the meal and it took everyone's time daily, this is when Pankaj and Deepinder thought of scanning the restaurant menu and upload on internet website for Bain employees. After a huge success, in the 2010 Foodiebay^[1] was renamed to ZOMATO as the term ebay in its initial name caused ambiguity.

-Technology-

ZOMATO^[3] uses web technology^[2]. The server side programming language is done using PHP which is a popular scripting language for creating web pages. Along with it JavaScript is used which is a lightweight, object-oriented, cross-platform scripting language. A fifth version of the HTML better known as the HTML5 is used. UTF-8 is used for character encoding. The image file formats supported by them is PNG and GIF. Site elements are External CSS, Inline CSS, Gzip compression, HTTP Strict Transport Security^[2]. Traffic analysis tool used by them is Google Analytics^[2].

-Challenges-

One of the major challenges faced by ZOMATO is to make sure that they cover each and every street in the cities where they launch. The data which it provides to the users should be updated so that there should not be complaints from users side. Other major challenge is Spam control, restaurant rating in the site makes a huge difference in restaurants business as the rating attracts customers. Since a lot of restaurant owners also realize this, they spam the system by planting fake reviews and rating on the platform. The filters currently range from simple data analysis and pattern matching to user behavior mapping.

-My Future Contributions-

ZOMATO^[3] currently serves restaurants in metro cities. However, I would try and make ZOMATO reach small cities also. Apart from this I would also include menus of food stalls and food trucks, there are many competitors in the market. In countries like India and Pakistan majority people love to have food in stalls as it produces a different level of joy and experience. Hence by including the concept of street food in the company I will make the company move one step ahead from its competitors. I will make all the menus provided by the company offline so that people who don't have access to internet can also go through the delicious menu of their favorite restaurant in the city. This company is currently website based and is gradually taking steps towards developing mobile applications. Looking at the market and the future where everything is getting compressed into small mobile applications the problem which I can face in future is working with languages which are used to build mobile applications such as android, ios etc. However, I can fill this gap in the coming years by learning new languages used for mobile development.

NAME: Aniket Choudhury
STUDENT ID: 17233



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References

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2. <http://w3techs.com/sites/info/zomato.com>
3. <https://www.zomato.com>