Abstract

In recent years netizens prefers that web accessing is fast in nature and give appropriate results without any confusion. Recommendation is one of the most useful system based on analysing web log files to be applied for web personalization in future. Web Usage Mining (WUM) is also applicable for online marketing and site modification. This system consists of three main interdependent tasks of WUM which are Data Preprocessing, Pattern Discovery and Pattern Analysis. Association rules are used for relate pages that are most often reference together in a single server session. The main goal of recommendation system in this research is to improve web site usability and to gives recommendations of websites to users of their use.

References


Index Terms

Computer Science

Information Sciences

Keywords

Association Rule Mining, Web Usage Mining, Frequent Pattern (FP) Tree