Abstract

In recent years, netizens prefer that web accessing is fast in nature and give appropriate results without any confusion. Recommendation is one of the most useful systems based on analyzing web log files to be applied for web personalization in the 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 relating pages that are most often referenced together in a single server session. The main goal of the recommendation system in this research is to improve website usability and to give recommendations of websites to users of their use.

References

2. Shaily G. Langnoja, Mehul P. Barot, Darshak B. Mehta, "Web Usage Mining Using


**Index Terms**

- Computer Science
- Information Sciences

**Keywords**

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