Abstract

To improve user experience while accessing the website, Web usage mining is used to evaluate user’s previous experiences, which helps to improve functionality of that website. In this paper a technique for web usage mining is proposed, which extends features of synaptic search and Frequent Pattern Growth algorithm. Proposed technique uses synaptic search property to search data on web on the basis of location and uses FP growth algorithm to generate results.

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Index Terms

Computer Science  Information Sciences

Keywords

Data Mining, FP Growth, Synaptic Search, Semantic Search, Web Logs.