Abstract

Web data mining research efforts lead to user or group of user’s satisfaction by providing accurate and relevant information retrieval; by learning about user’s demands so that services can target specific groups or even individual users and by providing personalized service. Due to the explosive growth of web content in the internet world in the past few years, there is tremendous requirement and scope of doing research in the category of e-commerce agents. Also user requirements such as getting accurate information in a prompt manner are not getting fulfilled as per their expectations. This has motivated the researcher to pursue his research in the field of web data mining through software agents. This paper has highlighted the implementations of software agents for e-commerce applications.

References


Index Terms

Computer Science    Information Sciences

Keywords