Abstract

As the data on the web is growing rapidly, more and more people rely on the search engines to explore the web. Due to heterogeneous and unstructured nature of the web data, Web mining uses various data mining techniques to extract hidden useful knowledge from Web hyperlinks, page content and web usage logs. Web Usage Mining is one of the applications of data mining techniques that are used to discover interesting usage patterns from Web data, in order to understand and better serve the needs of Web-based applications. Web usage mining consists of three phases: preprocessing, pattern discovery, and pattern analysis. In this paper Ripley’s k-function is used to refine the original clusters obtained by k-mean and weighted k-mean clustering algorithms.

References

Improving Cluster Quality by using Ripley’s K-Function

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Computer Science
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Keywords

Web mining, Web Usage mining, k-means, weighted k-means, Ripley’s k-function, entropy, accuracy, precision, recall, f-measure.