A Study on Web usage Data Mining in Online Sales and SASF Crawler in Online Advertisement

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Abstract

In the world of Internet, users always expects the services, provided by the service providers must be easy to access. When online users need to retrieve information while doing online sales, then the ease of use depends on the frequency of the items that are available in the product recommendations. To achieve this, the crawlers are used to retrieve and download the required information from the web pages. To improve the performance of product recommendations Self Organizing Maps are used. A study has been made about Crawlers and Self Organizing Map.

References

on Artificial Intelligence, pp:714-720.

**Index Terms**

Computer Science | Information Sciences

**Keywords**

SASF crawler, WebUsage Mining, pattern discovery, FAB