Semantic Web Mining in E-Commerce Websites

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Authors:
Zulqurnan Aslam

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Abstract

Semantic web is gaining interest of lot of people due to its great power. Semantic web makes the data understandable for machines. It enables machines to interpret the data published by the web in machine interpretable form. Though lots of businesses are moving towards Ecommerce websites, but there are few problems with the current ecommerce systems due to the lack of proper standards. Daily thousands of people search for the product they want to buy and due to the inefficiency of the systems it wastes lot of time and resource of the users. Semantic web has that power to overcome those problems and it can accelerate the business to further higher level where ecommerce websites are playing very important role. This paper gives the introduction of semantic web mining and its techniques and then problems of the current ecommerce systems and how those problems can be avoided using semantic web. It discusses the detailed semantic web ecommerce architecture.

References


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Index Terms

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Keywords

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