Abstract

Web mining is the application of data mining techniques to ascertain knowledge from WWW. Web mining is applied in E-Commerce to know the browsing behavior of customers. The problem in E-Commerce is we don’t have any idea about our visitors till they place an order, after that you will be able to gain access to significant personal information from the sale. The main aim of this work is define a good alternative to stay successful in E-Commerce business by understand customers better. The objective of the research work is to analysis what appear interesting the visitor to buy user product. Web Usage Mining allows the seller to observe, examine and discover patterns from composed information to form a primary statistical basis for decision making. The method of research work is defined by the precondition to properly use Web Usage Mining is to gather qualitative visitor data, that is to become able to know, whether a visitor has followed a link to get to a seller’s shop, whether a convinced product has placed a seller’s site first in a search engine etc. The research work is best used for E-Commerce business categories and development purpose. To analyze the visitor click stream of event generation we using Google Analytics Tool. This study discusses about the existing approach of
A Study of Web Mining Application on E-Commerce using Google Analytics Tool

tracing visitor data and highlights its shortcoming and rectifying them to gains a huge success in the field of E-Commerce. This approach will guide E-Commerce business into a profitable point in economy. This ability can help a vendor to track visitors and viewed goods that can visualize the way visitors use their E-Commerce superstore and categorize them so the seller can respond to their particular needs.

References


**Index Terms**

Computer Science  
Information Sciences

**Keywords**

E-Commerce, Google Analytics, Web Mining, Web Usage Mining