Abstract

Recently there has been interest in extracting preferences of an individual from his actions on mobile, laptop, desktop etc. This information is used in personalizing delivery of service to the person. In this paper, a scheme is presented to extract preferences from information about the places a person has visited. Mobile phone is used to record latitude/longitude of the places during his visit. Information about the area of visit is retrieved using map service. Characteristic of the area is determined and from this preference of the individual is extracted.

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**Index Terms**

Computer Science  
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**Keywords**

Visit Information Based Preference Extraction, Location Capture, Map Tagging, Map Division, Tag Score, Cell of Interest, Region of Interest.