Abstract

Since, number of users are increasing exponentially so proper analysis of such data by devising efficient algorithms is essential which ultimately helps in determining the life time value
of customers and judging the effectiveness of promotional campaigns as well. Better services and quality can be provided by mining the web access log files. In this paper, we have shown that with the help of clustering techniques, Self Organized Feature Maps and K-Means useful knowledge is extracted. We have also proposed to derive the interest and behavior of a significant group of users by applying the concept of “Aggregate Usage Profile”. Further, this technique has been used for looking frequently accessed pages for recommendations.

References

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