Abstract

Web Usage Mining make use of Association Rule Mining to discover the interesting pattern, identify web user behavior, predict web user expectation and improve the business strategy. Association Rule Mining is a technique of Data Mining which is used to find the relationship between the data items. In Web Usage Mining, data are stored in the web server in the form of web log files. Numerous amounts of website visitors visit the web sites. So, it is not easy to access the web log files and find the relationship among them because of the rapid growth of web log files. Some preprocessing works are needed to reduce the noisy data of web log files before applying the association rules to find the relationship between the log files. Many researchers done the variety of works on web content mining and web usage mining to improve the efficiency of the websites by providing novel methods and this paper gives an overview about the existing works done by the researchers on web usage mining.

References

Conference on Management of Data, pp. 207-216, Washington D.c USA.

Index Terms

Computer Science
Information Retrieval
Keywords
Web Usage Mining  Web Content Mining  Association Rule Mining