Abstract

Categorization of Web Users and Web Pages are the fundamental tasks of Web Personalization. In this paper it is proposed a Matrix Based Fuzzy Clustering Approach MBFCA and experimentally evaluated the approach for the effective discovery of web user clusters and web page clusters. The use of MBFCA enables the generation of clusters that can capture the Web user’s navigation behavior based on their interest. In web usage analysis, many times there are no sharp boundary between clusters. Hence fuzzy clustering is better suited for Web Usage Mining. Experimental results presented, the clusters generated by applying MBFCA, are intended to be used to make recommendations by suggesting interesting links to the user.

References

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**Index Terms**

Computer Science  
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Keywords

Web Usage Mining  Web Logs Clustering  Web Personalization  Fuzzy Logic  Matrix Based
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