Abstract

The conundrum of mining association rules has drawn a lot of attention in the research community. In spite of their practical benefits, it is nontrivial to perform incremental mining or efficient mining of constrained association rules. Many researchers have recently focused on providing discrete solutions for these two problems. It is belief that constrained mining will be in tradition, incremental mining of constrained rules will be obligatory. In this paper, a novel algorithm for incremental mining is proposed which satiates the gap between incremental & constrained mining researchers. The proposed algorithm can discover sequential frequent pattern itemsets in incremental database. We developed new method that considers sequential data mining of marketing websites as an effective tool that participates in having well-structured websites. The advantage of this method is that is saves a lot maintenance efforts.

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