Abstract

Today web is the best medium of communication in modern business. Many companies are redefining their business strategies to improve the business output. Business over internet provides the opportunity to customers and partners where their products and specific business can be found. Nowadays online business breaks the barrier of time and space as compared to the physical office. Big companies around the world are realizing that e-commerce is not just buying and selling over Internet, rather it improves the efficiency to compete with other giants in the market. For this purpose data mining sometimes called as knowledge discovery is used. Web mining is data mining technique that is applied to the WWW. There are vast quantities of information available over the Internet.

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Index Terms

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Keywords
Electronic commerce  data mining  web mining