Abstract

WWW has become the center of attraction for business transactions and hence e-commerce due to its ease of use and speed. Its ability from tracking the browsing behaviour of any user to even the mouse clicks of any individual has brought the vendor and end customer closer than ever before. WWW has made it possible for vendors to advertise their products i.e. they are personalizing their product messages for individual customers at a very large scale such a phenomenon is termed as mass communication such a utility is not only applicable for e-commerce but also such personalization is aiding several web browsing activities. Any action that tailors the web experience to any individual or several users is termed as web personalization. Web personalization is that the method of customizing an internet website to the wants of specific users, taking advantage of the information noninheritable from the analysis of the user’s guidance behaviour(Weblog data) in correlation with alternative data collected within the web context, namely, structure, content and user profile information. The domain of web personalization has gained importance both in the area of research and commerce. In this paper we proposed a framework of web log mining to implicit measures of user interests through Country and predicting users’ future requests in WWW.
References

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Implicit Measures of User Interests through Country and Predicting Users’ Future Requests in WWW

Index Terms
Computer Science  Information Sciences

Keywords
Web Log  Personalization  Web Usage Mining  Preprocessing  IP-Address
Country
WWW