Abstract

Web usage mining focuses on techniques that might predict user behavior whereas the user interacts with the net. It tries to create sense of the info generated by the net surfer’s sessions or behaviors. There has been an effort to supply a summary of the state of the art within the analysis of internet usage mining, whereas discussing the foremost relevant tools obtainable within the sphere likewise because the niche needs that this form of tools lack. It offers an outlook on the prevailing tools, their specialized focus with reference to the practical objectives and also the would like for a additional comprehensive new entrant during this sphere within the light-weight of this state of affairs. In the end, the paper are finished by listing some challenges and future trends during this analysis space. Overall the main target of the paper are to gift a survey of the recent developments during this space that is obtaining an excessive amount of attention from internet development arena.

References


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Index Terms

Computer Science
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Keywords

Artificial Intelligence  Data Mining  Information overload  Navigation Patterns  Web Log  Web Mining  Web Personalization  Web site structure  Web usage mining