Abstract

Web Usage Mining (WUM) is the process of extracting knowledge from Web user behavior on
web, who are actively involved in accessing the web data by exploiting Data Mining techniques.
This knowledge can be used for various purposes such as personalization, system development
and site improvement. This knowledge discovery is also useful for web designer to quickly
respond to the web user needs. The researcher has developed no of classification technique to
extract the user log data to find the interested web user. This paper reviews the various existing
classification techniques for web user data mining and presents a comparative analysis of these
classification techniques.

References

Review on Classification of Web Log Data using CART Algorithm


Index Terms

Computer Science Information Sciences

Keywords

Web Mining Data Mining Classification Classification Algorithm CART Naïve Bayes.