Abstract

This paper is a work on survey on the existing techniques of web mining and the issues related to it. The World Wide Web acts as an interactive and popular way to transfer information. Due to the enormous and diverse information on the web, the users cannot make use of the information very effectively and easily. Data mining concentrates on non trivial extraction of implicit previously unknown and potential useful information from the very large amount of data. Web mining is an application of data mining which has become an important area of research due to vast amount of World Wide Web services in recent years. The aim of this paper is to provide the past and current techniques in Web Mining. This paper also reports the summary of various techniques of web mining approached from the following angles like Feature Extraction,
Transformation and Representation and Data Mining Techniques in various application domains. The survey on data mining technique is made with respect to Clustering, Classification, Sequence Pattern Mining, Association Rule Mining and Visualization. The research work done by different users depicting the pros and cons are discussed. It also gives the overview of development in research of web mining and some important research issues related to it.

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Index Terms

Computer Science Information Sciences
Keywords
Association Rule Mining  Data Pre-processing  Video Mining  Audio Mining  Text Mining And Image Mining