

DISCOVERY AND ANALYSIS OF WEB USAGE MINING

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ABSTRACT

In this paper we describe some of the most common types of pattern discovery and analysis techniques employed in the Web usage mining. In this paper mention Association and Cluster Analysis. Association Rule is a fundamental of Data mining task. Its objective to find all co-occurrence relationship called, Association among data item. Let $I = \{i1, i2, \dots, im\}$ be a set of items. Let $T = (t1, t2, \dots, tn)$ be a set of transactions.

Cluster analysis and visitors segmentation Clustering is a data mining technique that groups together a set of items having similar characteristics. In the usage domain, there are two kinds of interesting clusters that can be discovered: user clusters and page clusters.

Goal

- Discovery and analysis of web usage patterns using **Association analysis**.
- Discovery and analysis of web usage patterns using **Cluster Analysis and Visitors segmentation**.

KEYWORDS: Association Analysis, Cluster Analysis and Visitors Segmentation