

DESIGN OF AN INFORMATION STOREHOUSE SYSTEM USING DATA MINING FOR E-COMMERCE

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ABSTRACT

E-commerce has been with increasing accessibility of the internet in almost every corner of the world. Despite this fact upto now in most successful .e-commerce systems. Humans are still in the loop to make the most important decision in various activities within a business transaction. The development of computer science and network technology, and the rapid emergence of e-commerce bring limitless business opportunity to trade company. For the trade company, any consumer-related information is very valuable, but searching for the enormous amount of data restricts the development of e-commerce. This proposed system has introduced the performance of every Agent in detail and the basic thoughts of the mining method adopted. Furthermore, in view of the business backgrounds and characteristics of e-commerce trade, we design the data mining system based on Multi-Agent under the circumstance of e-commerce. It can achieve the goal of mining data accurately and effectively, and offer the personalized service to users, and improve operational efficiency for system.