

## 2<sup>nd</sup> International Conference on **Big Data Analysis and Data Mining**

November 30-December 01, 2015 San Antonio, USA

### **Innovative techniques for improving web usage mining**

**Selvarani Selvam**

Fatima College (Autonomous), India

Web mining is a very sizzling research topic which combines two of the triggering research areas. First the data mining second is World Wide Web. Web mining explores and narrates the several research communities such as database, information retrieval and artificial intelligence. Web mining is categorized into three areas: content mining, structure mining, and usage mining. Web content mining in normal parlance is to download information available on the websites. Such a process involves incredible stress and is time-taking. Web structure mining emphasizes to the discovery of how to model the essential link construction of the Web. Web usage mining is used to distinguish interesting user navigation patterns and can also be applied to many real-world problems, such as improving websites/pages, making bonus topics or product recommendations, user/customer behavior studies, etc. This paper focuses on the five major tasks of web usage and the innovation in the mining techniques: i) data gathering, ii) data preparation, iii) navigation pattern discovery, iv) pattern analysis and visualization, and v) pattern applications.

### **Biography**

Selvarani Selvam has completed her MPhil from Madurai Kamaraj University. She is presently working as an Assistant Professor of MCA Department in Fatima College, Madurai, India.

[rani\\_s\\_selva@yahoo.co.in](mailto:rani_s_selva@yahoo.co.in)

### **Notes:**