IJARSCT
ISSN (Online) 2581-9429
International Journal of Advanced Research in Science, Communication and Technology (IJARSCT)
Volume 2, Issue 7, June 2022
Impact Factor: 6.252

Web Personalization with Usage-Based Clustering

Mrs. M. M. Mali[1], Mrs. S. L. Mortale[2], Mrs. M. A. Parlikar[3], Mrs. T. H. Gavhane[4], Mrs. A. S. Sawalkar[5]
Lecturer, Department of Information Technology[1,2,3,4,5]
Pimpri Chinchwad Polytechnic, Pune, Maharashtra, India

Abstract:*Information on World Wide Web has been filling in a remarkable way. This raises a serious worry on data over-burden difficulties for the clients. Recovering the most significant data from the web according to the client prerequisite has become hard on account of the enormous assortment of heterogeneous archives. One way to deal with beat this is to customize the data accessible on the Web as indicated by client necessities. This is called Web Personalization process that changes data/administrations conveyed by a Web to the necessities of every client or gathering of clients, taking their standards of conduct. Successive Sequential Patterns (FSPs) that are separated from Web Usage Data (WUD) are vital for dissecting and understanding clients' way of behaving to work on the nature of administrations presented by the World Wide Web (WWW). Client standards of conduct are expected to fabricate profiles of every client, it is made to utilize which Personalization of site.*

Keywords: Data Mining, Web Mining, Web Usage Mining, Web Personalization, etc.

REFERENCES

[1] Madhavi M.Mali,Sonal S.Jogdand, Deepali P. Shinde, "Web Personalization Using Usage Based Clustering", International Journal of Advanced Research in Technology, Engineering and Science (A Bimonthly Open Access Online Journal) Volume1, Issue3, Nov-Dec, 2014.ISSN: 2349-7173(Online).

[2] Madhavi M.Mali,Sonal S.Jogdand, Deepali P. Shinde, "Personalized Look and Feel Through Web Usage Mining", International Journal of Current Research Vol. 7, Issue, 02, pp.12396-12399, February, 2015.

[3] Kartik Menon and Cihan H. Dagli, "Web Personalization using Neuro-Fuzzy Clustering Algorithms", Smart Engineering Systems Laboratory University of Missouri – Rolla, 2003 IEEE.

[4] D.Vasumathi, A.Govardhan, K.Suresh, "Effective Web Personalization Using Clustering", 2009 IEEE.

[5] BamshadMobasher, Robert Cooley, Jaideep Srivastava, "Creating Adaptive Web Sites Through Usage-Based Clustering of URLs", IEEE.

[6] Doddegowda B J, G T Raju, Sunil Kumar S Manvi, "Extraction of Behavioral Patterns from Preprocessed Web Usage Data for Web Personalization", IEEE International Conference on Recent Trendsin Electronics Information Communication Technology, May 20-21, 2016, India.