

Web Usage Mining

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Abstract:

Web mining is one of data mining techniques to discover patterns from the World Wide Web, all information gathered by mining the web, this technique is valuable for business sites in order to increase income. By utilizing this techniques, user are able to get both organized and unstructured information from browser activities, server logs, website and link structure, page content and different sources. Traditionally, web server and application are the origins where data captured.

Comparing to web content mining, web usage mining focus on latent browsing behavior (logs) rather than text, which can reveal inherent relationship between user and web/application.

This tutorial will be presented in two aspects: 1. Introduce the motivation and utility behind web usage mining. 2. Detail the whole process of data mining, including data collection, data pre-processing, data transformation, clustering, association rules and data pattern analysis. 3. Explore the mechanism and principle of WUM, and show the valuable results from this technique.