

# **Web Usage Mining -Pattern Discovery & Its Applications**

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## **ABSTRACT**

With the explosive growth of information sources available on the World Wide Web and the rapidly increasing pace of adoption to Internet commerce, the Internet has evolved into a gold mine that contains or dynamically generates information that is beneficial to E-businesses. A web site is the most direct link a company has to its current and potential customers. The companies can study visitor's activities through web analysis, and find the patterns in the visitor's behavior. These rich results yielded by web analysis, when coupled with company data warehouses, offer great opportunities for the near future.

Web usage mining is an application of data mining technology to mine the data of the web server log file. It can discover the browsing patterns of user and some kind of correlations between the web pages. Web usage mining provides the support for the web site design, providing personalization server and other business making decision, etc. Web mining applies the data mining, the artificial intelligence and the chart technology and so on to the web data and traces users' visiting characteristics, and then extracts the users' using pattern.

## **Keywords**

Web Usage Mining, Personalization, Pattern Discovery