# Web Data Mining and the Development of Knowledge-Based Decision Support Systems

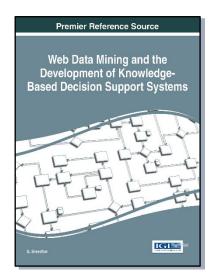
Part of the Advances in Data Mining and Database Management Book Series

G. Sreedhar (Rashtriya Sanskrit Vidyapeetha (Deemed University), India)

# **Description:**

Websites are a central part of today's business world; however, with the vast amount of information that constantly changes and the frequency of required updates, this can come at a high cost to modern businesses.

Web Data Mining and the Development of Knowledge-Based Decision Support Systems is a key reference source on decision support systems in view of end user accessibility and identifies methods for extraction and analysis of useful information from web documents. Features extensive coverage across a range of relevant perspectives and topics, such as semantic web, machine learning, and expert systems.



# **Readers:**

This book is ideally designed for web developers, internet users, online application developers, researchers, and faculty.

ISBN: 9781522518778 Release Date: March, 2017 Copyright: 2017 Pages: 200

# **Topics Covered:**

- Artificial Intelligence
- Decision Support Systems
- Enterprise Information Management
- Expert Systems

- Machine Learning
- Recommendation Systems
- Semantic Web

Hardcover + Free E-Book:

E-Book Only:

\$165.00

\$165.00

#### **Order Information**

Phone: 717-533-8845 x100 Toll Free: 1-866-342-6657

Fax: 717-533-8661 or 717-533-7115 Online Bookstore: www.igi-global.com



#### **Table of Contents**

#### **Foreword**

## **Preface**

#### **Acknowledgment**

#### Section 1

## **Developing Decision Support Systems**

#### Chapter 1

Development of Efficient Decision Support System using Web Data Mining

G. Sreedhar, Rashtriya Sanskrit Vidyapeetha (Deemed University), India

A. Anandaraja Chari, Rayalaseema University, Kurnool

#### Chapter 2

Improving Decision Making in a Business Simulator using TOPSIS Methodology for the Establishment of Reactive Systems

Carlos Alberto Ochoa Ortiz Zezzatti, Juarez City University, Mexico

# Chapter 3

DSS for Web Mining using Recommendation Systems M Varaprasad Rao, Anurag Group of Institutions, India G Vishnu Murthy, Anurag Group of Institutions, India

#### Chapter 4

Mastering Intelligent Decision Support Systems in Enterprise Information Management

Kijopokin Kasemsap, Suan Sunandha Rajabhat University, Thailand

## Section 2

#### **Developing Web Mining Systems**

## Chapter 5

Web Data Mining in Education: Decision Support by Learning Analytics with Bloom's Taxonomy

Wing Shui No. The Education University of Hong Kong, Hong

Wing Shui Ng, The Education University of Hong Kong, Hong Kong

#### Chapter 6

Discover Patterns from Web based Dataset Rahavendra Kumar, LNCT College, India Priyanka Pandey, LNCT College, India Prasanth Kumar Pattnaik, KIIT University, India

## Chapter 7

Web Usage Mining: Improving the Performance of Web based Application through Web Mining

V Sathiyamoorthi, Sona College of Technology, India

#### Chapter 8

Multi Agent based Information Retrieval System using Information Scent in Query log mining for Effective Web Search

Suruchi Chawla , Shaheed Ragjuru College Delhi University, India

#### Section 3

## **Developing Efficient Knowledge based Systems**

#### Chapter 9

Knowledge Representation Technologies using Semantic Web Vudattu Kiran Kumar, Dravidian University, India

#### Chapter 10

Discovering Knowledge Hidden in Big Data from Machine Learning Techniques

Adiraju Prashantha Rao, Anuraj Group of Institutions, India

### Chapter 11

Knowledge based Decision Support System for analyzing the Relevancies of various Attributes based on their Characteristics C Madana Kumar Reddy, Annamacharya PG College of Computer Sciences, India

Chapter 12

Website Topology Modification with Hotlinks using Mined Web usage Knowledge

Thendral Puyalnithi, VIT University, India V Madhu Viswanatham, VIT University, India

#### Section 4

#### **Developing Social Media based Mining Systems**

#### Chapter 13

Mining on Social Media Ambati Venkata Krishna Prasad, K L University, India Venkata Naresh Mandhala, K L University, India

### Chapter 14

Some Other Applications in Community Graph under the Preview of Social Graph using Graph Mining Techniques Bapuji Rao, iNurture Education Solutions Private Limited, India Sasmita Mishra, IGIT, India Saroja Nanda Mishra, IGIT, India

# Chapter 15

Social Network Web Mining: Web Mining Techniques for Online Social Network Analysis Balamurugan Balusamy, VIT University, India Vegesna Tarun Sai Varma, VIT University, India Sohil Sri Mani Yeshwanth Grandhi, VIT University, India

#### Section 5

## **Developing Data and Text Mining Systems**

# Chapter 16

Data Mining and Data Warehousing: Introduction to Data Mining and Data warehousing V Sathiyamoorthi, Sona College of Technology, India

## Chapter 17

Text Mining: Current Trends and Applications Kipokin Kasemap, Suan Sunandha Rajabhat University, Thailand

# **Compilation of References**

## **About the Contributors**

#### Index

**G. Sreedhar** is working as an Associate Professor in the Department of Computer Science, Rashtiya Sanskrit Vidyapeetha (Deemed University), Tirupati, India since 2001. G. Sreedhar received his Ph.D in Computer Science and Technology from Sri Krishnadevaraya University, Anantapur, India in the year 2011. He has over 15 years of Experience in Teaching and Research in the field of Computer Science. He published more than 15 research papers related to web engineering in reputed international journals. He published 4 books from reputed international publications and he presented more than 15 research papers in various national and international conferences. He handled research projects in computer science funded by University Grants Commission, Government of India. He is a member in various professional bodies like academic council, board of studies and editorial board member in various international journals in the field of computer science, Information Technology and other related fields. He has proven knowledge in the field of Computer Science and allied research areas.

# **Order Information**

Phone: 717-533-8845 x100 Toll Free: 1-866-342-6657 Fax: 717-533-8661 or 717-5

Fax: 717-533-8661 or 717-533-7115 Online Bookstore: www.igi-global.com

