

# Web Usage Mining Techniques and Applications Across Industries

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

A.V. Senthil Kumar (Hindusthan College of Arts and Science, India)

## Description:

Web usage mining is defined as the application of data mining technologies to online usage patterns as a way to better understand and serve the needs of web-based applications. Because the internet has become a central component in information sharing and commerce, having the ability to analyze user behavior on the web has become a critical component to a variety of industries.

**Web Usage Mining Techniques and Applications Across Industries** addresses the systems and methodologies that enable organizations to predict web user behavior as a way to support website design and personalization of web-based services and commerce. Features perspectives from a variety of sectors.

## Readers:

This publication is designed for use by IT specialists, business professionals, researchers, and graduate-level students interested in learning more about the latest concepts related to web-based information retrieval and mining.

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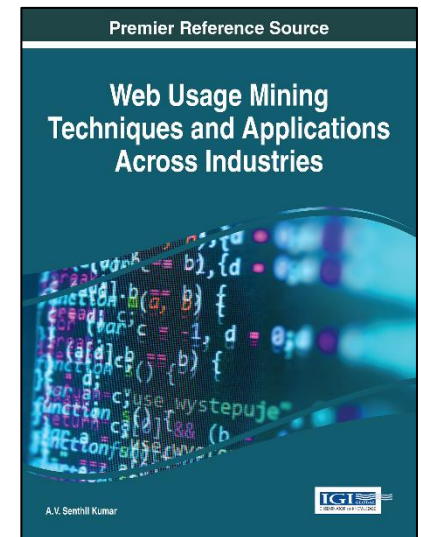
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