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A Performance Study on Web Usage Mining Techniques to Discover User Interested Directories

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Abstract - Web Usage Mining is the area of data mining that deals with the discovery and evaluation of web usage patterns from the web data in order to improve the web based applications. Typically, Web Usage Mining comprises the three stages namely preprocessing, pattern discovery and pattern analysis. At the preprocessing stage, the unwanted and irrelevant fields are removed from the server log files. The pattern discovery stage clusters the users and user sessions to group the similar usage patterns and users. Then, the sequential pattern mining stage finds the interesting sequential patterns among the large database. It finds out frequent subsequences as patterns from a sequence database. After the three stages completion, the user can identify the required usage patterns and the information for their corresponding needs. This paper surveys the various algorithms applied to the web usage mining on the basis of several clustering and sequential pattern mining algorithms. The purpose of this survey is to present the current scenario about web mining research and the methods available. At the end, the comparative analysis is given on the basis of major key features supported by the different algorithms in the area of Web Usage Mining.