



RESEARCH ARTICLE

AN IMPLEMENTATION OF WEB PERSONALIZATION USING WEB MINING TECHNIQUES

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Abstract— Web mining is a class of data mining. In order to relieve a “Data Rich but Information Poor” dilemma, Data Mining emerged. Web Mining is a variation of this field that distils untapped source of abundantly available free textual information. The importance of web mining is growing along with the massive volumes of data generated in web day-to-day life. In general, web data always arrives in a multiple, continuous, rapid and time varying flow. Most of the existing conventional algorithms fail while handling such dynamic data. Web data extraction algorithms are important in extracting useful documents from streaming on-line sources. We propose a new method for web data extraction. It has three phases. In the first phase list of web documents are selected, second phase documents are preprocessed, in the final phase results are presented to users. Experimental results are compared with existing methods. Performance of proposed system is better than existing methods.

Key Terms: - Data Mining; Web Mining; Similarity; Dissimilarity; Content Extraction; Filtering

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