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### **REVIEW ARTICLE**

# **Data Services For E-Tailers Leveraging Web Search Engine Assets- A Review**

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**Abstract—** *This review paper presents a study about how the data services can be provided for an e-tailer by mining the web search engine assets. It describes in detail some of the existing approaches to mine data from large databases to the methods that can be used to mine data from the query log of a search engine. It gives a brief description about some string matching techniques. It also discusses about the techniques used behind each of the data service which is been presented.*

Full Text: <http://www.ijcsmc.com/docs/papers/March2014/V3I3201403.pdf>