



# Service Selection by Predicting Website Attender by Using Astrology

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*Abstract: Web services are becoming a common and convenient means of doing business over the Internet. More-and-more web services are kept on arriving over the Internet, offering the same set of services to the end users. The availability of similar web services increases the complexity of discovery as well as the selection process of web services. The traditional way of discovery of web service involves keyword based searching followed by manual selection. The keyword based search is not efficient. In this paper, we have used an improved mechanism for web service selection based on astrology and origin society of the user. As interest in website owners arises not only to keep their customers but also increase them to get more income. By attracting customers more than any other competitors the chance to be the winner in this competition arises. Improving in business has number of rules which sellers should obey. The business rules such as negotiation, body language, time management, and selling strategy have been completely discussed in M.B.A And D.B.A courses. At the same time, for websites there is not that much information. In this study we are going to introduce new rules for websites to act more attractive. Company managers before any negotiation, should choose the best negotiator. This duty has different step. Important step is that the negotiators should be studied different courses related to strategy of negotiation. Second step is to realize astrology, not only for the company speakers but also for the other side as well. Now a day's websites are an important negotiator for any companies.*

*Index Terms— rules translators, astrology*

## 1. Introduction

One way to ensure business agility and efficiency is to increase the number of attendance to web services. Such statistical data shows that this web services is accepted by people increasingly.

In this way, supported interfaces, pricing, availability, actions to be performed when violations occur and endured is very important factors. On the other hand the most important factor is feeling convenience by users. For instance suppose someone goes shopping in shop A, the prices is cheaper than other shops and seller deliver goods very fast but he/she does not feel comfort.

Otherwise In the shop B, not only offer cheap prices and fast delivery but also make satisfaction for the customer during shopping. As a result he/she prefer to buy from shop B. in this research we are introducing, how we could make our service selectors feel more comfort during their work in composite web services. To achieve this goal we use birth date of customer, IP of the place he/she attend to composite web service and current date of computer. By date of birth and current date of computer we can calculate the astrology of him/her. By IP which he/she attend we can realize his/her society. Hence we can predict his/her future activities in the composite web

service. By predicting him/her we can make him/her more comfort during the usage of composite web service. It means not only we can consider our users for their future attendance but also we can increase the users due to their convenience in our composite web services.

## 2. Related Works

Service model (1) able to express both technical and business quality aspects, and (2) which considers both programmer and final user perspectives. In a Service Oriented Architecture, our quality model can be adopted by the Web service broker to identify which is the best Web service among a set of functionally equivalent Web services. Such a selection considers the quality of Web service along with the user preferences combining two decision making models: cost-benefit analysis and Analytic Hierarchy Process (AHP). For the sake of simplicity, we assume that our quality-driven selection process commences when a set of functionally equivalent Web services has been previously identified [1], the composition of services is used to implement complex functionality. The quality of service (QoS) is a demanding issue for the management of service compositions. A QoS-aware service selection recommends the services to be composed to account for the quality of a service composition and its execution cost incurred by requests. It is shown that in the presence of sophisticated service charging a cost minimization objective imposes the need for a request- and service composition-comprehensive service selection. This type of selection is called a tactical service selection. Existing tactical service selection models assume a deterministic execution environment. The need to adjust a service composition during the execution of a request to react on uncertain QoS attributes and service failures is neglected. Service reconfiguration approaches are proposed to deal with service failures, uncertain QoS attributes, and their impact on QoS restrictions. The challenge addressed in this paper is to propose a hierarchical service selection that integrates a tactical service selection with a service reconfiguration to satisfy the cost minimization objective and to maintain a successful execution of requests. It is shown that the tactical service selection can be efficiently combined with an existing service reconfiguration method to achieve both runtime-related goals and tactical objectives [2].

Currently, there is no work discussing and conveying a way which can easily attract web customers by predicting their activities; however, there are a lot of works discussing the best logical ways that direct web-customers to their goal. These works are mainly focused on logic solution to obtain shortest and economical way to the goal. Unfortunately, none of the works predict the web-customers' activity as well as their feeling in the service selection. This research successfully build the first step towards achieving the use of predicting web-customers' activities in service selections to present the best feeling and comfort to achieve their goal.

WORKS	Samples	Predicted	Unaffected	Affected	Unaffected
Data 1	1000	660	340	%66	%34
Data 2	1000	—	---	%20	%80

Fig. 1 shows data obtained out of 1000 sample  
Data 1 Predicted by Astrology Data 2 Normal

In the Fig. 1 we compare our research with normal webs in this research we predicted %55 by using astrology and by using the IP of customers we predict %23. By using the weather condition such as hotness or coldness by getting the date and time, we predict %19. Integrating all the three ways we obtained %66 correct prediction. The result obtained was acceptable. Although we applied different themes and easy or hard written text, but we did not applied psychological effect on the text. Hence by applying more improvement in written text we wish to obtain better results.

## 3. Discuss

In the websites, there are many methods for predicting the customers' actions who attend the websites. The first way is to predict the customers' action by previous log files of her/him. The second way is statically predicting her/his action. The third way is the information of websites' attenders' IPs. The advantage of our method is not only using less storage capacity but also getting more accurate results. Now we will explain, how we can predict any websites' customers. They are from all over the world. We predict their activities without using large storage capacities. We do not keep archive log files of any single customers. The intelligent websites which are able to predict their customers' activities by using individual archive logs of previous customers' activities admit unsuccessfulness. In this study we get our customers birthdate at welcome screen then we direct her/him to the different theme of our websites. He/she will feel very comfort with it, because it has been designed for his/her personality at that time. To describe our method firstly we should explain the astrology. There is number of universities which one can obtain BSc, MSc in astrology. Some of these universities are <https://www.astrologyuniversity.com/programs-of-study/>, <https://keplercollege.org/>, and many more around the world. Now what is astrology? Astrology is a science which can predict exactly one's personality due to the time and date him/her was born. For example if one born between 21<sup>st</sup> March to 20<sup>th</sup> April he is in house one with special characteristics and for the second house we add 30 or 31 days for example for second house if one was born between 21<sup>st</sup> April to 20<sup>th</sup> May and etc. [3], [4], [5], [6], [7] and Dr. Benebell Wen in the Understanding the Twelve Astrological Houses describes the manner of each house. Each house depends on the date of born. Here we write some examples of the book in the Understanding the Twelve Astrological Houses written by Dr. Benebell Wen House 1 is a Fire house, which means Fire signs—Aries (first house), Leo (fifth house), and Sagittarius (ninth house)—are empowered here, as are Air signs—Gemini (third house), Libra (seventh house), and Aquarius (eleventh house). These ascendant signs tend to have stronger, more

distinct personalities. They tend to be more self-aware. Water signs—Cancer (fourth house), Scorpio (eight house), and Pisces (twelfth house)—are weakened here, and so these individuals may take longer to find themselves. Self-discovery is in itself a significant journey for such individuals. They are born seekers, compelled onto that journey of self-discovery because when they are born, in their young lives, they do not yet possess a strong, defined sense of who they are. House 1 is an angular (or cardinal) house, rendering it a house of action. It denotes aspects of who we are that lead in our life paths. Here is where we establish our goals. Angular houses show what drives us and has the most impact on our chosen life path. The other angular or cardinal houses are House 4, 7, and 10. As a Fire house, the first house is part of the Trinity of Life, which governs our sense of personal identity, how we perceive life experiences, and how we form our own concept of self. The other Fire houses are Houses 5 and 9. House 2 is the house of your material foundation. This is the house to read for wealth, prosperity, assets, liabilities, and personal resources. We see into the native's livelihood and possession here in House 2 and also the native's approach, outlook, and attitude toward money or commerce. The second house tells of how money is earned, of financial matters, and how we secure ourselves here on the earthly plane so that who we are—the ascendant sign—can manifest. House 2 is an Earth house, which means Earth signs—Taurus, Virgo, and Capricorn—are empowered here, as are Water signs—Cancer, Scorpio, and Pisces. When Earth or Water signs are ruling House 2 in a chart, we see less financial insecurity. These natives tend to be born with better luck when it comes to having the needed resources for survival and livelihood. Mars, Jupiter, and Saturn in the second house tend to indicate volatility when it comes to personal finances or financial hardships. Planets occupying the second house can show a life path quite focused on matters relating to money, property, and wealth. An empty House 2 is often a good sign of tempered, consistent fortunes. Air signs—Gemini, Libra, and Aquarius—are weakened in an Earth house, so if an Air sign is in House 2, you may find greater fluctuations when it comes to personal financial security. House 2 is a succeeding (or fixed) house, rendering it a house of security. It denotes the order established in our life paths, the ways we seek or maintain order, and reactive forces within us. Succeeding or fixed houses denote what we build for ourselves. The other succeeding or fixed houses are 5, 8, and 11. As an Earth house, the second house is part of the Trinity of Wealth, which governs our achievements, glory, and helps us to define our sense of purpose. The other Earth houses are 6 and 10. The third house relates to our immediate setting and how that affects our mental development. The third house notes early childhood education, the social environment we grow up in, how we learn to communicate with the world, and matters relating to our early childhood. It can denote siblings, our relationships with our brothers and sisters, relationships with neighbors, and our places of residence. This is the house of our mental intellect, Courage, the ability to achieve our aspirations, complete tasks, and how we use our voice or speech are noted here in the third house. House 3 is an Air house, which means Air signs—Gemini, Libra, and Aquarius—are empowered here, as are Fire signs—Aries, Leo, and Sagittarius. Natives with Air or Fire signs in the third house will have a more active mind. They seek constant, different, and challenging mental stimulation. They tend to be more capricious, changing their minds often. That is only because they are constantly learning new facts, stumbling upon new discoveries or new ways of thought that change their old ways. They also tend to be more opinionated. Earth signs—Taurus, Virgo, and Capricorn—are weakened in House 3, and so these individuals are more stubborn. Once they've made up their minds, they won't change it, even if secretly they start to see the merits of the other side. These are the individuals who are less likely to admit they are wrong, and less likely to say they're sorry. House 3 is a cadent (or mutable) house, rendering it a house of learning and development. It denotes our journey, the ways we evolve or progress in life, and the chances we incur. Cadent or mutable houses relate to how we develop, change, and the ways we exercise our free will when confronted with extenuating circumstances. The other cadent or mutable houses are 6, 9, and 12. Together these are the houses that denote how we apply human ingenuity. As an Air house, the third house is part of the Trinity of Relational Concepts, which governs the ways we communicate with others, the way we conceptualize relations, our verbal and social expressions, and how we interact with others. Air houses, along with 3, are 7 and 11. The fourth house is the seat of your soul. Here we see cellular or genetic memory. This is the house you read to better understand what is in your subconscious and in the unconscious parts of your mind. This house links to your family lineage, heritage, and beyond that, your past lives. This is the house that tells of where you come from. The fourth house is also the house of home and family. It can denote how you were raised, the domestic environment you grew up in and, most likely, the domestic environment you are going to keep in your own adulthood, and also, your relationship with your biological mother. Here we can see the impact and influences of the biological mother on the native. I read the fourth house in conjunction with your moon sign to determine the past life that most influences the karma of your present life. The fourth house will offer insights into social status and matters of lineage. It is also an ancestral house, where we can reach far back through multiple generations to see where you come from. House 4 is a Water house, which means Water signs—Cancer, Scorpio, and Pisces—are empowered here, as are Earth signs—Taurus, Virgo, and Capricorn. Natives with Water or Earth signs in House 4 tend to be more family-oriented. They seek to settle down, establish their own homes earlier on in life, and are deeply connected to their heritage or family lineage. All that being said, there may be deeper insecurities that are latent in the subconscious that may arise later on in their lives that challenge what they thought they knew. Air signs—Gemini, Libra, and Aquarius—are weakened in House 4, and so these individuals tend to direct more of their personal energies outward, toward matters involving their social plane, social achievements, professional aspirations, or ambitions than inward toward home or family. These individuals tend to be less interested in “domestic bliss” and more interested in following their passions, public reputation, or life goals. They may even find themselves establish a family later in life. House 4 is an angular (or cardinal) house, rendering it a house of action. It denotes aspects of who we are that lead in our life paths. Here is where we establish our goals. Angular houses show what drives us and has the most impact on our chosen life path. The other angular or cardinal houses are House 1, 7, and 10. As a Water house, the fourth house is part of the Psychic Trinity, which governs our emotional plane and our soul. Water houses relate to the subconscious, the unconscious parts of the mind, the memory we do not remember, and the karmic accounting of our soul. The other Water houses are 8 and 12. The fifth house is the house of happiness. Often the fifth house is seen as confusing, because it represents many different areas of life. It can indicate procreation and your children. It can represent your recreation, your hobbies, and what you love to do with your time. When we say procreation, we mean both fertility in terms of children and child-bearing, but also creativity and innovation. The fifth house can tell of what you produce. It is what you pass on in terms of a legacy, what you contribute to the world. The fifth house reveals what you enjoy, what brings you happiness, and so as a parent, would conceivably pass on that sense of happiness to your children. Thus,

the fifth house also represents how you raise your children and the way you approach family life. Here we can also see what kind of parent you will be and how you might raise your children, based on your own childhood experiences and the past denoted by your fourth house. Traditionally, this is the house of pregnancy, love affairs, children, romance, pleasure, leisure, and the house of your heart. This is where we find the source of your inspiration and your motivations. What motivates you to lead the lifestyle that you lead? We will find that in House 5. Here, we can see what interests you, where your passions are, and the hobbies or interests you are inclined to spend your time and energies on. This is the house of happiness and leisure. This is the house of individual desires. House 5 is a Fire house, which means Fire signs—Aries, Leo, and Sagittarius—are empowered here, as are Air signs—Gemini, Libra, and Aquarius. Natives with Fire or Air signs in the fifth house tend to be optimistic. They devote a great deal of time to their creations. They tend to love children, seek procreation, and may have multiple “great love affairs” in their lives. Water signs—Cancer, Scorpio, and Pisces—are weakened here, and so these individuals may not be as focused on child-rearing, tend to seek that “one true love,” and are more single minded and loyal when it comes to romance. We described some examples which shows the different personality of each month. To win in any negotiation we need to predict the personality of the other side. Now by getting the date of birth of our composite web services’ attenders, we can predict his/her personality. Different kind of personality, likes different themes, different way of written text and different kind of logical proof to make us to win in negotiation. For example to be the winner in negotiation with a person who was born on 6<sup>th</sup> April is quite differ to the way to win negotiation with one who was born on 8<sup>th</sup> November.

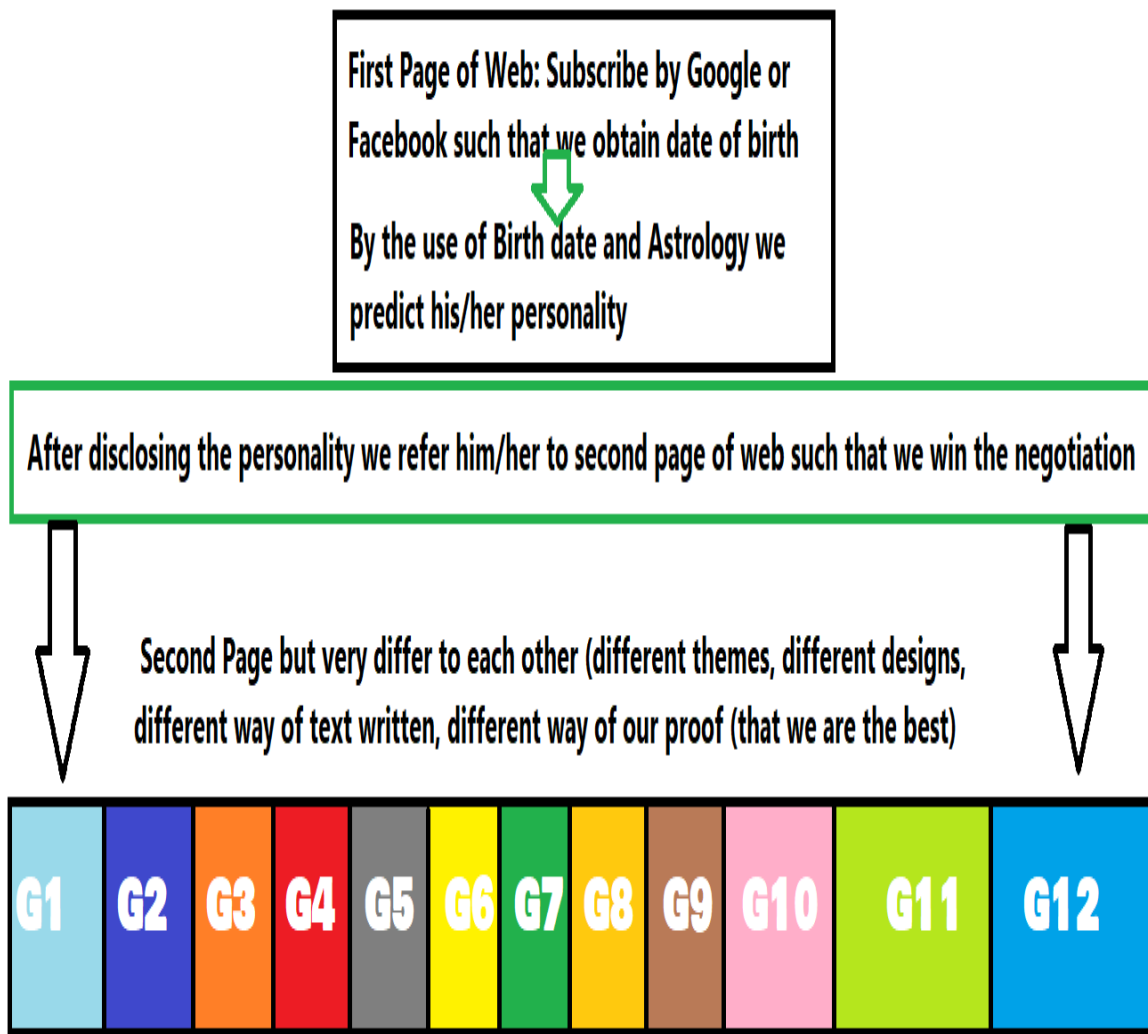


Fig. 5. The Total Procedure for predict Web Customer & Attract Customers

## 4. Conclusions

In this research, the main aim is to develop a new method to predict service selection by users such that they not only feel better but also obtain the best goal depend on their personality. In order to achieve this goal, we use the astrology. After analyzing these information, the new approach is proposed to predict service selection as well as satisfying their comfort feeling. As web-customer feels better he/she prefer to do his/her shopping, traveling and other businesses by using this kind of intelligent web services. The percentage to be winner in the negotiation with our customers from twenty percent increases to sixty six percent.

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