Abstract

The aim of this research is twofold: first, to present an overview of recently proposed recommendation techniques which satisfy the different users’ needs and satisfaction while they make interaction with the Web. In particular, the lessons learned on strong points and remaining weaknesses of various Web recommendation techniques are summarized and discussed. Web usage mining is a type of Web mining for finding the usage patterns from Web data. This helps to clearly understand the user needs and provides the required services through various Web based applications. Analyzing data in Web usage mining can assist the creation and development of Web sites including their management, business support services, personalization, system improvement and Web pages recommendation.

This thesis employs the Web log data to trace the online visitors’ behaviors. It is a file to which the Web server writes information each time a user wants to get a resource from the Web site and it has been preprocessed to improve the data quality. The preprocessed and analyzed weblog data are given to a pattern discovery process in order to find the associative patterns. The users are clustered based on their interests by using clustering concept and the user profiles have also been constructed. Then the associative patterns are compared with user profile by using recommendation engine to recommend the preferred Web pages for the Web users to satisfy their different categories of needs.

The purpose of this thesis is to produce Web page recommendations with help of preprocessed and analyzed Web log data. Here the concept of clustering and association rule mining are applied to identify the patterns. This recommendation system provides Web page recommendations to the users by analyzing their navigational patterns. It gives suitable recommendations to cater to current needs of users. The experimental results show a significant improvement in the recommendation effectiveness of the proposed system.