Business Process Mining from E-Commerce Web Logs

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Paper Title:	Business Process Mining from E-Commerce Web Logs
Keywords Specific to the Paper:	Business Process Management (BPM) Web Analytics Process Mining E-Commerce User Behavior Modeling
Summary of the main contributions	This paper shows the necessity for advanced methods and tools to develop business efficiency in the dynamic field of e-commerce. It proposes the application of Business Process Management methodologies to the analysis of e-commerce website logs to extract valuable insights for business process optimization. The authors use the Business Process Insight (BPI) platform, which incorporates new process mining techniques tailored for the Web, to analyze clickstream logs from a large online travel and booking agency. The paper outlines the challenges, results, and potential benefits of this approach, highlighting its relevance for improving e-commerce operations. The paper uses process mining algorithms within the Business Process Insight (BPI) platform to analyze web clickstream data and extract structured models of user behavior. While the specific AI models aren't explicitly mentioned, the process mining techniques likely include pattern recognition, event correlation, and predictive analytics tailored for e-commerce environments. By applying BPM methodologies and process mining techniques, the paper contributes to improving the efficiency of e-commerce by

	Transforming web clicks into tasks: classifying URLs from Web clicks into high-level tasks suitable for BPM analysis, enabling a structured understanding of user interactions with the site. Mining business processes: extract process models that capture user behaviors, including infrequent actions such as product purchases, using techniques such as saturating data sets, clustering process instances, and applying knowledge-based mining algorithms. Evaluation and suitability analysis: evaluate the effectiveness of knowledge-based mining algorithms under various conditions and demonstrate their suitability for extracting process models from e-commerce data.
Supported by a software application? (If yes, provide more details)	Yes, the analysis is achieved using business process insight platform, which is a of collaborative process intelligence tools designed to analyze web logs and extract actionable insights. The platform provides process mining, event correlation and predictive analytics capabilities suitable for e-commerce environments. The application of the BPI platform shows its potential to improve decision-making and e-commerce operations.