**CUSTOMER BEHAVIOUR PREDICTION USING WEB USAGE MINING**

**ABSTRACT**

Course Code: **WEB MINING** Course Title: **CSE3024**

Under the guidance of



**SCHOOL OF COMPUTER**

**SCIENCE AND ENGINEERING**

**JULY 2017**

## The Problem Statement

In this project, we are focusing on predicting and analysing the trends among the end users of the e-commerce websites using web usage mining.

On behalf of the e-commerce website we will be analysing the data provided by our clients and provide them with factors like returning users allow site owners to make appropriate changes and give the customer exactly what is needed.

This allows for more customer acquisition and thus more profitability for the client.

Every e-commerce website especially smaller scale start-ups have to maintain separate team in order to predict customer behaviour but it has few drawbacks: -

* It is not feasible for the smaller scale start-ups to fund and manage a separate department for customer behaviour prediction and analysis.
* A large portion of the expenses is dedicated to the data analytics department, but the system is inefficient and not accurate.

## Current State of Art

Currently the e-commerce websites have a separate department dedicated for customer behavioural prediction and analysis. The system is tuned to record web shopping/buying patterns and track various analytics data that tend to provide future prediction statistics. The system scans for user budget tracking, tallying to previous years, user bounce rates- number of users returning from payment page and another site usage factors,

But why to have a separate department when one can avail the services which are more efficient and accurate.

## Proposed Solution

We are focusing on creating a centralized platform for providing customer behavioural prediction and analysis.

This platform will be available to all the e-commerce websites as a web service.

The service focuses on providing efficient and accurate results based on the customer data provided by the “e-commerce” clients.

This platform implements web usage mining upon the user data received from our clients and will provide them with accurate and efficient data based upon customer’s budget, point of interest, frequency as a user, Wishlist and related data.

Using all these parameters our platform will push necessary data regarding promotional offers, latest trends amongst customers and various profitable schemes to our client for implementation of the same among their customer base.

## References

* http://ieeexplore.ieee.org/xpl/articleDetails.jsp?tp=&amp;arnumber=6149134&amp;r anges%3D2011\_2014\_p\_Publication\_Year%26queryText%3Decommerce+behaviour

* http://ieeexplore.ieee.org/xpl/articleDetails.jsp?tp=&amp;arnumber=6703147&amp;r anges%3D2011\_2014\_p\_Publication\_Year%26queryText%3Decommerce+behaviour