빅데이터와 비즈니스 모델 11차 과제

**A case on Text Mining**

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Since it is very important to predict consumers' purchase decisions in the web store, research was conducted on this. Consumer patterns were analyzed using weblog data called clickstream data. Suppose that there are two categories of these web stores and each category has a product. parentheses are the duration in seconds representing the amount of time a user stays on a web page. The matrix is based on the graph theory and data proximity, which is called the extended data adjacency matrix (EDAM). EDAM consists of two parts: the upper area represents the frequency of connection/conn It turned out to be a predictive method. We can conclude that data proximity based on graph theory predicts product purchases in Internet stores better than other methods with the highest accuracy of 72.2%.