

Innovative Applications of data mining techniques in E-Commerce

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Abstract: In this modern era ecommerce is a home of growing business. E-Commerce grew from a simple website for online public sale to a full-scale e-commerce enterprise that processes abundant amount of data to create a better shopping experience. To handle such a enormous amount of data, Data mining is important technique in creating a great experience at E-Commerce. This paper discusses the important role of business based on data mining techniques and its relationship with electronic commerce. These techniques include pattern mining, trend discovery, association, decision tree, classification and prediction. Electronic commerce processes and data mining tools have revolutionized many companies. The main objective of this research paper is to highlight some important data mining techniques and its applications in electronic commerce.

Keywords: Data Mining, prediction, E-commerce, Knowledge Discovery in Data.

I. Introduction: Data mining applications in E-commerce and E-services is a new research direction in the today's word. Among all of the possible applications in web research, e-commerce and e-services have been identified as important domains for data mining techniques. Data mining techniques also play an important role in e-commerce and eservices, proving to be useful tools for understanding how

ecommerce and e-service Web sites and services are used. The Internet or World Wide Web (WWW) is a growing medium for business today. The application of Data Mining technologies has shown an explosive growth in an increasing number of different areas of business, government and science. Data mining is the process of extraction of hidden predictive information from large databases, is a powerful new technology with great potential to help companies focus on the most important information in their data warehouses. Data mining tools predict future trends and behaviors, allowing e-businesses to make proactive, knowledge-driven decisions. Most companies already collect and refine massive quantities of data. Data mining techniques can be implemented rapidly on existing software and hardware platforms to enhance the value of existing information resources, and can be integrated with new products and systems as they are brought on-line. When implemented on high performance client/server or parallel processing computers, data mining tools can analyze massive databases to deliver answers to questions such as, "Which clients are most likely to respond to my next promotional mailing, and why?"

Data mining is the practice of automatically searching large stores of data to discover patterns and trends that go beyond simple analysis. Data mining uses sophisticated mathematical algorithms to segment the data and