Recognition of website users' behavioral patterns

1. Behavioral patterns

- Web Usage Mining
- Frequent sequences/itemsets of actions
- Prediction, Recommendation, Business Decisions Support, UX

2. Problems of existing methods

- Offline (slow) patterns mining part
- Exact but slow
- Found patterns are too general, thus don't describe behavior of smaller specific communities

3. Our method

- Online
- Data stream mining algorithms
- Approximate frequent closed itemsets
- Dynamic segmentation of users
- Combination of common global patterns with patterns specific for each group



Recommendation precision inside user groups





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