

INTRODUCTION TO WEB MINING

Web mining is the integration of information gathered by traditional data mining methodologies and techniques with information gathered over the World Wide Web. Web mining is used to better understand customer behaviour. Making use of automated apparatuses to extricate data from servers and web2 reports, it permits organizations to get to both organized and unstructured information from browser activities, server logs, website and link structure, page content and different sources.

This programme provides a solid understanding of general web mining techniques. During the programme, many use cases are introduced at a practical level.

At Course Completion:

Participants will gain an understanding of the potential of accessing data stored throughout the internet in an automated fashion..

Duration: 2 Days

Requires: RapidMiner, SQL or any other relational database on PC with internet access

Delivered by:

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ITB Lecturer with research interests in virtual learning environments, business intelligence, data mining and web 2.0.

Who Should Attend:

Anyone who is interested in taking and analysing data originating from the internet or semi structured documents. Some data mining skills and understanding is desirable.

Key Topics:

- General introduction
- Web crawling techniques
- Website information extraction
- Automatic transformation
- Hybrid text and traditional data mining