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A Study of Inference for User Information Preference Change on a Web Site

ABSTRACT

How to realize customer preferences and provide suitable product and information to them is an important issue to company in an electronic business environment. In this paper, a user information preferences inference model is built base on the data mining technology and fuzzy set theory. According to users' browser path and time in a period to infer the change of their preference. Based on the proposed model, a news web site is built to collect the browser data from all participators in this test. The testing data is demonstrated that this model can infer the change of users information preferences efficiently. In a competitive market, enterprises resort to every conceivable means to increase the customer satisfaction. Using the proposed model, enterprises can provide the information service meet user requirements individually to improve the customer relationship and competitiveness.

Keywords : Internet; Data Mining; Preference analysis; Fuzzy Sets

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