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DWPR ALGORITHM FOR PAGE RANKING USING WEB LINK ANALYSIS

[1]Anshu Baliyan, Research Scholar, Department of CSA, CDLU Sirsa
[2]Avininder singh, Assistant professor, Department of CSA, CDLU Sirsa

Abstract: This research paper studies the importance of data mining in the field world wide web. The main objective of the thesis is to design the algorithm for efficiently rank the web page based multiple parameters that are necessarily required to rank the web page. Data or information of the web refers to that what type of data should be included; data should have different types so that it can attract the user like audio, video, images, animations and graphics. Usage information includes the data present on server logs and web logs. This information is very beneficial for web developers. Web developers take advantage of such information for making the web more interesting and more useful to user by analyzing the usage information. Depending upon the categorization of WWW data, web mining is also has three categories i.e. web usage mining, web content mining and web structure mining or web link analysis is used to deal with the complex web information.

Keywords: WWW, DWPR, Web link analysis, Data mining, web structure mining

[1] INTRODUCTION

Mining is an amazingly valuable term in numerous fields. In laymen terms, mining can be defined as extraction of valuable liquids, minerals, gases or other geological minerals which exists as veins, liquids, seams, and ore bodies in the earth. Ores that are discovered by the mining contains clay, limestone, coal, metals, oil, gemstone, potash, rock salt and gravel. Performing the mining in the field of data is termed as Data Mining. Data miningis slightly different from information retrieval in the way of extracting the data. Data mining is to extract the useful data from the managed set of data while information retrieval is the retrieval of the relevant information resources from the large set of information resource.

Mining the data is very important to solve many hazardous problem related to the performance of the large databases maintained by large size organizations like colleges, companies, banks, hospitals, universities, railways etc. These organization's databases have large amount of data that is also complex to deal without data mining. This huge collection of data is very complicated to handle in the absence of data mining. It may be referred to extract useful patterns and trends form the large databases for use in analysis and decision making. This is where data mining is useful.

DATA MINING

Data Mining (Also called as Knowledge Discovery) is process of extracting useful pattern or information or knowledge from the large collection of data. This huge data is stored in Data Warehouse, it is a term given to a large database. Data warehouse may contain billions, millions or trillions of data which is collected in several years (Han &Kambert 2001).

High level information, interesting knowledge, or some relevant pattern and required data can be extracted by knowledge discovery. This discovered information can be used in decision making, query processing, process control, information management and in many other processes.