

Abstract Details

Title: Clustering Based Classification in E-Commerce

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Abstract: Electronic commerce offers a huge variety of application areas for Artificial Intelligence. A major requirement addressed by current research is the availability of competent virtual sales agents that guide the customers through the vast space of available products, services, and other opportunities. One of the most important problems today is to achieve an appropriate communication between the customer and the virtual sales agent. Such a communication should be similar to a communication with a real sales agent in a bricks and-mortar store: the agent must ask appropriate questions concerning the customer's product requirements and should at a certain point provide appropriate product information. Clustering is to find clusters from a large amount of data samples, maximizing the similarity of intra-cluster samples and minimizing that between inter-cluster samples. That is to say, clustering is to discover densely populated regions in the whole data space, and every dense region is a cluster. A density functions and calculates the density of every data sample. Then dense regions, which are just clusters, can be found according to the densities of data samples. In his paper, an algorithm is design that will make clusters of same product from massive dataset of products on the basis of property of product.

Keywords: E-Commerce, Data- Mining, Clustering, REP Tree, K-Mean.