

Librería
Bonilla y Asociados
desde 1950



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This book can be presented in two different ways; introducing a particular methodology to build adaptive Web sites and; presenting the main concepts behind Web mining and then applying them to adaptive Web sites. In this case, adaptive Web sites is the case study to exemplify the tools introduced in the text. The authors start by introducing the Web and motivating the need for adaptive Web sites. The second chapter introduces the main concepts behind a Web site: its operation, its associated data and structure, user sessions, etc. Chapter three explains the Web mining process and the tools to analyze Web data, mainly focused in machine learning. The fourth chapter looks at how to store and manage data.