

APPLYING THE TECHNOLOGIES FOR MINING KNOWLEDGE OUT OF THE WEB IN E-COMMERCE

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Abstract

Of great significance for business is knowledge that can be derived from unstructured information contained in Internet sources, such as text, hyperlinks, tags, log files, etc.

The paper presents a study of the process of extraction of useful knowledge from web resources. There is proposed a model of a system of e-commerce, in which there are integrated the activities of mining knowledge out of Internet sources. There has been developed a functional matrix of application of the various kinds of web mining for the sphere of e-commerce. There are also defined the required software tools for the realization of the presented model.