

## Zgłoszenie tematu pracy dyplomowej :: **STUDIA II STOPNIA** ::

<b>Promotor:</b>	<b>dr hab. Jozef Kapusta, prof. UP</b>
Temat pracy magisterskiej (j. polski, j. angielski):	Web Portal Analysis Using Web Mining Methods
Zakres pracy i oczekiwane rezultaty praktyczne:	Web usage mining is focused on the analysis of the behaviour of users while surfing the net. The most frequent sources of data are the ones automatically stored in the log files. In such data, we follow series – sequences in visiting individual pages by the user. In sequences, we can look for users behaviour patterns. For this purpose, it is the best way to use sequence rule analysis, the aim of which is to extract sequence rules. By means of these rules are predicted sequences of visits of various web sections by the user. The aim of the diploma thesis is to analyse web portal of Pedagogical University using the web log mining techniques.
Aspekt naukowy, problemowy, innowacyjny pracy:	Selection and implementation of web mining techniques, analysing web portal using the web log mining techniques.
*Oprogramowanie, język programowania, środowisko systemowe:	any server-side scripting language + any data mining tools (optional) like Jupyter Notebook (Python), RapidMiner, Orange, KMine etc.
*Środowisko uruchomieniowe	Windows or Linux
Dodatkowe wymagania i uwagi:	english language
*Literatura:	<ol style="list-style-type: none"> <li>1. BING, L. 2011. Web Data Mining: Exploring Hyperlinks, Contents, and Usage Data. Springer Heidelberg. p. 637. ISBN 978-3-642-19459-7.</li> <li>2. MUNK, M., KAPUSTA, J., ŠVEC, P., 2010: Data Preprocessing Evaluation for Web Log Mining: Reconstruction of Activities of a Web Visitor, in ICCS 2010 - International Conference on Computational Science, Elsevier Science: Amsterdam. p. 2267-2274.</li> </ol>

\*pola opcjonalne