

## **WEB PERSONALIZATION USING MINING A HYBRID APPROACH**

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### **Abstract**

A web personalization system provides most relevant pages to user according to the user interest domain. The system obtains the knowledge user interest domain by analyzing the user browsing history. The browsing history is obtained by accessing the web log data at server and cookies. The web personalization system is also known as recommender system. The motivation for this hybrid approach comes from the observation that the existing system provides the relevant data, but the system should be effective and fast. To achieve this, it combines the usage mining along with content mining with content caching. This approach improves the system performance with the help of content caching and content filtering. Thus user can obtain the relevant information on web as per user interest.

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**Keywords:** Sequential pattern analysis, Clustering, Content Filtering, Content Caching.