WEB DATA MINING AS A FACTOR FOR BUSINESS ADVANTAGE ON B2C E-COMMERCE MARKET

Summary

The paper presents main web data mining methods which can be used for increasing of business advantage in B2C e-commerce sector. Authors pay some attention to practical implementation of these methods, including: promotion optimalisation, personalized communication, web-usability and web-accessibility enhancement, business analysis.

Translated by Artur Gąsiorkiewicz