

- Profiling

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- Learning Agents

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(Algorithm)

- Rule Based

"IF x THEN y"

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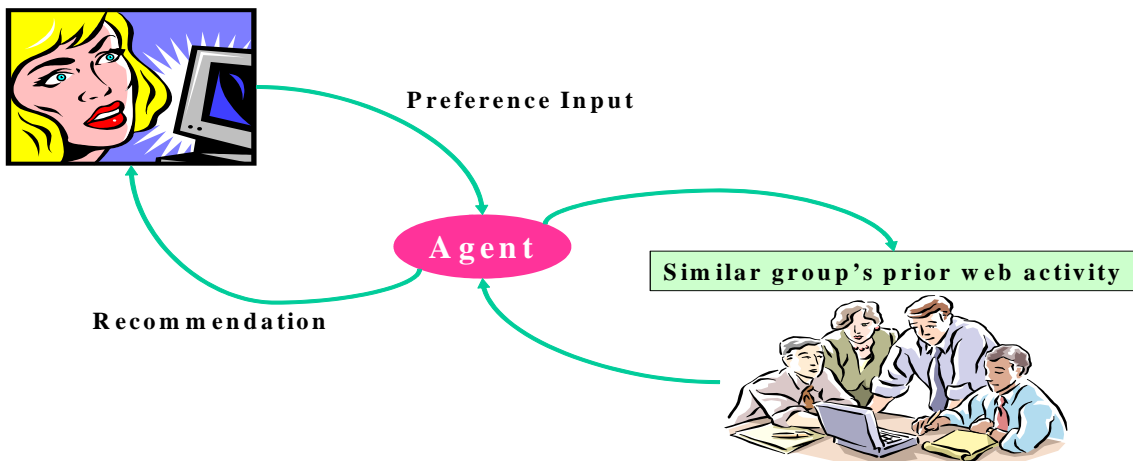
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- Collaborative Filtering

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Cold Start



Profiling

Advanced Analysis

OLAP

Data Mining

• (Verification Driven)

• (Discovery Driven)

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Data Mining Dimension

Data Mining - Data Mining DW 60%



OLAP Data Mining

Data Mining

Clustering

- Visitor Profile Report:
- FRM

Segmentation

Association

- Cross Selling : Item
- Time based Cross Selling :

Item

Induction

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- Off-Line

Vendor		
NetPerceptions	CF	
BroadVision	Rule-based	Rule Contents Matching Campaign Management Tool
Macromedia /LikeMinds	CF	Association , Inventory Management
IBM/Web Sphere Personalization	CF & Rule	CF LikeMinds
ATG/Dynamo	Rule-based	Contents Personalization
WISE	CF, Rule, OLAP, Mining	Platform