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A PATH FOR HORIZING YOUR INNOVATIVE WORK

A REVIEW ON CONTENT SEARCHING AND DELIVERY BASED ON USERS CONFIGURATIONS AND CRITERIA

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Abstract: This application is based on business intelligence in which we developed an E-commerce search engine. Customers will search e-commerce products on the basis of their preferences and optimize the search depending on the preferences. The customer preferences will be tracked by the system automatically and stored in database tables. When customer searches any keyword the system will fetch data based on that keyword on the basis of search engine optimization and the result set will be re-ranked on the basis of user's preferences and deliver it to user. The system will generate DSS reports to increase the performance of the system. This application will maintain preferences based on the user's click through automatically and produce history reports accordingly to keep a track of searched articles.

Keywords: Click through data, concept, mobile search engine, personalization, user profiling, business intelligence.

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INTRODUCTION

A major problem in mobile search is that the interactions between the users and search engines are limited by the small form factors of the mobile devices. As a result, mobile users tend to submit shorter, hence, more ambiguous queries compared to their web search counterparts. This type of problem overcomes content searching and delivery based on users configurations and criteria. In order to return highly relevant results to the users, mobile search engines must be able to profile the users' interests and personalize the search results according to the users' profiles. A practical approach to capturing a user's interest's for personalization is to analyze the user's click through data. Showed that it is more effective result. Our paper is the first to propose a personalization framework that utilizes a user's content preferences.

The client is responsible for receiving the user's requests, submitting the requests to the server, displaying the returned results, and collecting his/her click through in order to derive his/her personal preferences. The server, on the other hand, is responsible for handling heavy tasks such as forwarding the requests to a commercial search engine, as well as training and re ranking of search results before they are returned to the client. The user profiles for specific users are stored on the clients, thus preserving privacy to the users.

• To develop a system that will help the business to take better decisions to serve their customers in the most effective manner Business intelligence (BI) is a broad category of applications and technologies for gathering, storing, analyzing, and providing access to data to help enterprise users make better business decisions. BI applications include the activities of decision support systems, query and reporting, online analytical processing, statistical analysis, forecasting, and data mining. The average time taken to fetch standard search results, re-rank & display them, which is acceptable & almost real-time on a mobile device.

2. LITERATURE REVIEW & RELATED WORK:

The increased use of smart phones requires a more personal approach on search engines compared to the traditional and existing methods. The smaller screen on mobile phones makes it cumbersome to go through pages of search results. To overcome this, the proposed system uses associated algorithm combined with Pattern matching algorithm to get personalized and unique results. The client inclination are formed in a philosophy based, multifaceted client profile, which are utilized to adjust a customized standing capacity for rank adjustment of prospective list items [1].

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[7] Learns user behavior models from preferences extracted from click through data. Assuming that users only click on documents that are of interest to them,

A practical approach to capturing a user's interests for personalization is to analyze the user's click through data [3] [7].

A major problem of current Web search is that search queries are usually short and ambiguous, and thus are insufficient for specifying the precise user needs. To alleviate this problem, some search engines suggest terms that are semantically related to the submitted queries so that users can choose from the suggestions the ones that reflect their information needs [2]. In this paper, we he user's conceptual preferences in Order to provide personalized query suggestions.

3. Proposed Work & Objective:-

3.1 Current Web Search Engines:

● Lack user adaption

● Retrieve results based on web popularity rather than user's interests

● Users typically view only the first few pages of search results

● Problem: Relevant results beyond first few pages have a much lower chance of being visited

Mobile Clients

In the mobile environment:

● Smaller space for displaying search results

● Input modes inherently limited

● User likely to view fewer search results

● Relevance is crucial

3.2 Approaches:-

3.2.1 Re-ranking the search results server.

When a user submits a query on the client, the query together with the feature vectors containing the user's content and preferences (i.e., filtered according to the user's privacy getting) are forwarded to the server, which in turn obtains the search results. The content and concepts are extracted from the search results and organized into to capture the relationships between the concepts. The server is used to perform extraction for its speed. The feature vectors from the client are then used in RSVM training to obtain a content weight vector and a weight vector, representing the user interests based on the user's content and preferences for the reranking [4].

3.2.2 Update and click through collection at client.

The returned from the server contain the concept space that models the relationships between the concepts extracted from the search results. They are stored in the database on the client. When the user clicks on a search result, the click through data together with the associated content and concepts are stored in the click through database on the client. The clickthroughs are stored on the clients, so the server does not know the exact set of documents that the user has clicked on. This design allows user privacy to be preserved in certain degree are proposed to control the amount of personal preferences exposed to the server. If the user is concerned with his/her own privacy, the privacy level can be set to high so that only limited personal information will be included in the feature vectors and passed along to the server for the personalization. On the other hand, if a user wants more accurate results according to his/her preferences; the privacy level can be set to low so that the server can use the full feature vectors to maximize the personalization effect.

3.2.3 Personalization Effectiveness:

A query result set with high content indicates that it has a high degree of ambiguity. Thus, applying personalization on the search results helps the user to find out the relevant information. On the other hand, when the content is low, meaning that the returned result set is already very focused and should have matched the query quite precisely, personalization can do very little in further improving the precision of the result. [5]

3.2.4 User Preferences Extraction and Privacy Preservation

The concepts and click through data are collected from past search activities, user's preference can be learned. These search preferences, inform of a set of feature vectors, are to be submitted along with future queries to the server for search result reranking. Instead of transmitting all the detailed personal preference information to the server, allows the users to control the amount of personal information exposed. In this section, we first review a preference mining algorithms.[6]

3.2.5 Personalization approaches aim to:

- tailor search results to individuals based on knowledge of their interests

- identify relevant documents and put them on top of the result list

- filter irrelevant search results

- Personalize web search in the mobile environment

- Identify user's interests based on the web pages visited

- Build a profile of user interests

- on the client mobile device

- Re-rank search result from a standard web search engine
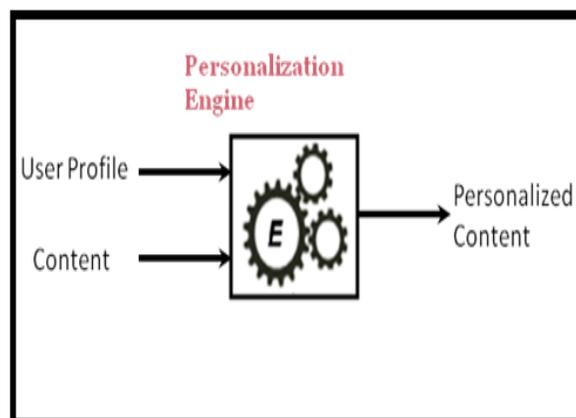
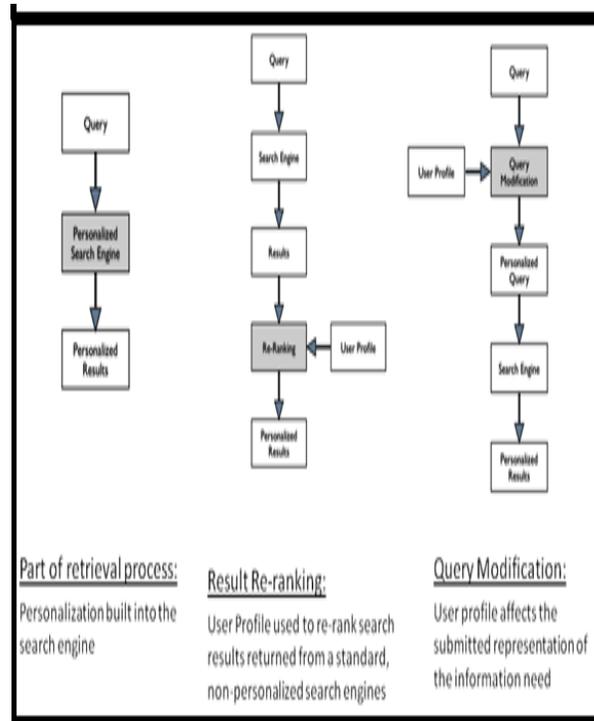- Require minimal user feedback

Fig 1.1 User Profile

Fig. 1. 2 Content Searching and delivery based on user's configurations and criteria

4. CONCLUSION:

Develop an application which personalized the users searches and to optimize the search depending on the preferences and develop a Content Searching and delivery based on users configurations and criteria that maintains preferences based on the user's click through automatically and produce history reports accordingly to keep a track of searched articles The average time taken to fetch standard search results, re-rank & display them. User interests can in fact improve web search results.

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