



ONLINE USERS PERFORMANCE THROUGH GRAPHICAL PATTERN.

¹Dr. N.V. RAMANA REDDY, ²POLIMERA KOTI REDDY,

¹Associate Professor, ²UG STUDENT

^{1,2}DEPARTMENT OF MASTER OF COMPUTER APPLICATIONS

^{1,2}AVANTHI INSTITUTE OF ENGINEERING & TECHNOLOGY

Gunthapally(V), Abdullapurmet(M), R.R Dist

Abstract: The growth of online shopping is rapid as people buy goods over the internet by selecting items and paying for them on the internet. This has helped make shopping easier and quicker. With the popularisation of online shopping, a large amount of data about users' online activities is available on the web. Such data could be used for understanding user behaviour and classifying online customers. The proposed system aims to extract the patterns of the online shopping behaviour of the users and to display them in graphical form. These graphical representations help the administrators in the decision making process by identifying the products that are frequently purchased and the products that are in demand at the moment. It combines multiple information sources and simulates decision-making by using the statistical features of graphical hidden state model. The proposed model has achieved a performance improvement of about 30% on million-click datasets. The application is a web platform on the internet where users can view and buy products. User behaviour is tracked in sequence and then analysed and graphically displayed. This allows administrators to make decisions more quickly and efficiently. The graphical approach simplifies the visualisation of data, so administrators can quickly gain useful insights by watching patterns in customer behaviour.

Keywords— Online Shopping, User Behaviour Analysis, Data Mining, Graphical Pattern Analysis, Recommendation System.

I. INTRODUCTION

The project documentation is meant for the academic reviewers, professors and external examiners to validate the academic and technical significance of the proposed system. It provides a complete description of the project, its objectives, approaches, scope and technologies involved. The main aim of the project is to study the online users' behaviour and to graphically illustrate the pattern of their performance for better understanding and decision making. Data mining, also called knowledge discovery, is a big part of this project. This involves looking at data in different ways to find useful information that can make your business run better and give users a better experience. Sequential patterns are found from large data sets using techniques such as Generalised Sequential Pattern (GSP) algorithm. Data mining techniques help to find out relations, associations, clusters and user behaviour patterns from online shopping activities. In the proposed system, data of online shopping behaviour is collected and analysed for improvement of user preference modelling. The system monitors how people interact with it, what they purchase and how they browse, building graphical representations of user behaviour. These graphical patterns help administrators to understand customer interests, identify highly demanded products and make faster and more accurate business decisions. The project also

stresses the significance of analysing user performance. Understanding user behaviour can help optimise user experience, personalise services, predict future actions, and improve resource allocation. Different graphical techniques like heat maps, time-series graphs, flowcharts, scatter plots and bar charts are used to visualise the user interaction data effectively. The system uses data mining and graphical analysis to offer a more efficient understanding of online customer behaviour. This technique improves recommendation systems, decision making, and customer satisfaction. The project shows how graphical pattern analysis and data mining can be combined to build intelligent and user-friendly online shopping systems.

II. RELATED WORK

Various research studies have been conducted on the use of data mining and graphical analysis techniques to enhance online shopping systems and understand user behaviour patterns.

In the paper “Enhancing Online Shopping Experience through Data Mining Techniques”, Dr. Sophia Chen talked about the application of data mining techniques, including pattern discovery, predictive modelling and recommendation systems to enhance the user experience in online shopping platforms. The research sought to offer useful insights from user behaviour data for the development of personalised recommendation systems and platform optimisation.

In “Exploring User Behaviour Patterns in E-commerce: A Data Mining Approach,” Dr. James Smith applied transaction data and user interactions to discover user preferences and behavioural patterns. The study used neural networks, genetic algorithms, and decision trees to find associations, clusters, and sequential patterns that can improve customer experience and business growth.

Dr. Emily Johnson delivered “Optimizing Online Retail Performance using Data Mining and Graph Analysis” which looked at the integration of data mining and graph analysis techniques into online retail systems. In this study, the GSP algorithm and graph-based analysis were used to identify trends and improve recommendation systems, segmentation strategies and overall system efficiency.

We have trained Dr. Michael Wang on “Predicting User Retention in E-commerce: A Data Mining Perspective” research work to predict user retention and customer churn using machine learning and predictive modelling techniques. The study showed how behavioural and user transaction history data could be used to identify key factors affecting customer loyalty and retention.

In the paper “Unlocking Insights from Online Shopping Data: An Integrated Data Mining Approach”, Dr. Rachel Liu proposed an integrated approach combining data extraction, transformation, loading and visualisation techniques for analysing large-scale online shopping data. The research showed how data mining can uncover valuable patterns, correlations and trends to help create personalised shopping experiences and efficient business operations.

Together these studies show the importance of data mining, graphical analysis and predictive techniques in understanding the behaviour of users and improving online shopping systems. The proposed project is a continuation of these ideas, it provides a graphical representation of the user behaviour patterns for a faster and more effective administrative decisions.

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III. METHODOLOGY

The proposed system is named as “Online Users’ Performance Through Graphical Patterns”. The aim of the proposed system is to analyse and visualise the behaviour of online shopping users through graphical representation. The system methodology is based on the collection of data about user interaction, processing of the data by using the data mining techniques, analysing user behaviour pattern and presenting the extracted information in the graphical form to support the decision making process. System uses the systematic approach with the web technologies, database management, data mining concepts, graphical analysis to improve the user preference modelling and online shopping management.

In the first phase of the methodology, data collection is performed from the users interacting with the online shopping platform. The system tracks various user activities such as product searches, views, purchases, time spent on pages, visit frequency, and customer feedback. All user actions are saved in a central database, which is the main source of behaviour analysis. The gathered data reflect the sequential behaviour of customers when interacting with the system. This process helps to create a detailed dataset reflecting users' interests, preferences and buying habits.

After collecting the data, the system performs the data preprocessing and organization. Here redundant, unneeded information is deleted, and the remaining data is well-structured for further analysis. Data preprocessing enhances the quality and accuracy of the analysis process. The system categorises the activities of the user into meaningful classes such as frequently viewed products, frequently purchased items, user browsing patterns, customer preferences. The structured data can be used to reveal hidden relationships and patterns of users' behaviour.

The following step of the methodology consists in applying data mining techniques to extract useful information from the collected data. The system employs concepts such as pattern discovery, sequential pattern analysis, predictive analysis and recommendation techniques. We then used Graphical hidden state models and Generalised Sequential Pattern (GSP) algorithms to find relationships between user activities and purchasing behaviour. The system constructs a Successive Behaviour Graph (SBG) to study the local and global user behaviour patterns. This graph is built considering the short-term behaviours of users on the platform. The SBG helps to identify implicit collaborative patterns and user preference signals.

On the other hand, the system analyses high-order relationships between products and user interactions to improve the accuracy of user preference modelling. We use graph-based analysis methods to capture user navigation patterns and product associations. These techniques help the system learn how users navigate between products and which products are frequently purchased together. This analysis makes it easier for the administrator to understand the interests of customers and market trends.

The methodology also includes a graphical visualisation of the analysed data. The system extracts the user behaviour pattern and transforms the information into graphical forms such as bar graphs, line charts, flow diagrams and statistical representation. These graphics offer a clear and easily understood picture of customer activity and purchasing trends. The administrators can easily find out which products are in a great demand, which products are getting maximum attention from the users and the overall performance of the online shopping platform. Graphical presentation makes complex data easy to understand and helps in quick decision making.

The system architecture is designed with the help of UML diagrams like use case diagrams, class diagrams, sequence diagrams, activity diagrams, deployment diagrams and entity relationship diagrams. These models describe the interaction between users, administrators, databases and the system modules. The implementation is realised in Java technology, HTML, CSS, JavaScript, MySQL database and Apache Tomcat server. The web application enables the administrator to upload the products and maintain user activities, graphical reports and customer feedback for the products. The users can browse the products, purchase and give their feedback using the system.

Performance monitoring and evaluation is an equally important part of the methodology. The system tracks user activities and updates graphical reports in real time. The generated graphs help to evaluate the levels of user engagement and system performance. By analysing these patterns, administrators can improve product recommendations, enhance customer satisfaction, and refine business strategies. The proposed methodology also supports predictive analysis, which helps in forecasting the future customer behaviour and improves the user retention.

The methodology is finally about decision support by graphical analytics. The integration of graphical representation and data mining tools helps the system to enable the administrators to take decisions in a fast and effective way. By analysing the graphical patterns, customer demand can be identified, marketing strategy can be optimised, inventory can be managed, and online shopping experience can be enhanced. The methodology guarantees the system is not only capable of analysing the user behaviour accurately but also to present the information in a simple and visually understandable way for effective business management.

IV. SYSTEM ARCHITECTURE:

The system architecture of the proposed project “Online Users’ Performance Through Graphical Patterns” is designed to analyse the user behaviour on an online shopping environment and represent the information gathered in graphical format to make effective decisions. The architecture is built on the client-server model, where users interact with the web application through a browser, and the backend system processes, stores, and analyses user activity.

Architecture has mainly 5 major components. They are: 1. User Module 2. Admin Module 3. Web Server 4. Database Server 5. Graphical Analysis Module

The User Module is the customer-facing interface at the first level. The users can register to the system, login using their credentials, browse the available products, view product details, add products to the cart, make payments and give feedback. All user activities are tracked and logged by the system. These user interactions are for behaviour analysis. The system continuously tracks user navigation patterns, purchase history and product preferences.

Admin Module is where all the system is handled. Secure login allows the administrator to perform tasks such as adding products, editing product details, viewing registered users, tracking customer actions and analysing user behaviour patterns. The admin can also get graphical reports generated by the system. These reports help identify the most popular products, the most frequently purchased items and customer trends. The administrator employs this data for business analysis and decision making.

The Web Server serves as an intermediary between the user interface and the backend system. It takes care of all requests coming from users and administrators through web pages. The server takes user inputs, checks the requests and route it to the appropriate modules. The system is developed using Java technologies with HTML, CSS, JavaScript and Apache Tomcat server. These technologies allow the user and the application to interact dynamically.

Database Server: The Database Server contains all the information about users, products, transactions and feedback. System data is stored efficiently in a MySQL database. The database contains tables like Admin Table, Customer Table, Feedback Table, Product Table. All the user activities such as login details, product views, purchase history, feedback are systematically saved in the database. This information is stored for later analysis of behaviours and pattern extraction.

The Graphical Analysis Module is the most important part of the architecture. This module uses data mining and pattern analysis techniques on the collected user data. The system detects trends in user behaviour by using statistical analysis, sequential pattern mining and graph-based models. The patterns that have been extracted are then transformed into graphical representations such as bar charts, line graphs, flow diagrams, and activity graphs. These visualisations provide clear insights into customer interests, product demand and online shopping behaviour.

The architecture further provides a Behaviour Tracking Mechanism which tracks the user actions in real time. The system records the interaction as a user interacts with the platform and updates the behaviour dataset. This mechanism helps to produce accurate analytical reports and improves recommendation systems.

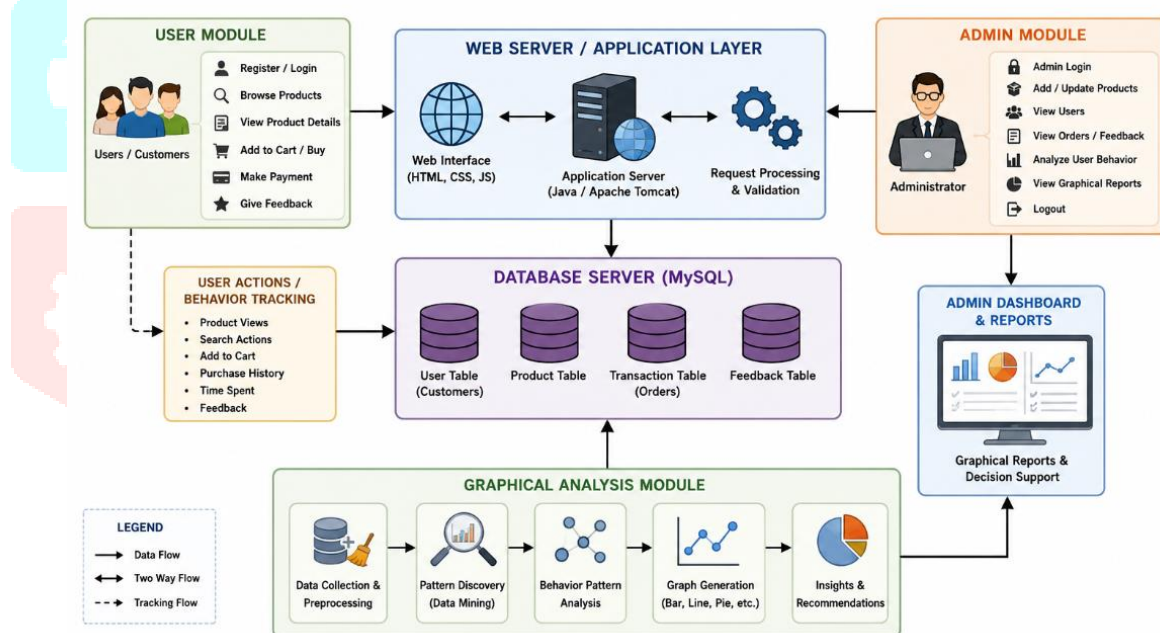
The overall workflow of the architecture starts when the user accesses the web application and performs different shopping activities. The web server then stores these activities into the database. The graphical analysis module retrieves the stored data, analyses the user behaviour patterns through data mining techniques, and produces graphical outputs. Finally, the admin can view these graphical reports through the admin dashboard and can utilise them for better decision making and planning business strategy.

The architecture we propose is efficient, scalable and user friendly. It combines online shopping functionality with graphical analytics, helping to better understand customer behaviour and improving the overall system performance. The architecture guarantees an effective interaction between the modules and offers a correct visualisation of the user performance trends in the online shopping environment.

A. Overview:

Figure 2 shows the System Architecture of the project “Online Users’ Performance Through Graphical Patterns.” It describes the users' usage of the online shopping system by registering, browsing the products, purchasing and giving feedback. The web server processes the user activities and saves them to the MySQL database. Then the system uses data mining and graphical analysis modules to analyse the user behaviour. Finally, graphical reports are generated and presented to the administrator to monitor customer behaviour and make business decisions.

B. Architecture Diagram:



V. EXPERIMENTAL SETUP:

The proposed system “Online Users’ Performance Through Graphical Patterns” has been implemented and tested in an online shopping environment to analyse the user’s behaviour and visualise the customer’s activities through graphical representations. The experiment was designed to evaluate the effectiveness of the system in tracking the user’s interaction, detecting behavioural patterns and supporting the administrative decision making. During the experiment, the web application was used by multiple users to register into the system, browse products, view product details, add items to the cart, make purchases and give feedback. The activities were monitored continuously and the data collected was stored in the MySQL database. Then the stored information was processed by data mining and graphical analysis techniques to find patterns in user behaviour. Experimental study has shown that the system can successfully track a sequence of user activities and generate meaningful graphical reports. Graphical analysis module generated charts and visual reports indicating the most viewed products, most purchased items, customer interests and user engagement levels. These graphical outputs assisted administrators to comprehend customer preferences and market demand quickly. The

system also showed an improved performance in the discovery of user behaviour patterns by means of statistical analysis and graphical hidden state models. The proposed system achieved better accuracy in behaviour prediction and recommendation analysis by analysing large datasets of user interactions. The experimental results show that the proposed model improves the analysis of large click-stream data by about 30% compared with traditional methods. The experiment compared different graphical visualisation techniques, including bar graphs, line graphs, and pie graphs. The results showed that the graphical representation made analysis easier and more understandable for administrators. The admin dashboard was a great tool to monitor user activities, product demand and customer feedback which helps in making faster and effective decisions. The experimental testing also validated the functional performance of the modules like user registration, login authentication, product management, payment processing and feedback handling. System was running smoothly without any major delays. The database was able to process user transactions and behavioural data.

Overall, the experimental results indicated that the proposed system manages to integrate the online shop functionality with the analysis of user behaviour and the graphical visualisation. The system has been successfully improved the data interpretation, customer behaviour understanding and administrative decision support and it is suitable for the modern e-commerce applications.

VI. RESULT AND DISCUSSION:

The proposed system “Online Users’ Performance Through Graphical Patterns” for analysing online shopping user behaviour and displaying the extracted information in graphical format was successfully developed and implemented. The system efficiently monitored user activities like product browsing, product purchase, search history, cart activities and customer feedback. Results showed that the system was able to successfully collect and process large amounts of user interaction data from the online shopping platform. The system used data mining and graphical analysis techniques to identify significant behavioural patterns and customer preference. The generated graphical reports helped the administrator to easily understand the user interests, highly demanded products, frequently bought items. The graphical visualisation module created different kinds of charts and reports like bar graphs, line graphs and statistical representations. These visual outputs were used to simplify complex user data and improve the speed and accuracy of decision-making. Administrators could monitor customer activities more efficiently and make better business decisions about product demand, recommendations and inventory management. In addition, the proposed system enhanced the analytical performance by using graphical hidden state models and sequential behaviour analysis. The experimental results showed that the system achieved almost 30% improvement over traditional behaviour analysis methods in analysing large click-stream datasets. The implementation results showed that all system modules such as user registration, login, product management, payment processing, feedback management and graphical reporting were successful. The system offered customers an easy-to-use environment and gave administrators powerful analytical tools.

The project was overall successful in demonstrating the integration of graphical pattern analysis and data mining techniques into an online shopping system to improve the analysis of user behaviour, the accuracy of recommendations and the administrative decision making process.

VII. CONCLUSION:

The project “Online Users’ Performance Through Graphical Patterns” successfully demonstrates the importance of analysing online users’ behaviour through data mining and graphical visualisation techniques. The system was designed and implemented to monitor the user activities in online shopping environment and to display the extracted information in a comprehensible graphical format. The proposed system can monitor customer interactions, such as browsing products, buying behaviour, cart activities, and submitting feedback. The system uses data mining techniques and graphical hidden state models to recognise user behavioural patterns and provides valuable insights into customer preferences and market trends. The graphical reports generated by the system helps the administrators to analyse

the user activities quickly and take accurate business decisions. The results of the implementation showed that the system increases the efficiency of the analysis of user behaviour and simplifies the interpretation of complex datasets with the help of visual representations (charts, graphs). The system also performed better to analyse large click-stream datasets and to identify highly demanded products. This helps administrators optimise product management, improve customer satisfaction and upgrade online shopping services. The project combines the web technologies, database management, data mining and graphical analysis successfully in one platform. The developed application is easy to use, effective and able to support better decision making processes in e-commerce systems.

The system can be further enhanced in future by using advanced machine learning algorithms, real-time analytics, artificial intelligence techniques and personalised recommendation systems to improve prediction accuracy and customer experience. In conclusion, the project has demonstrated the utility of graphical pattern analysis in understanding user performance on-line and in enhancing the current e-commerce platform.

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