An Ontology Base Integration of Web Analytics Data in E-Commerce

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Abstract

Web Analytics is one of the most important activity in E-commerce. It is used for tracking the Web traffic, Visitor behaviors, analysis revenue of Website and for many commercial activities. There are many Web Analytical tools used in E-commerce Website. However, when it come to get Web Analytics data of different E-commerce Website it is hard to integrate them. Furthermore, it is hard to custom query in Web Analytics for analysis purpose. we have presented a semantic method in which Ontology is used as model for presentation, association, and integration of the Analytic Web Data. Ontology has been built through RDF triple graph. The graph represents the concepts, properties and relationship between them. The proposed Ontology Model is used to provide a platform to which all Analytics data of E-commerce Websites can be associate. Thus, it can easily be queried of different web analytics data of different E-shop. The main research objective is to model Ontology to integrate Web analytics data of various business Websites. To model Ontology of Web Analytics data of various business Websites regard, we gather and combined data from different Web Analytics for example Google Analytics and Piwik of 2 E-Commerce Website, ccShop.pk and Xtra.pk, of Pakistan

Keywords: Google Analytics, Piwik, Web Analytics, Ontology, Web Semantic.

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