

First SIAM International Conference  
on Data Mining  
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# Tutorial on E-commerce and Clickstream Mining Vendor Slides

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# Vendor Slides

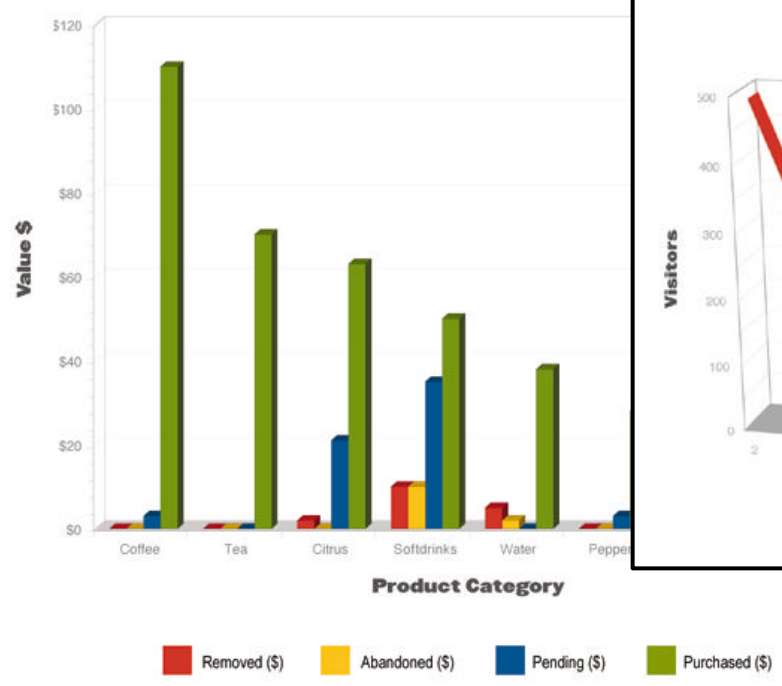
- **The following slides are vendor slides for vendors who specialize in web/e-commerce data mining and/or visualization**
- **Each vendor was allocated two slides**
  - **1. How it differentiates itself and contact info**
  - **2. An interesting visualization**
- **Notes:**
  - **Vendors are listed alphabetically (by company name)**
  - **We invited all known relevant vendors to submit, but some declined (e.g., E.piphany, Broadbase) or did not respond**

# Accrue Software, Inc.

- **Accrue differentiates itself as follows:**
  - **Superior Modeling:** Accurately model the complexity of the largest e-businesses
  - **Advanced Scalability:** From collection, processing, data mining and analysis
  - **Flexible Analytics:** Configurable reporting through predictive and descriptive data mining and interactive OLAP interfaces.
- **For more information about Accrue, see <http://www.accrue.com> or contact [sales@accrue.com](mailto:sales@accrue.com)**

# Advanced, Intuitive Reporting

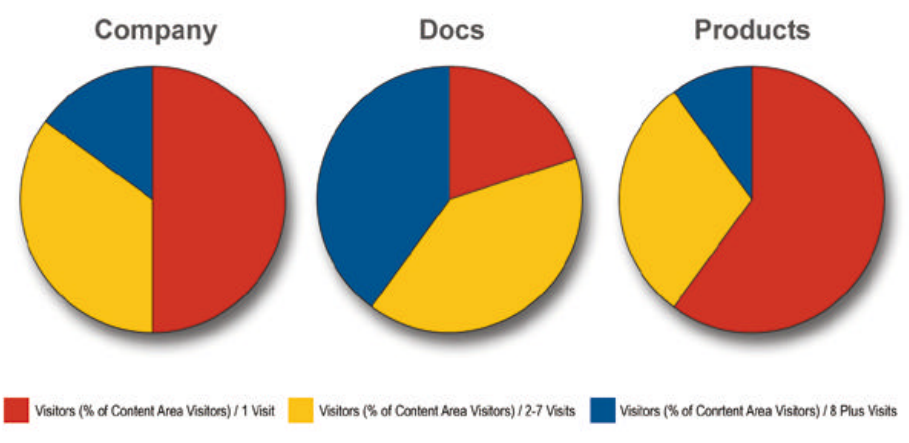
### Cart Activity by Category



### Days Between Visits 1 and 2



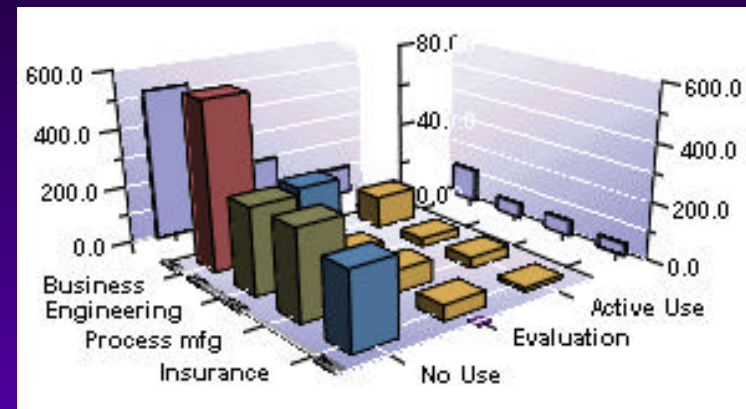
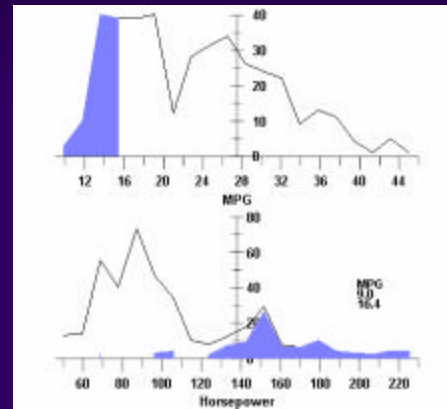
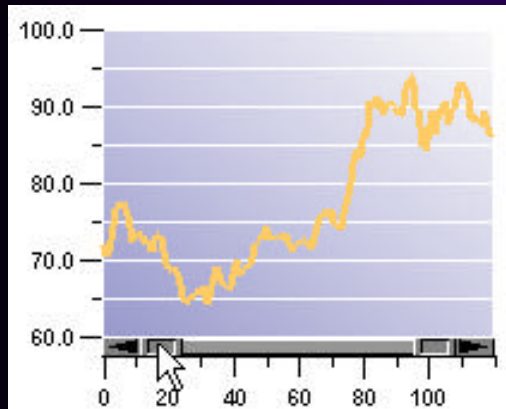
### Content Preferences by Number of Visits



# OpenViz by Advanced Visual Systems

- **Highly interactive data visualization for business intelligence and decision support**
  - 2D & 3D visualization in Web browsers, integrated applications and office suite documents
  - Designed for COM and Java; all major platforms
  - Integrates all types of data from multiple sources
- **For more information about AVS, visit [www.avs.com](http://www.avs.com) or write [info@avs.com](mailto:info@avs.com)**

# OpenViz by Advanced Visual Systems



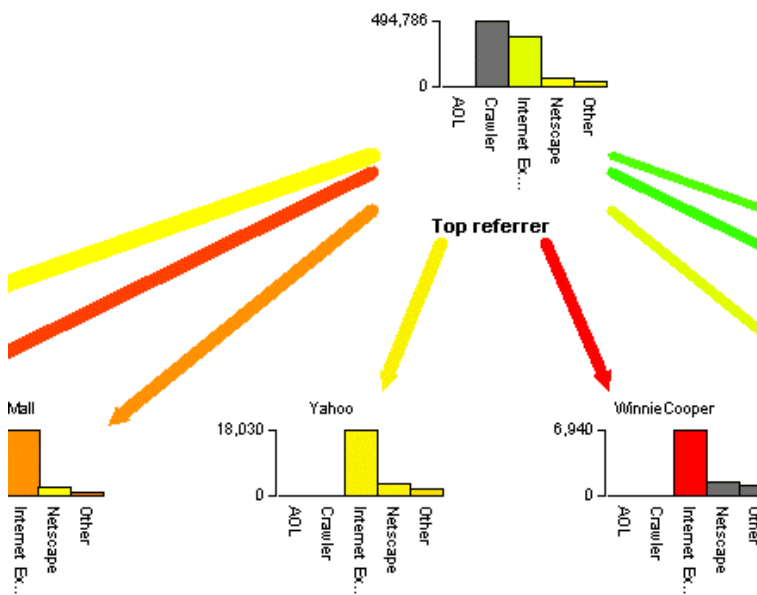
- Over 200 visualization techniques enable unlimited scenes and interactivity. Provides end-users with access and insight to more data—with less complexity.
- Hidden patterns, trends and correlations within all types of business information are easily detected and brought to life.
- Filtering, region selection, sorting, drill-down and other dynamic features are built in to the OpenViz platform. Server-side image generation and client-side viewer technology overcomes data collection and content delivery challenges.

# Blue Martini Software

- **BMS differentiates itself as follows:**
  - Integrated solution across all touchpoints (web site, call center, wireless, e-mail/campaign management)
  - Automated building of the data warehouse
  - Superior clickstream and business events collection
  - Rich analysis, including reports, mining, visualizations
- **For more information see**  
**<http://www.bluemartini.com> or contact**  
**[info@bluemartini.com](mailto:info@bluemartini.com)**

# Tree Visualizer and Heat Map

Tree Explorer 1



Target Column : Browser

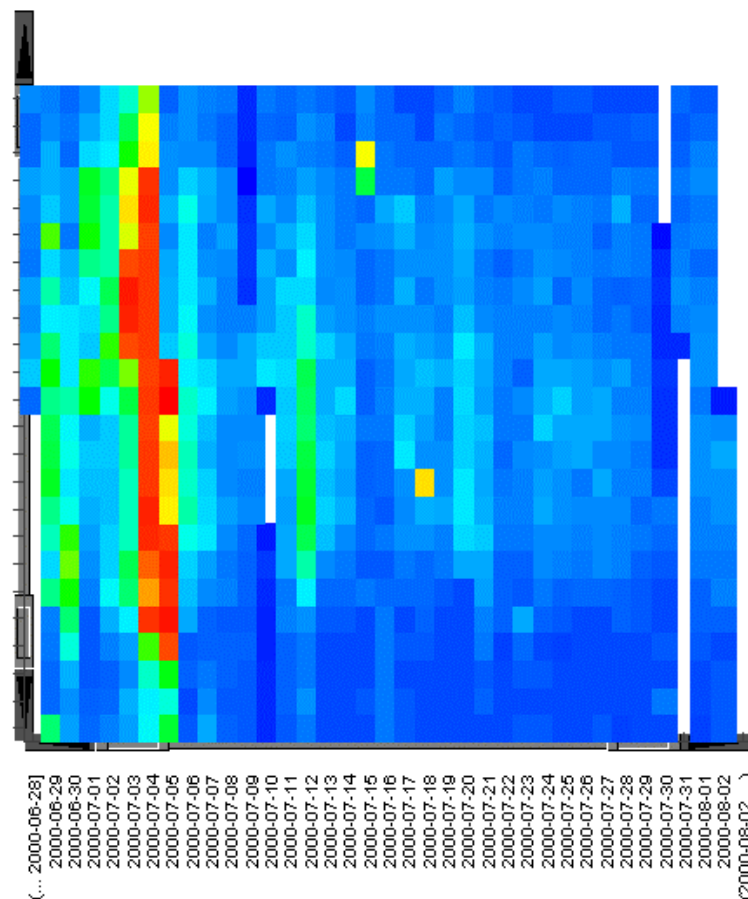
Bar Color : Average Order Amount

Bar Height

-100 -80 -60 -40 -20 0 20 40 60

Hour of First Request

11 PM - 12 AM  
 10 PM - 11 PM  
 9 PM - 10 PM  
 8 PM - 9 PM  
 7 PM - 8 PM  
 6 PM - 7 PM  
 5 PM - 6 PM  
 4 PM - 5 PM  
 3 PM - 4 PM  
 2 PM - 3 PM  
 1 PM - 2 PM  
 12 PM - 1 PM  
 11 AM - 12 PM  
 10 AM - 11 AM  
 9 AM - 10 AM  
 8 AM - 9 AM  
 7 AM - 8 AM  
 6 AM - 7 AM  
 5 AM - 6 AM  
 4 AM - 5 AM  
 3 AM - 4 AM  
 2 AM - 3 AM  
 1 AM - 2 AM  
 12 AM - 1 AM



Session First Request Date Bin

Glyph Color : Web Sessions Count

Glyph Size : <None>

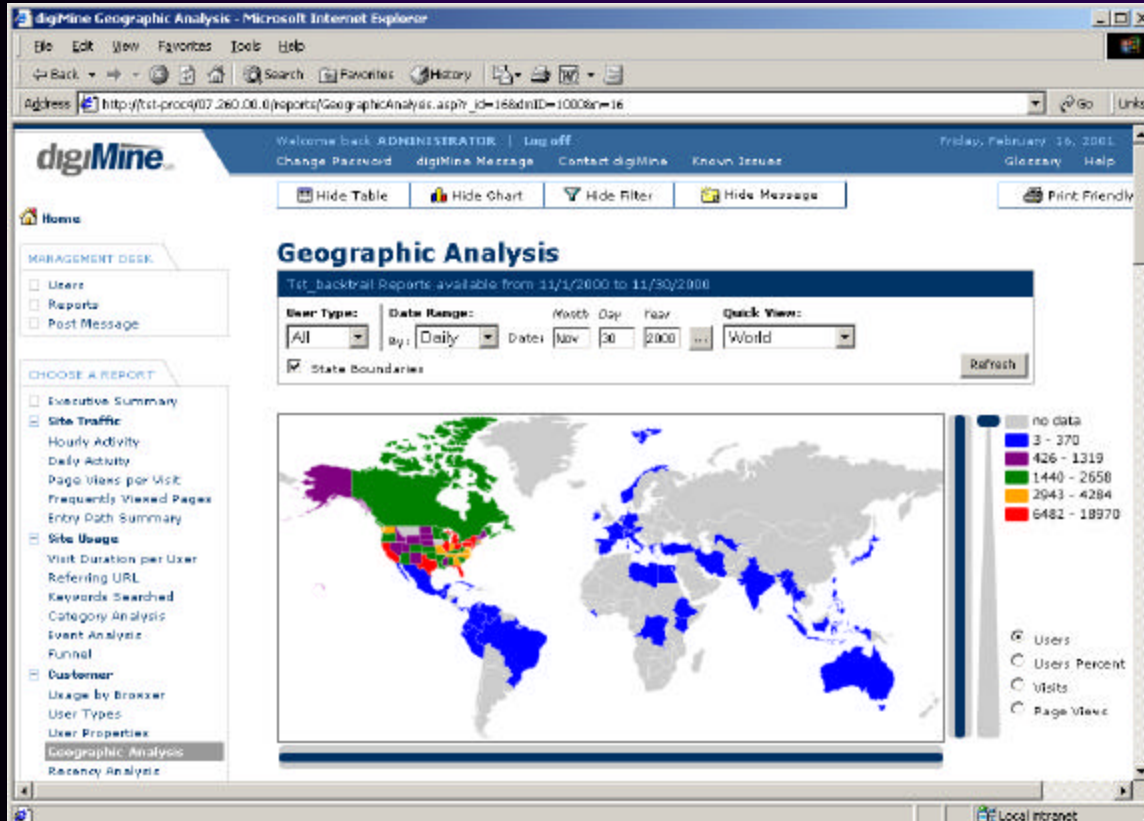
40 80 120 160 200 240 280 320 360 400 440 480 520 560 600 640 680



# digiMine Inc.

- **digiMine Analytic Services differentiates itself on the following three factors:**
  - **Hosted Business Intelligence Service**
    - Speed of deployment, high value, intuitive UI
  - **Data Mining Analysis for massive online and offline data sets**
    - Dynamic User Segmentation
    - Affinity Analysis
    - Personalization and Recommendation
  - **Comprehensive Data Warehousing Service**
    - Incorporates wide variety of data sources
    - Direct integration with data mining provides *actionable results*
- **For more information about digiMine Inc, see <http://www.digiMine.com> or contact [info@digiMine.com](mailto:info@digiMine.com)**

# digiMine Analytic Services

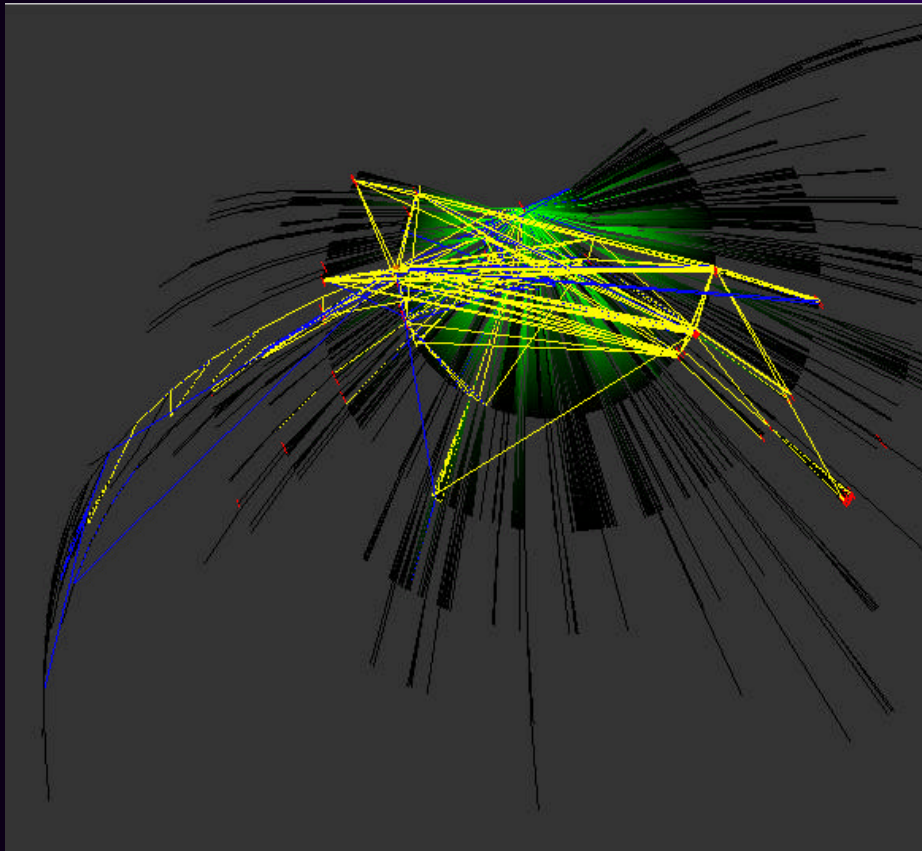


- Interactive reports that are accessed over the internet.
- Intuitive UI that requires no programming
- Rich information to support the Business decision maker.
- Visualization of key strategic insights, patterns and trends

# InfoScent Research: Xerox PARC

- **Information Scent is the user's perception of value and cost of information content of a hyperlink.**
- **The overall goal is to model Web user information needs**
  - **Predict user surfing and navigation behavior**
  - **Develop new visualization and Web usability metrics**
- **For more information about InfoScent, see <http://www.infoscent.com> or contact [echi@parc.xerox.com](mailto:echi@parc.xerox.com)**

# InfoScent Research: Xerox PARC

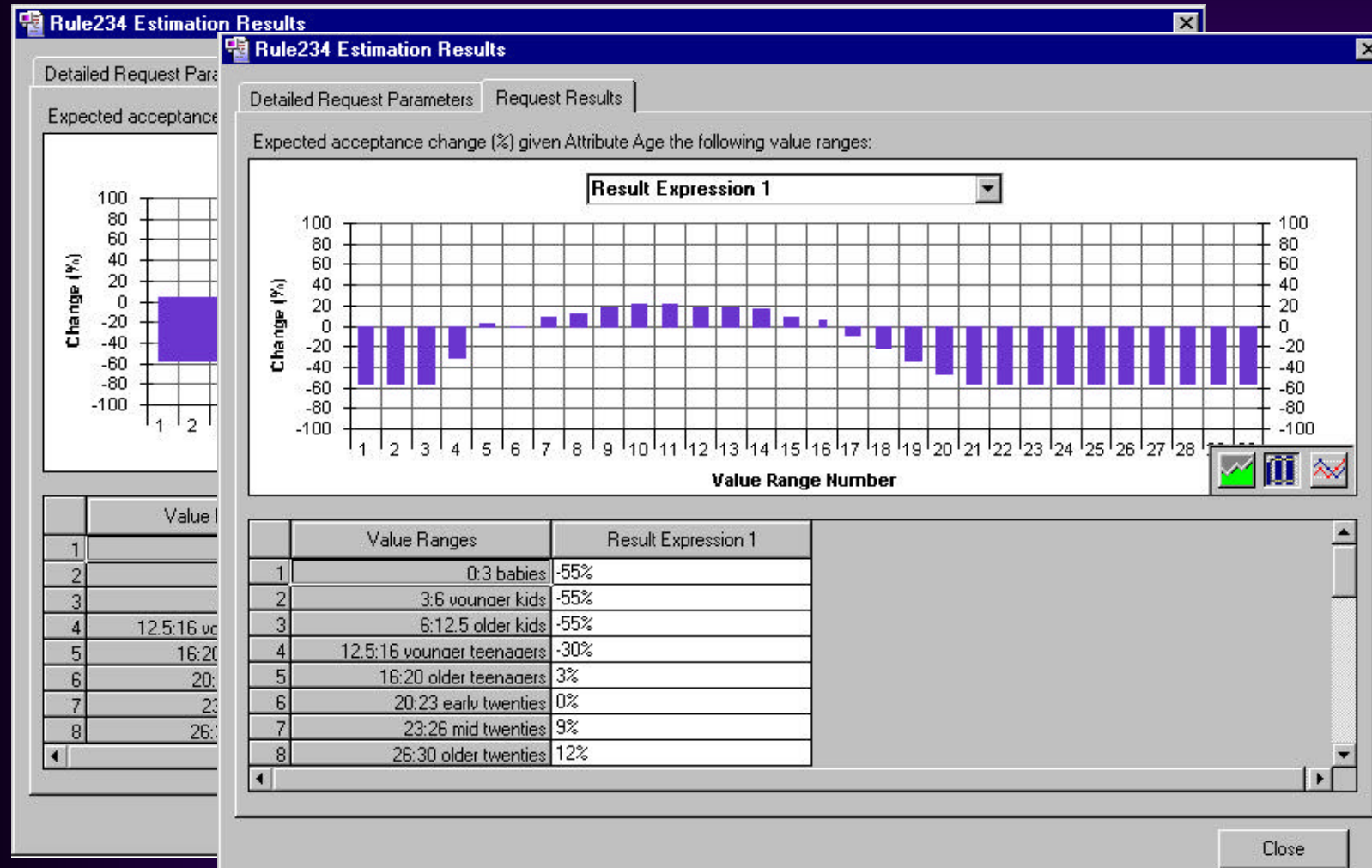


- This visualization shows the actual user paths from server logs (**yellow** lines), and predicted user destinations (**red** ticks).

# Manna™ Inc.

- **Manna differentiates itself on the following three factors**
  - **Analytic capabilities, including:**
    - Automated learning
    - Simulation
    - Sensitivity Analysis
  - **Business Intelligence applied while the customer is still interacting with you**
  - **Predictive models designed to interact with OLTP systems (Web, Call Center, Wireless)**
- **For more information about Manna Inc., see <http://www.mannainc.com> or contact [sales@mannainc.com](mailto:sales@mannainc.com)**

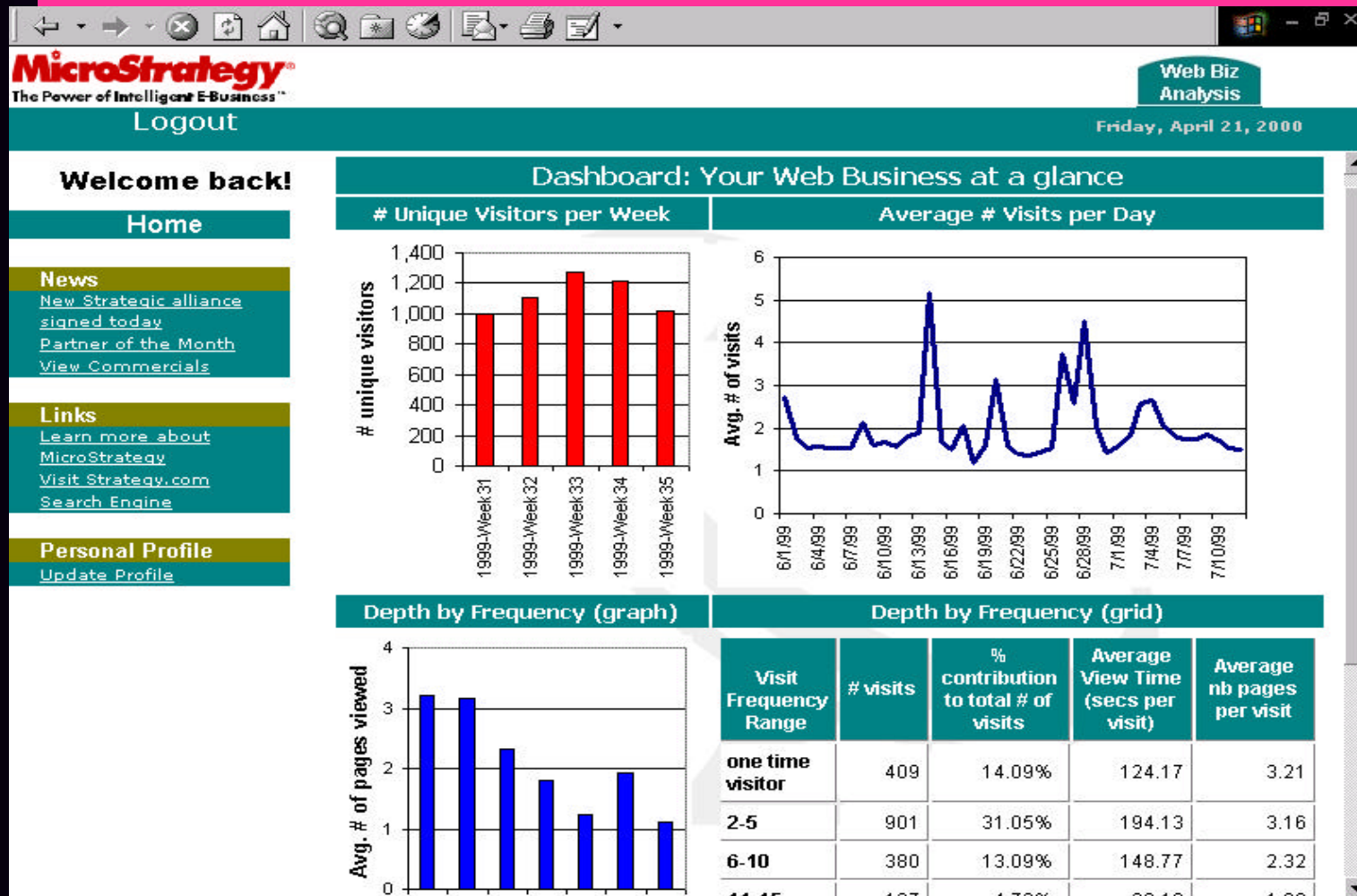
# FrontMind® Visualization



# Introducing MicroStrategy7 Business Intelligence Platform

- **MicroStrategy 7's key strengths for Web Traffic Analysis:**
  - **Ability to analyze transaction-level, multi-terabyte sized data sets on any relational database**
  - **Unmatched analytical richness and extensibility**
    - Over 150 statistical, financial and mathematical functions and the ability to plug-in 3rd party or proprietary algorithms
  - **Truly embeddable platform architecture with open COM/XML/Java SDK for ease of integration with other technologies and applications**
  - **Unmatched schema support allows true multidimensional analysis without restrictions imposed by Cube-centric approaches**
  - **Used by 3 out of top 5 Web Traffic Analysis Vendors**

# Screenshot from MicroStrategy Web Business Analyzer



- Web Traffic Analytics and Reporting via Web, Wireless and Voice



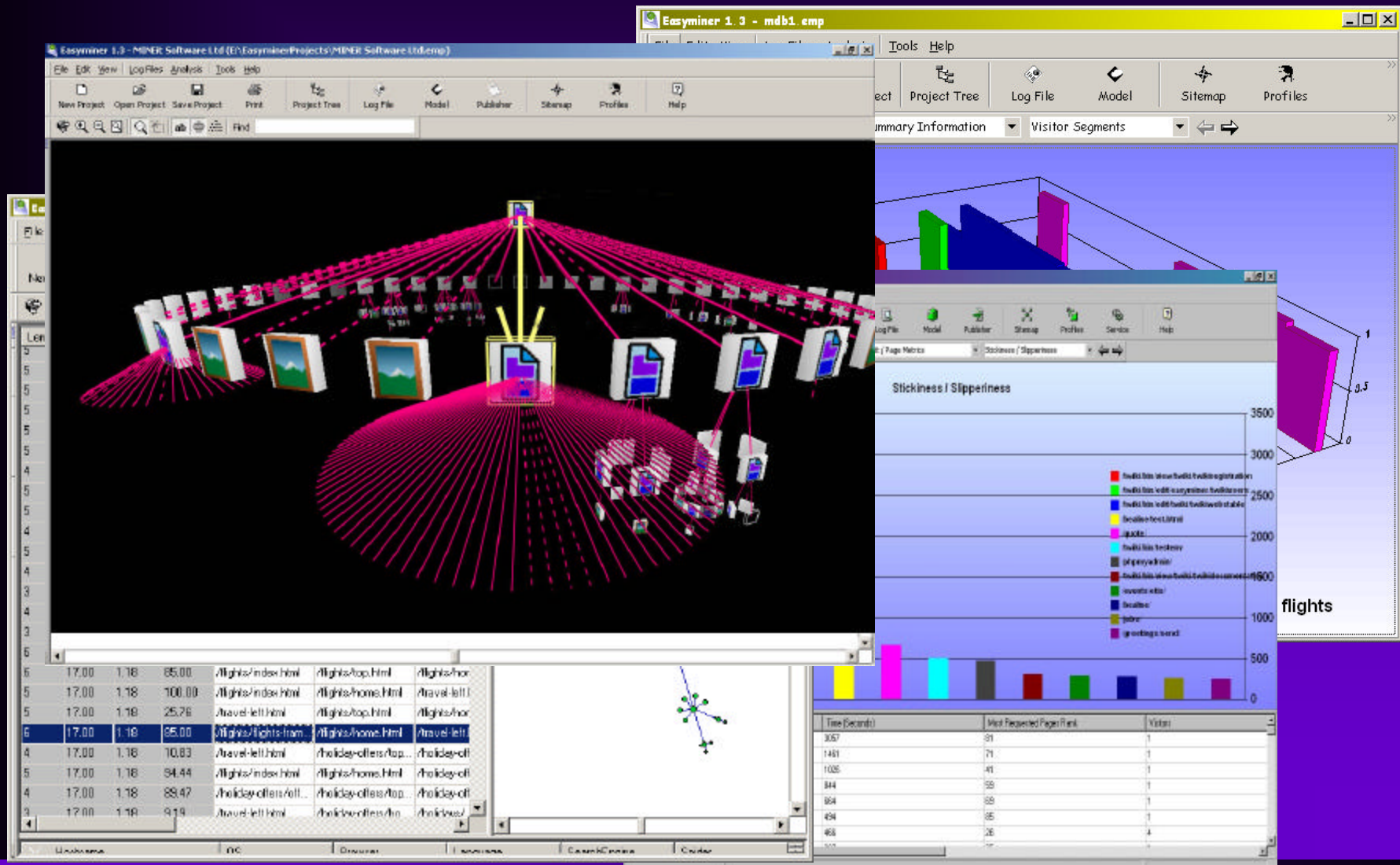
# MINEit Software

- **MINEit differentiates itself by delivering automatic knowledge generation technology to build powerful contextual marketing solutions, through our interactive workbench, for analysis of online behaviour which:**
  - **uses data mining algorithms tailored to web data usage**
  - **allows interactive drill-down & slice-dice KPIs**
  - **has meta modelling capabilities**
  - **has an open knowledge interface using PMML**
  - **has domain knowledge incorporation**
  - **visualizes results on web site map (KPI mapping onto Web Site structure)**

For more information about MINEit visit

<http://www.mineit.com> or contact [info@mineit.com](mailto:info@mineit.com)

# Easyminer Visualisation





# Quadstone

- **Quadstone differentiates itself on the following three factors**
  - **Scalability** –parallel processing techniques allow manipulation of vast amounts of data interactively
  - **Designed for business users** – intuitive GUI, transparent algorithms, interactivity, multi-dimensional visualization
  - **Multi-channel** – open system that can draw data from a wide variety of data sources to create 360° view of the customer.
- **For more information about Quadstone, see <http://www.quadstone.com> or contact [info@quadstone.com](mailto:info@quadstone.com)**

# Quadstone



- The two images on the left are visualizations of web log data, showing where visitors have come from, what sections they visit and their ultimate action. On the right is a geographic display of a customer base.

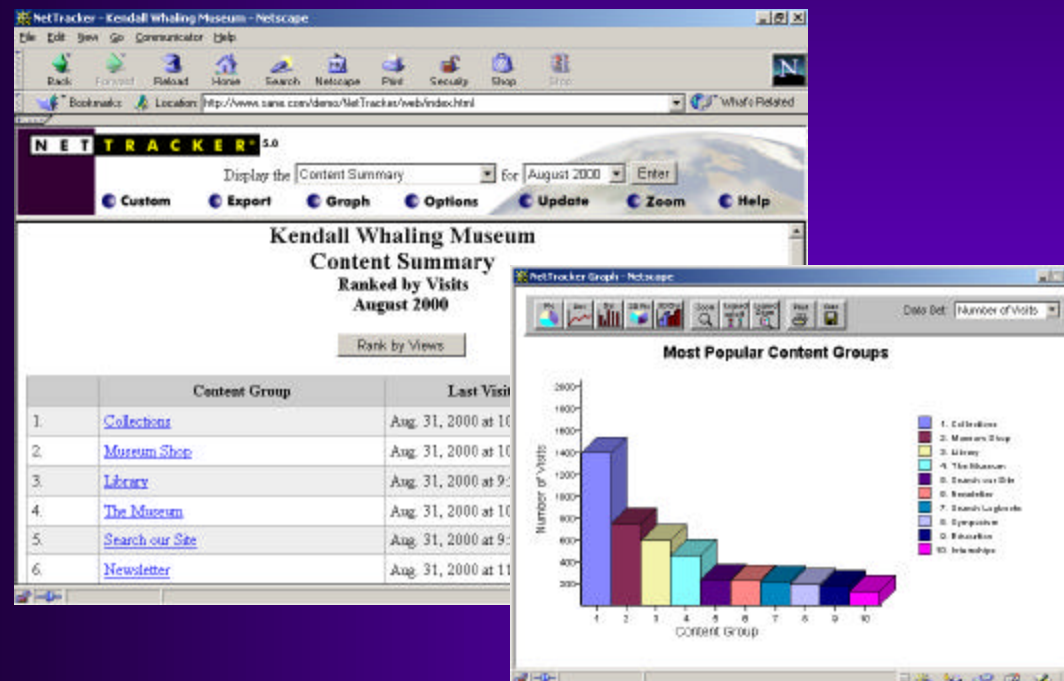


# Sane Solutions, LLC

- **Sane Solutions' NetTracker<sup>®</sup> differentiates itself on the following three factors:**
  - **Creates fully documented clickstream data mart designed for easy integration with data mining and eCRM applications**
  - **Server plugins for Apache, IIS & iPlanet gather additional information not available in web server logs**
  - **NetTracker is priced lower than competitive solutions (starting at \$9,995)**
- **For more information about Sane Solutions, see [www.sane.com](http://www.sane.com) or e-mail [info@sane.com](mailto:info@sane.com)**

# NetTracker<sup>®</sup>

- NetTracker's web browser interface runs on most platforms and is easy to use

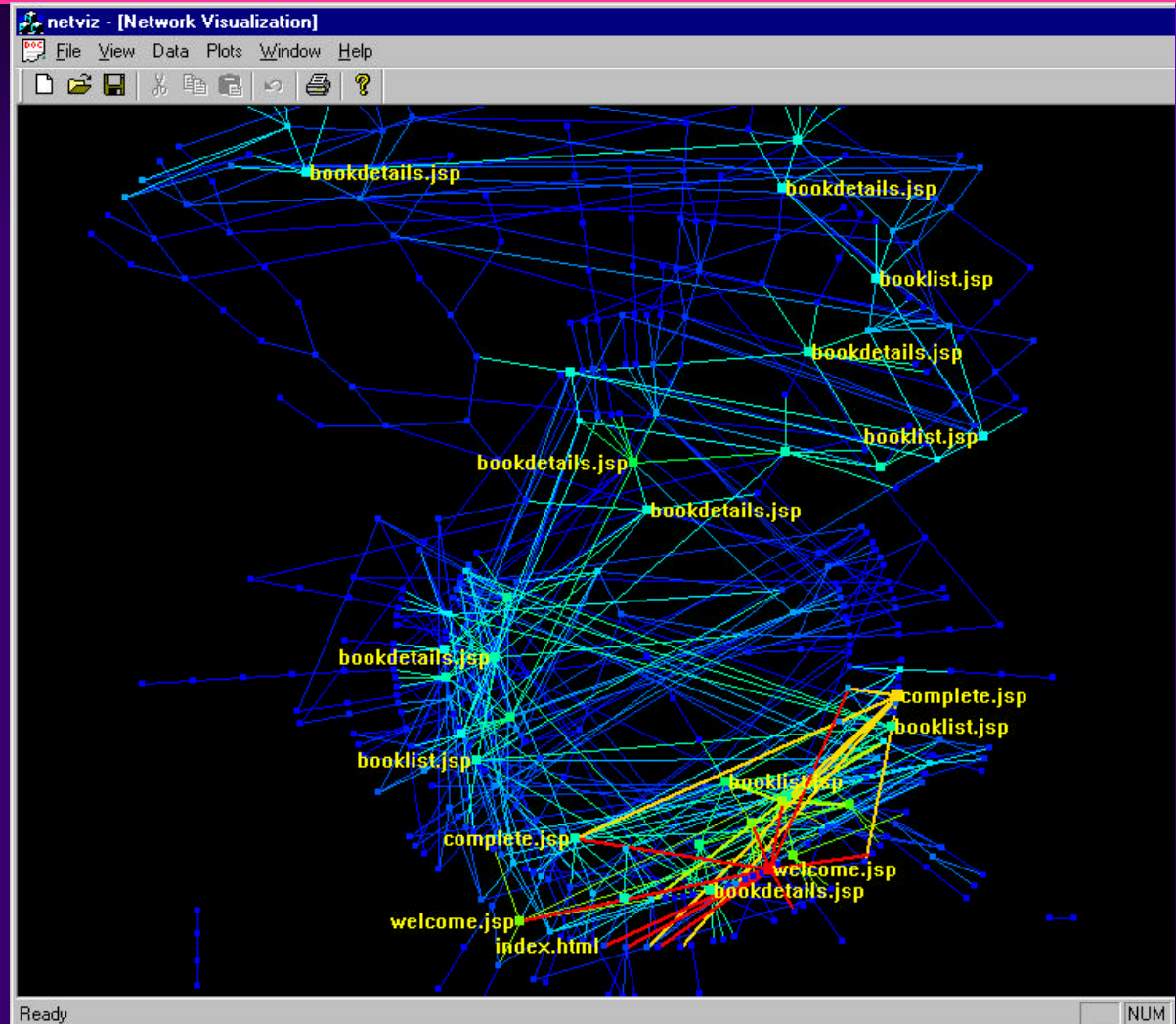


# SAS Institute

- **SAS is differentiated by**
  - **Unmatched ETL and Data Manipulation Tools**
  - **Enterprise-wide running on numerous platforms**
  - **Extensive Analytical Capabilities—25 years strong**
    - Predictive models (regressions, neural nets, trees, etc.)
    - Exploratory Data Analysis (clustering, SOMs, etc.)
    - Time Series & Forecasting
    - Optimization
- **For more information**
  - Visit <http://www.sas.com>

# SAS

**Cool  
visualization  
of significant  
paths on our  
publications  
web site**

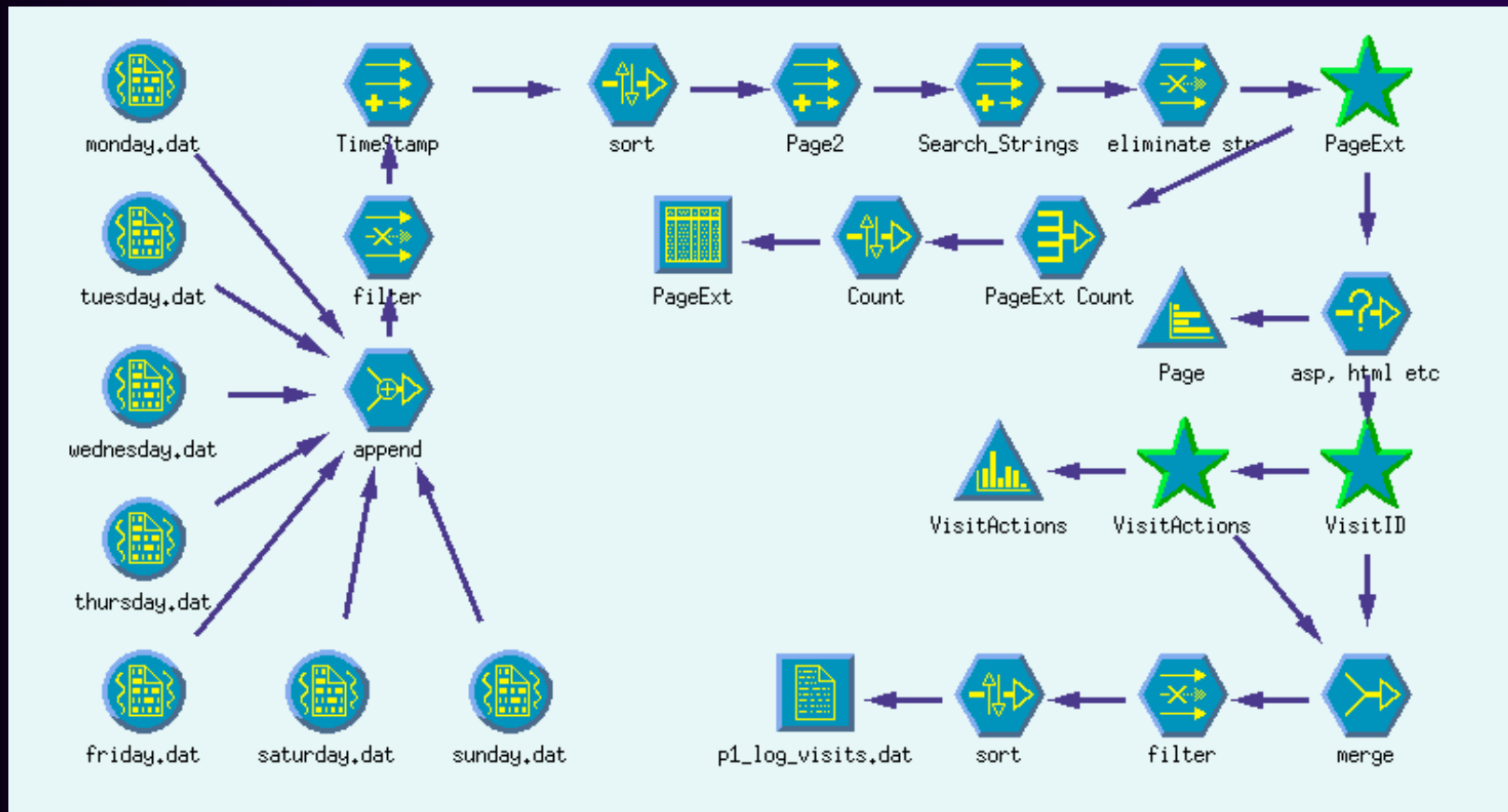




# SPSS

- **SPSS Clementine ships with templates for Web mining to aid:**
  - **Web log cleaning and combining logs with other data**
  - **Data exploration and reporting**
  - **Predictive modeling for web events such as purchases**
- **For more information about Clementine, see <http://www.spss.com/clementine> or contact [sales@spss.com](mailto:sales@spss.com)**

# Clementine Web template



# Visual Insights' eBizInsights

- **eBizInsights differentiates itself on the following three factors**
  - **Complete web site analysis solution**
  - **Visual Discovery and RealTime3D reporting**
  - **Revolutionary visual path analysis**
- **For more information about eBizInsights, see <http://www.visualinsights.com> or contact [sales@visualinsights.com](mailto:sales@visualinsights.com)**

