

# **IMPLEMENTATION OF DATA MINING IN ONLINE SHOPPING SYSTEM USING TANAGRA TOOL**

**VISHAL JAIN<sup>1</sup>, GAGANDEEP SINGH NARULA<sup>2</sup> & MAYANK SINGH<sup>3</sup>**

<sup>1,3</sup>Lingaya's University, Faridabad, Haryana, India

<sup>2</sup>G.T.B.I.T, New Delhi, India

## **ABSTRACT**

Data Mining is a technology that is used for identifying patterns and ways from large quantities of data or other repositories. This technology works in a way that it adopts data integration method to generate Data Warehouse. Then with the help of algorithm, it extracts useful information. Data Mining is powerful technology that is widely used in various applications like E-Commerce, Educational System, Remote Sensing, Online shopping system etc. Here we deal with Online shopping processes i.e. it is concerned with developing new methods to discover knowledge from online store database. Database is taken from any online shopping site. Since large amount of data is available in Online Shopping System, there is need to collect appropriate data which employs use of various data mining technologies. In this paper, we put light on analyzing reviews of customers' purchasing different items of different brands. Outcomes of results are presented by analysis of TANAGRA tool

**KEYWORDS:** Data Mining, Classification, Clustering, Association Rule, TANAGRA