Abstract

For a company, knowing and understanding the behavior of their website visitors can be a benchmark to optimize their website. Access patterns become part of the visitors behavior when accessing the website. In this Final Project, web log file from Owlexa Healthcare official websie, a PT. Aplikasnusa Lintasarta bisnis unit, www.owlexa.com, will be proccessed with data usage mining technique implementation that can be used to found visitor behavior patterns. The log data will trough a preprocessing stage then clustering technique using k-means algorithm and association rule technique. From that process will produce an analysis of trends in visitor behavour. The result of the analysis can be a reference for Owlexa to optimizing their website.

Keywords : *web log file, data usage mining, preprocessing, clustering, K-Means algorithm, association rule.*