

# ONLINE CLASSIFIED MANAGEMENT IN DIGITAL WORLD USING DATA MINING

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## Abstract

The basic intension of this project is to provide classifieds information. For instance, user who wants to sale his property will enter into the site and put related information on net so that this user will be contacted by another user of the site who wish to buy that property. This internet application is used as platform for not only buying and selling but also provide information like rentals, computers, jobs, travels, education, automotive etc.

## 1. INTRODUCTION

The basic intension of this project is to provide classifieds information. For instance, user who wants to sale his property will enter into the site and put related information on net so that this user will be contacted by another user of the site who wish to buy that property. This internet application is used as platform for not only buying and selling but also provide information like rentals, computers, jobs, travels, education, automotive etc.,

The software system is sub divided into following various functional modules.

- Login Module
- Rental Module
- Education Module
- Computers Module
- Jobs Module
- Automotive Module
- Travels Module

The user should register to utilize the site. Each user will be given UserId and password. Using that Id and password user can enter in to the site and can put the ads. Those who wants to view the information they can without registration. The **Login** Module provides this facility.

The remaining modules Rental Module, Education Module, Real Estate Module, Computers Module, Jobs Module, Automotive Module, Travels Module allows the users to put respective information in the site. Those who wants the information they can see the information through search.

## **METHODOLOGY**

The System deals with creating an internet application that deals with posting the information about various advertisements in to the site and also to retrieve the information from the server when any user wants to see. First system allows the user to register before going to post the information. After registration the user can login and can post the ads. Each user will be given limited space to put the ads. The system allows the user to view the ads without any registration. The main problem is to develop efficient software that allows to post and view the various advertisements.

## **SIGNIFICANCE OF THE WORK**

The present system is running towards the ad agencies and gives the ads to place in the news papers and magazines. News papers or magazines will be confined to certain area only; the people in other areas cannot see that information. So placing the ads online in the internet allows anyone in any part of world can see the information. The main problem with the present system is the user has to go all the way to ad agency and give ads. That will be published in the next day paper or magazine. All these drawbacks of the current system motivated towards this project.

## **OBJECTIVE**

Today IT industry is rapidly developing on internet because of its good services and easily flexible. The proposed system is any body who wants to put the advertisements can login in to the site and can place the ad at free of cost. There will be no third party to publish the ads the user him self can place the ads. But the user has to know a little about how to surf the net that's all. First the user has to register him self to use the site for placing the ads. Any one can view the information at free of cost with out any registration. The persistence of the information is permanent until the particular user deletes it. As soon as the user places the information, from the next moment onwards the information will be available on the net. As internet world wide network any body from any part of the world can view the information

## **2. LITERATURE SURVEY**

### **INRODUCTION**

Literature survey is the most important step in software development process. Before developing the tool, it is necessary to determine the time factor, economy and company strength. Once these things are

satisfied, ten next steps are to determine which operating system and language used for developing the tool. Once the programmers start building the tool, the programmers need lot of external support. This support obtained from senior programmers, from book or from websites. Before building the system the above consideration r taken into for developing the proposed system.

## RELATED WORK

Many developments were made leading to mining technologies we have today. These developments date back to early days of mathematical models and statically analysis using regression and Bayesian methods in mid-1700s. In the 1960s were data stored in computers helped analysers to answer simple predictive questions. With the development of programming languages, specifically COmmon Business Oriented Language or COBOL, and Rational Database Management Systems RDBMS, querying databases were possible. Meaning more complex information and knowledge can be extracted. Development of advanced object oriented languages such as C++, Java, multi-dimensional databases, data warehousing, and Online Analytical Processing OLAP made way for an automated algorithmic way of extracting patterns, knowledge from such large data sets.

DM tools today are more advanced and provide more than reporting capabilities, they can discover hidden patterns and knowledge. These DM tools were developed in the 1990s. After the Internet and the WWW revolution in the early 1990s, many research and developments were made to automate the search and exploration of the net, especially text, found in the URLs. Developments in NLP, neural networks and text processing led ultimately to search engines development. The need for better search algorithms led to textual exploration of web pages. These developments greatly enhanced the search engines and opened the door for text mining to be applied in several other applications. Search engines' technologies were centred on agents that could map the vast WWW and correlate keywords and similar other possible keywords.

These developments will lead to the more intelligent agents that search the WWW for not only keywords but also site visitors' patterns. Ultimately, the developments in both DM and TM lead to the notion of WM, were the WWW is used as a source for looking for new knowledge, hidden away somewhere. WM agents are small standalone software, that crawl the WWW, acquiring logging data, cookies, and site visits behaviour found on the servers and other machines attached to the WWW. The tremendous advancements made in the mining technologies have shifted thought from data collection to knowledge discovery and collection [9]. With today's powerful and relatively inexpensive hardware and network infrastructure, matched with advanced software for mining, enterprises are adapting mining technologies as essential business processes.

In addition, the Internet has an integral role as network and communications are ubiquitous today, mining is carried over the world through the network of databases. The vast amount of knowledge is not only consumed at the top senior management level but at all the other levels of an enterprise as well. Today mining software utilizes complex algorithms for searching, pattern recognition, and forecasting complex stock

market changes. IBM and Microsoft are on an epic race to produce best DM software to date; this is also influenced by security and intelligence agencies such as FBI and CIA. Multi-linguistic and semantic TM is a hot new research topic.

As modern as it is today, WM has become an increasingly adopted business process as well. WM is suited more for ecommerce than DM and TM. The nature of e-commerce suggests the direct exploitation of customers' online behaviours. Many surveyors, such as Gartner Group, predict that over 5 billion dollars of business will be net worth of e-commerce in the coming years [10]. WM is heavily used for e-education and e-business, as the WWW is again their main platform. As developments were huge in the 1990's in terms of hardware support for mining techniques and the further leaps achieved by modern software, mining techniques are more of a must than a commonplace for modern business today. Relatively new and emerging mining techniques are what are known collectively as Reality Mining [65]. Reality mining is the collection of transactions made daily by individuals to realize how they live and react.

Reality mining is aimed at developing our understanding of our modern societies, economies and politics. This is technology is made International Journal of Data Mining & Knowledge Management Process (IJDKP) Vol.3, No.2, March 2013 4 possible by the ICT world we live in today. Reality mining which is very controversial as it infiltrate individuals privacy, is catching the intention of governments and corporate, as it can be used for potential business benefits. Reality mining really mines what is known as reality traces, these include all patterns of human life in digital form. Traces include banking transactions, travel tickets, mobile telecommunications calls, blogs, and every possible digital transaction. The aim of such emerging technology is to better understand societies as well as individual and to further develop solutions aimed at them. The main problem facing such new mining technology is privacy concerns from individual, and governments, as data spread on the Internet is not really owned by any legislative body

### 3 . EXISTING SYSTEM

In the existing system Marine operations information is done manually.

- Time Consuming:** - As this system needs lots of manpower and as papers will be moving from one place to another manually, lots of time is consumed. So time constraints maintenance is very difficult.
- Less Security:** - As these records move from place to department the security provided to the data is very less. As this is manually done the data cannot be very accurate. Even there can be chance that intermediate person can leak the proposals.

#### LIMITATION OF EXISTING SYSTEM

The following are the limitation of existing system. They are as follows:

##### 1) **Marine operations cannot be done round the clock:** -

As this is entirely manual work the data should be available round the clock and from any place to any place. but this is not possible with the manual system.

## 2) Updating of database is done only after Entering data: -

As this is a manual process only after the updating is completed the database is updated with all the details.

## 4. PROPOSED SYSTEM

Today IT industry is rapidly developing on internet because of its good services and easily flexible. The proposed system is any body who wants to put the advertisements can login in to the site and can place the ad at free of cost. There will be no third party to publish the ads the user him self can place the ads. But the user has to know a little about how to surf the net that's all. First the user has to register him self to use the site for placing the ads. Any one can view the information at free of cost with out any registration. The persistence of the information is permanent until the particular user deletes it. As soon as the user places the information, from the next moment onwards the information will be available on the net. As internet world wide network any body from any part of the world can view the information.

### ADVANTAGES OF THE PROPOSED SYSTEM

The following are the advantages of the proposed system. They are as follows:

1. **Data security:** - In our system the data is updated in database time 10 times and data neither is nor sent via any paper work so data is secured as only the administrator has the access to the database and no one else can modify the database.
  2. **Availability of system round the clock:** - As this is an automated system, system is available all the time, so no need for the official availability so no delays in work. The process continues automatically does not need to wait for anyone to keep the proposal.
  3. **Continuous updating of database:** - Database is updated from time to time after each effect on the proposal. So data is more accurate and perfect as all the updating are done simultaneously as the process.
- Instantaneous retrieval of data:** -As the database is update from time to time the data can he retrieved at any time.

## 5. SOFTWARE PROJECT MODULES

Implementation is a stage where theoretical design is converted into programatical manner.The implementation will be divided into number of modules like 2 modules

1. **User Module**
2. **E-Learner Module**

Now let us discuss about each and every module in detail as follows:

## 5.1 User Module

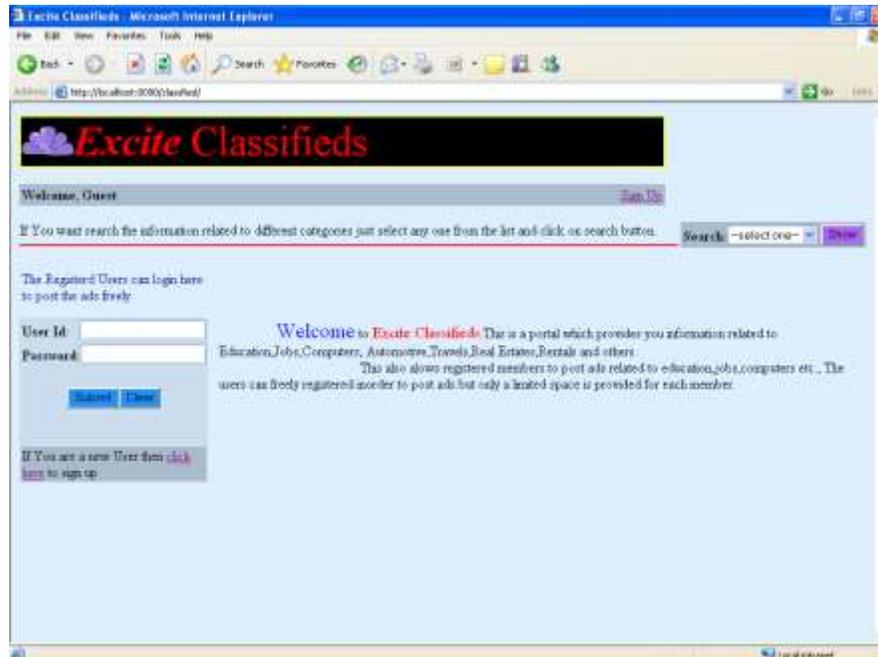
In this module, the admin is one who is mainly responsible to add all the information related to Rental Module, Education Module, Computers Module, Jobs Module, Automotive Module, Travels Module

## 5.2 E-Learner Module

In this module, he can able to search for all the classifieds and either he can take decision like sell or buy.

# 6. RESULTS (OUTPUT SCREENS)

## MAIN PAGE



## USER REGISTRATION

**Excite Classifieds**

**Tell us who you are**

Sign up for your free classifieds registration account! Start the registration process by selecting a login name and password.

**Please note:** Only letters (a-z), numbers (0-9) and underscores (\_) are allowed. Login Name must start with a letter.

**\* All fields must be entered compulsory**

Choose your login name:

Password:

Re-Type Password:

First Name:

Last Name:

Address:

City:

State/Province:

Zip/Postal Code:

Country: India

Work Phone:

Gender:  Male  Female

## USER LOGIN

**Excite Classifieds**

Search:

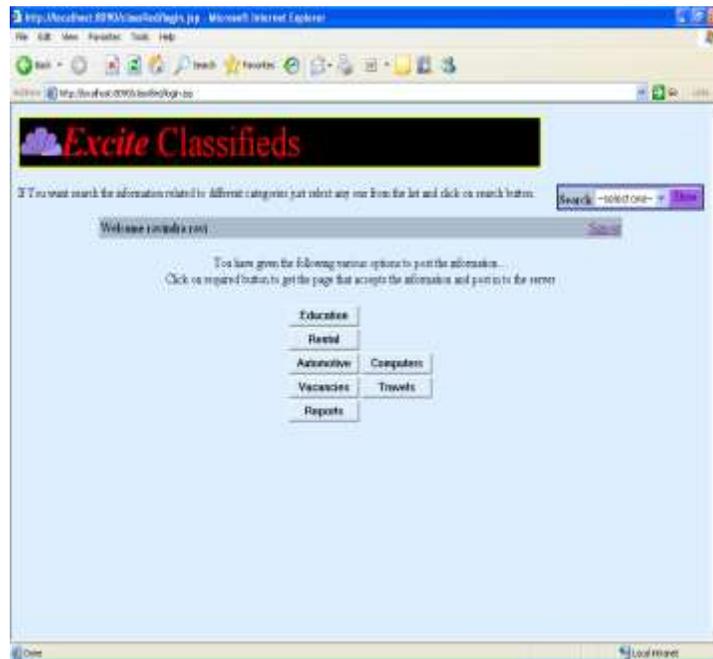
**Congratulations !!ravindra ravi**  
Your login account is created Successfully.

Using your new userid and password login to post ads freely.

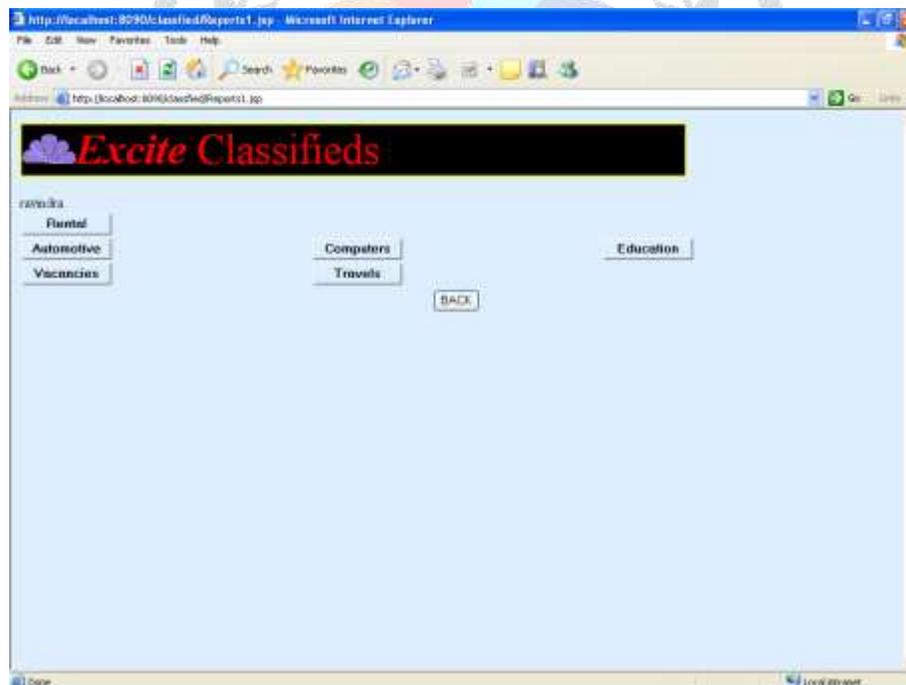
User Id:

Password:

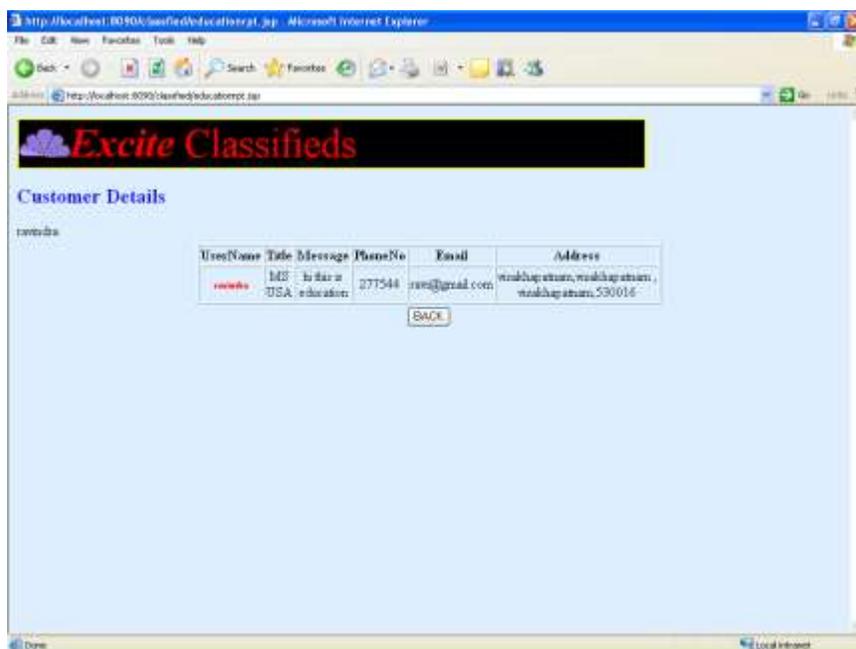
### USER HOME PAGE



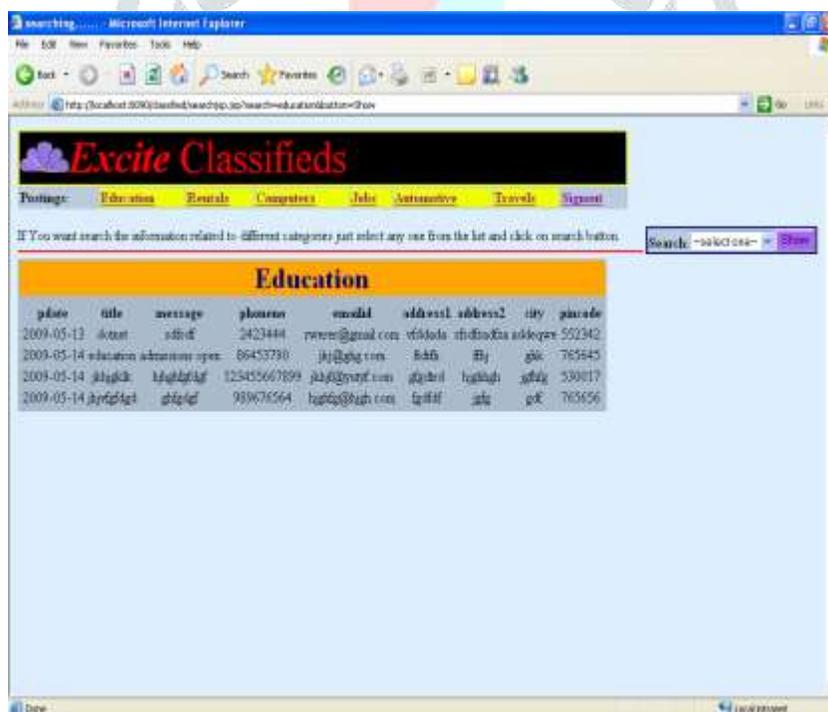
### GUEST USER CAN SEARCH POSTS

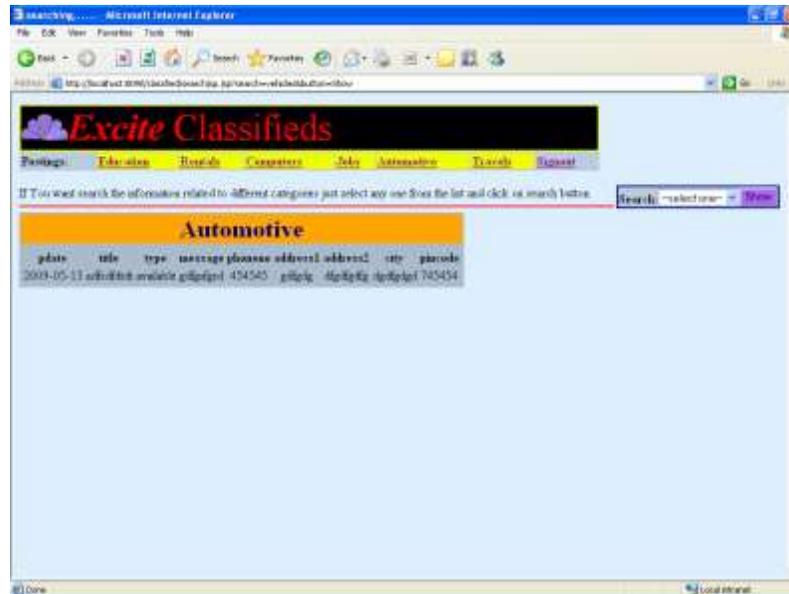


**CUSTOMER CAN VIEW HIS PROFILE DETAILS**



**GUEST USER CAN VIEW ALL POST**



**GUEST USER CAN VIEW ALL POST****7. CONCLUSION**

In this project we finally developed a common platform which can able to provide all details about classifieds and with this we can able to reduce a lot of user effort in order to avoid registering separately in all the departments individually. This application will provide us a common GUI which can connect all type of classifieds which are very much required for end users in the current days.

**8. REFERENCES**

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