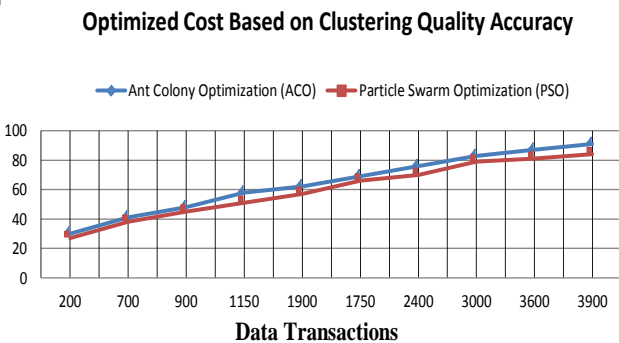


**Figure 8:** Clustering Accuracy Quality based on PSO and ACO



**Figure 9:** Optimized cost based on clustering quality accuracy in PSO and ACO

## 5. Conclusion

E-commerce encompasses all business operated by means of computer networks. The telecommunications and computer technologies in nowadays have made computer networks an essential part of the economic infrastructure. More and more companies are facilitating transactions over the web. E-commerce confers several benefits to the consumers in the form of availability of goods at lower cost, wider choice and saves time. Today scenario people can buy goods with a click of a mouse button without moving out of their house or office. Ecommerce web sites are increasingly introducing personalized features in order to build and retain connection with customers and raise the number of purchases made by each customer. In this paper, we have explored some optimization algorithms approaches such as PSO and ACO. At the beginning iterative approaches partitions the customers on harmonizing transaction data of sundry customers and building a single model of customer behavior on this harmonize data. Nevertheless optimizing data compassed is fetched into the clustering algorithms towards the goal of benefit optimized personalization. In this paper, we are propose two algorithms, Particle Swarm Optimization (PSO) algorithm exemplifies good performance in terms of clustering accuracy and cost wise performance is increased than the other Ant Colony Optimization (ACO) algorithms. Our result is 900 data transactions the clustering quality observed was 54% and 48% higher than that of PSO and ACO respectively. The experimental results reveal that the proposed Particle Swarm

Optimization (PSO) algorithms are useful and can be used in real world systems.

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