SYSTEM AND METHOD FOR VISUALLY ANALYZING CLICKSTREAM DATA WITH A PARALLEL COORDINATE SYSTEM

ABSTRACT

A computer system and method that provides one or more visualizetions to one or more users of a network application. The computer executes a sessionization process (109) that receives one or more Web server logs (400) from one or more online stores (103), and generates one session table (500) for each session found from requests recorded in Web server logs (400). A shopping step finder process (111) then receives one or more session tables (500) and generates one micro-conversion table (600) for each given session table (500). Finally, a visualization process (113) receives one or more of the micro-conversion tables and generates one or more micro-conversion visualizations (800) of one or more micro-conversions.

Fig. 1.