

ABSTRACT

THE APPLICATION OF THE APRIORI ALGORITHM IN DETERMINING THE SALES PATTERN AT MM RIZKI ELYDA

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In the face of a technological era that is increasingly developing and has a very large effect on economic competition, especially competition in the world of goods trading business, such as minimarkets or shops, the use of data mining techniques can be taken as a reference in managing transaction data to be used as information. MM Rizki Elyda is a company engaged in the food sector. MM Rizki Elyda sells all kinds of goods, staples, food, cigarettes etc. MM Rizki Elida has a number of problems including the increasing number of data so that the data accumulates. As a result of these problems, data mining techniques were applied using the apriopri algorithm which aims to find out the results of the analysis of shop sales patterns and determined associative patterns of transaction data that were often purchased together. This research focuseed on determining sales patterns using the a priori method. The research phase carried out had 5 stages: Data Selection, Data Preprocessing, Transformation, Data Mining, and Evaluation. The result of this study showed that there were several items that could be placed on the same shelf such as eggs, cigarettes (Warehouse salt) and coca-cola with a confidence value of 70.2% as well as other items.

Keywords: *Sales Pattern, Apriori Algorithm, Rapid Miner, Data Mining.*