

ABSTRACT

IMPLEMENTATION OF DATA MINING FOR SALES PREDICTION ON BEST-SELLING BEVERAGE PRODUCTS USING THE K-NEAREST NEIGHBOR (KNN) METHOD

(Case Study: PT Yoke Food Industries Indonesia Cabang Lampung)

By:

Susilawati

1811050084

verasusi31@gmail.com

The competition in the food and beverage industry is currently profitable increasing for every businessman, starting from large and small industries. As a result of this competition among beverage and food companies, it leads to many piles of leftover expired products, which result in causing cost loss for the company. The purpose of this research is to focus on applying the K-Nearest Neighbor (KNN) method in predicting sales of the best-selling beverage products which is useful for providing information to the company about the accurate results that have been carried out from the K-Nearest Neighbor (KNN) processing method. This research has 5 stages: Data Selection, Data Preprocessing, Transformation, Data Mining, Evaluation. The results of this study are successfully getting the right accuracy for companies in producing best-selling beverage products with using 4023 data, which in 70% used for training data and 30% used for testing data, with accuracy 84.66%.

Keywords: Prediction, Selling, K-Nearest Neighbor, Rapid Miner.