

Abstract

To increase profit in a insurance company, the company have to recognize behaviours or patterns from costumers. To get people's interest the company can analyze the behaviours of the costumers by analyzing costumer's data. Such the interesting of costumer patterns retrieval causing the existence of Coil 2000 competition.

One approach in analyzing costumer data is data mining. Data mining has several techniques, in this case used classification technique. The method of this classification technique is artificial neural network (ANN) which can learning as human in analyzing of data. ANN consist of three componens which are : weight, adder and aktivation fungtion.

The genetic algorithm as imitation of the evolution theory which exist in the universe can work as learning process for ANN to determine weights. To get the optimum model, data have to be cleaned first or usually known as preprocessing. Preprocessing consist of attribute selection, minimize data redundant, and discretization.

The success parameters of generalization pattern level from data coil 2000 can be measure by evaluation values in classification like accuracy, F-measure, Kappa static, and confusion matrix.

Key words: classification, artificial neural network, genetic algorithm, *data mining*.