

ABSTRACT

One of many important things in a business company is the profit of their product sales. Many companies had been use the telemarketing method to achieve their profit target because of the time efficiency and less of cost. But, telemarketing method implementation was not effective sometimes if prediction of the product offering did not implemented in it.

This final project research is implementing data mining method to compare 2 different algorithm methods, Naïve Bayes and C4.5 which are being examined to get the best accuracy point based on History of Product Offering Data in November 2014 as the data learning. Both of the algorithms were implemented to a desktop based application that was built with Java programming language.

The result of the algorithm comparing application shows us that Naïve Bayes algorithm's accuracy point is 57% and C4.5 algorithm is 47.7% which means that Naïve Bayes algorithm is the best algorithm that should be implemented to predict the product offering of Kredit Tanpa Agunan.

Keywords: Data Mining, Naïve Bayes, C4.5, product offering prediction.