Abstract

In addition to being used for obtaining and sharing information, the internet is also used for various other needs, one of which is selling - buying process. Seeing the growth of internet users and e-commerce market in Indonesia, attract business people to use the existence of a number of online marketplace as a place of product marketing. However, business people must be able to compete with competitors with a very large number in the category of similar products. Other problems are errors in predicting sales and lack of information about market patterns can result in losses for business people. However, research on business people with decision tree methods is not widely practiced in Indonesia. In this study, we built a sales prediction model based on sales data of men & women bags products at one of the largest online marketplace in Indonesia, Tokopedia. The process of data retrieval is done with data mining techniques. The sales prediction model is built using classification approach and CHAID decision tree method. This research will describe the market pattern formed from the data characteristics. Based on the decision tree that formed, we can predict the potential sales of the product based on the number of viewers, ratings, and product type of men & women bags.