

ABSTRACT

E-commerce or electronic commerce is a collection of technologies, applications and businesses that connect companies or individuals as consumers to conduct electronic transactions, the sale and purchase of goods, as well as exchange information through the internet. To facilitate the search for trending products on several e-commerce platforms in Indonesia, an analysis of the products being traded is carried out so that it can provide information in graphical form to users regarding products that are trending in Indonesian e-commerce.

The Expectation-Maximization algorithm approach with Gaussians Mixture Models is used to cluster data and is grouped according to their respective categories. The results of the data obtained will be analyzed so as to display products that are trending to the user in accordance with the desired search keywords in the form of graphics.

Keywords : *e-commerce, trends, Expectation-Maximization algorithm, Gaussian Mixture Models.*