

ABSTRACT

DATA MINING IMPLEMENTATION OF CLOTHES SALES DATA WITH APRIORI ALGORITHM METHOD

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The BBZ store is a convection service company that manufactures and sells shirts online. The BBZ store has a great business opportunity to continue to develop in Indonesia due to the high interest of the community in purchasing clothes. In its activities, this BBZ shop carries out the process of buying and selling clothes with various types of designs. The number of daily sales transactions will increase the sales data. If left unchecked, the sales transaction data obtained will only be meaningless junk. BBZ stores experience sales instability from April to December 2019. With the development of technology, the ability to collect and process data is increasingly developing that can help with BBZ store problems. Utilization of information and knowledge contained in these data, commonly referred to as data mining. The sales data is utilized and processed into useful information to increase sales and promotion strategies. To obtain information about the results of the products most sold and desirable in the BBZ store from a sales database, the author uses a priori algorithm that produces 8 rules so that it can be used in developing sales and marketing of clothing products.

Keywords: Apriori Algorithm, data mining, sales.