ABSTRACT

MARKET SEGMENTATION FOR MARKETING STRATEGIES BASED ON CUSTOMER BEHAVIOR USING K-MEANS (CASE STUDY: TOKOPEDIA)
Oleh
Audenza Maulana
NIM 20102038

One of the efforts to optimize marketing is to use market segmentation. Market segmentation is the activity of categorizing markets or potential buyers. Customer behavior (consumer behavior) includes the personal activities of individuals who play a role in obtaining and using goods or services. It is important to do marketing segmentation appropriately to determine which segments to target in the market and know their potential. Grouping consumers based on their geography can be used one of the activities in Data Mining, namely clustering. The clustering algorithm used to perform market segmentation is the K-Means algorithm. This research will use a dataset of product sales from E-commerce, using the delivery city as a reference variable in clustering. Elbow Method and Silhouette Coefficient will be used to find the optimal k value. After clustering, the next step is to determine the optimal price for the goods to be sold. Dynamic Pricing is used to determine the price. The research results produce price recommendations and marketing place recommendations for new data. The results are obtained from matching categories on new data, which is then calculated the recommended price and determined marketing place recommendations based on the cities in a data cluster.

Keywords: Clustering, Customer behavior, Geographic Market Segmentation, K-Means, Market Segmentation