

Abstract

Customer value and profit can be predicted from rules association based on direct marketing principle. From sale transaction, items that were bought by one customer are divided into the same month. After that, based on direct marketing principle, we can know which customers are potential from items that were bought in one month. If customers buy new items in the next month and there is a new customer that bought new items, that customer can be called potential. New items and items that were bought by new customers will be generated into frequent itemsets and rules. Each rule has profit from each item's profit. Profit prediction can be gotten from profits of each rule minus some cost that we need to do this direct marketing program.

Keywords: *direct marketing, frequent itemsets, rules.*