Application of Apriori Algorithm to Sales Data at UD Bangun Tani Website-Based.
Supervisor (1 People)

Vanika Ningrum

Study Program of Informatics Engineering

Majoring in Information Technology

ABSTRACT

In marketing a product, there are several factors that affect a sale. If you have a good sales strategy, then a product will sell quickly, but if the strategy used is not right, then the product will decline in terms of sales. With buying and selling activities to consumers every day it is getting higher and higher, so this can create a bigger pile of data. To provide goods in accordance with consumer demand in a store, it is necessary to conduct research and planning that can predict consumer demand. This study uses the a priori algorithm method, so that it can determine the percentage of sales and the close relationship between goods so as to reduce spending on goods that are less attractive to consumers. This research has succeeded in implementing the a priori algorithm in an application that is used to process sales transaction data, resulting in a consumer buying pattern that tends to occur from a combination of available items.

Keywords: Apriori algorithm, sales transaction data, association rule