

**Implementasi Metode Market Based Analysis Dan Naive Bayes Pada Sistem**

**Mart Kuliner Di Belikopi Bondowoso**

***Implementation Of Market-Based And Naive Bayes Analysis Methods On The***

***Culinary Mart System In Belikopi Bondowoso***

Pembimbing (1 orang)

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***ABSTRACT***

*With the increase in transaction data every day at Belikopi Bondowoso, it is increasingly difficult to find out customer needs. transaction data is only used as an archive and assesses the most sales at the end of the month. then analysis of transaction data is needed to obtain customer purchasing patterns that can be used for strategies and promotions in the future. The input from this system is transaction data at the Belikopi Bondowoso cafe, then processed with an a priori algorithm and obtained customer purchasing patterns that can be used for popular goods, menu package recommendations and features for making combos with naive bayes.*

**Keywords:** *algoritma apriori, naive bayes, customer buying pattern*