

***Buying And Selling Motorcycle Accessories And Driving Equipment Through  
Online E-Commerce Using Data Mining Methods***

**Ardhi Syahrizal Admin**

Study Program of Informatics Engineering

Majoring of Information Technology

***ABSTRACT***

*This study designed the Implementation of Data Mining Market Basketball Analysis (MBA) The method in the E-Commerce Application as a way to expand and assist sales at Ananda's shop. In the implementation of data mining, Market Basket Analysis Method (MBA) used to determine which products will be purchased by customers at one time through analysis of customer transaction lists. This E-Commerce Application provide advice on product compatibility related to products selected by a customers, so customers can easily see the product and buy it. This system first built using PHP and MySQL languages. Functional data based test results the test case shows that this system can work "correctly" for its purpose ..*

***Keywords:*** *E-commerce, Cart, Customer, Data Mining, Market Basket Analysis (MBA), Sales and marketing.*