Arsip Abstract Untuk Program Studi, dikeluarkan dan diterjemahkan oleh:
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ABSTRACT

THE IMPLEMENTATION OF DATA MINING TO ANALYZE SALES DATA AT PEBI SHOP USING APRIORI METHOD

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Pebi Shop is a business place that sells various kinds of household goods such as plastic chairs, spring bars, sofa bars, dining tables, etc. It can be purchased by consumers. The aim of this research is to provide information on which items are most in demand and which items are less popular through apriori algorithm. The implementation of data mining to analyze sales data at Pebi shop is used to provide information on the results of analyzing sales data at Pebi shop in every month which can be used as a parameter in managing inventory, apart from that it can provide information on the items that sell the most at Pebi shop . In analyzing the sales data, Apriori Method has been applied, so that the stages of the final analysis results go through the stages of the Apriori Method by meeting the minimum support and minimum confidence that have been previously determined. Based on the results of tests carried out on data samples for December 2022 of 30 transactions, it is found that the goods sales most in demand by the public were dining chairs and dining tables which met the minimum support of 20% and 50% confidence.

Keywords: Data Mining, Sales Data, Pebi Shop, Apriori Method.

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