IMPLEMENTATION OF DATA MINING TECHNIQUES TO PERFORM MARKET ANALYSIS USING FP-GROWTH ALGORITHM IN CV MUBAROKFOOD CITRA PERSADA

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ABSTRAK

In today`s modern era, food business competition is very tight. Food companies with each other continue to innovate to increase sales on service and product improvement. This is done to attract consumers to buy items sold by the company. CV Mubarokfood Citra Persada. In this research study, large amounts of transactions are used to be processed which can be used to know what items are sought by consumers and can be used to know the interrelationship between the products with each other. The transaction data is analyzed by using Market Basket Analysis which is useful to know what products are often purchased by the customer. The algorithm used by FP-Growth to know FP-Tree formed from processing transaction data.The results obtained from the data as many as 500 taken 10 samples with a value of support of 10% and a value of confidence of 40% by using a web-based application that utilizes the association rule with FP-Growth algorithm in processing the data

Kata Kunci   :   Market basket analysis, association rule, FP-Growth, FP-Tree, CV Mubarokfood Citra Persada

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