

ABSTRACT

Identification of Association Patterns in Sales Transaction Data for Seasonal Products Using the Apriori Algorithm.

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Seasonal products face several challenges in stock procurement, particularly in determining the type, brand, and quantity that need to be prepared to meet the surge in public demand during Ramadan and Eid al-Fitr. Ensuring that these products can be sold within a short time frame poses a unique challenge. The apriori method is used to obtain an overview of product associations and sales patterns. The apriori algorithm is a data mining technique used to identify frequently co-purchased products and generate association rules from transaction datasets. This algorithm works by iteratively analyzing transactions based on minimum thresholds of support and confidence. The application of the apriori algorithm provides insights into consumer purchasing patterns, which can then be used as a reference for seasonal product stock procurement. Thus, this method can help address the surge in public demand during specific periods.

Keywords: Data, Data Mining, Apriori Method, Sales Transactions.