

ABSTRACT

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DATA CLASSIFICATION PROCESS FOR FORECASTING POTENTIAL SALES OF DIGITAL PRINTING MACHINES USING NAIVE BAYES IN MACHINERY SUPPLY COMPANY

Submission of information along with the development of technology is increasingly diverse. The purpose and benefits of delivering information can support companies to move quickly to make decisions. Information is data that has been processed, usually using statistical rules, so that it contains meaning. Practitioners carry out professional work activities at Global Media Technology agencies that have business activities as distributors of digital printing industrial machines. The use of owned sales transaction data is processed by data mining. Data Mining is a form of computer science and statistics with the aim of extracting the collected data into easy-to-understand information structures. Data mining with the naive Bayes classifier method will predict future probability and static results by using data analysis in the past. The data mining process creates Knowledge Discovery in Database (KDD) as a pattern of information to be conveyed from data attributes such as the analysis process, types of attributes used, time, and data testing. Assisted by the Rapidminer Studio 9.10 data management application to perform data testing. As a result of data mining, it is expected to be able to predict the sales potential of digital printing industrial machines that are able to maximize marketing according to the needs of the province.

Keywords: Data Mining, Naive Bayes, Classifier