

ABSTRACT

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IMPLEMENTATION OF APRIORI ALGORITHM IN HANDPHONE SALES TRANSACTIONS IN PT. IMMOTECH INDONESIA

Sales of electronic gadgets have increased every month, the products offered by various brands influence the public to buy these products. One way to find out the most sales is to apply an a priori algorithm so that the product with the most sales can be known. The a priori algorithm is a type of data mining association rule. In this professional work, the practitioner makes an effort to optimize the sale of goods at PT. Immotech Indonesia by processing accumulated data into useful information. The data is obtained from the goods sales system to be analyzed using the Apriori Algorithm so that the most sales transactions are known. While carrying out the Practicing Professional Work under the supervision and guidance of the Marketing Manager. In professional work, Practitioners participate and are directly involved in the implementation of analyzing sales data and making reports to the Manager.

Keywords: Apriori Algoritma, Sales, PT. Immotech Indonesia