

## **ABSTRACT**

### **ANALISIS DATA PT MADONNA VARIAKREASI PADA TRANSAKSI MARKETPLACE DENGAN MENGGUNAKAN METODE CLUSTERING CUSTOMER**

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*The theme of this research was chosen based on the experience during the Practical Work in 2022, which revealed that many systems within companies can be transformed into new systems to enhance work effectiveness. One such issue is the manual approach to online sales analysis, where Ms Excel is currently utilized for data processing.*

*Hence, this research aims to facilitate PT Madonna Variakreasi in analyzing transaction data on the Shopee marketplace, aligning with the company's requirements of understanding the sales distribution in each region. To achieve this, data mining techniques, specifically the k-means clustering method, will be employed using the Orange Data Mining application. Consequently, the company can determine the regional grouping based on sales distribution. The findings from this analysis will serve as valuable insights when designing business strategies to optimize sales in each region.*

**Keywords:** Data Mining, Clustering, K-means, Orange Data Mining, Customer Analysis.