ASSOCIATION RULE MINING IN MANUFACTURING AGENT DATA WAREHOUSE USING MICROSOFT SQL SERVER (CASE STUDY: PT. XYZ)

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Abstract

Sales data on manufacturing company is being added every day along with the customer's transactions. It needs to be supported by the management of data that can be used to make decisions. During this PT. XYZ agent does not have integrated system in Surabaya to use all available data for decision-making process.

The author conducted final project by creating a data warehouse that used to manage large amounts of data, in this case study is the daily sales data PT.XYZ agent. Besides that, the use of the decision-making of a comparatively large sales data also needs to be done. One way is by association rule mining to provide cross-selling product recommendations. The method used in this final project is association rule mining, this method will find a pattern of sales transaction data from previous periods regarding the relationship between variables so that known tendency of products that will be purchased by the customer together with specific products.

The expected result of this thesis is on cross-selling products from the process of extracting the association rule mining of PT. XYZ agent data sales. And can help PT. XYZ agent to perform data management and decision-making.

Keyword: Data Warehouse, Sales, Association Rule Mining, Cross-selling.
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