IMPLEMENTATION OF SUPPORT VECTOR CLUSTERING METHOD FOR PRODUCT CLUSTERING

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Abstract

Along with the increasing growth of technology, the amount of data collected and stored in a database increases drastically. This data can come from many different sources, such as financial applications, Enterprise Resource Management (ERM), Customer Relationship Management (CRM), and others. Data, when processed can be used to support the decision making process.

Draws from the scheme above, this research focused on the issue of application of data mining methods in the case of the data clustering. There is data in the large-scale, enabling the role of data mining methods in the process of segmentation through clustering, can group the data into several groups (cluster) as desired. The data mining method used is Support Vector Clustering (SVC). The results of clustering process using SVC will be compared with other methods for finding the best available method in the process of clustering.

Processing of data obtained that measure performance for each method that the SVC method is better than Kernel K-Means method in the grouping of data with a value of $V_w/V_b$ is smaller that is 0.0024 when the Kernel K-Means method is 0.0109.