Segmentasi Produk Berdasarkan Data Transaksi Penjualan Menggunakan Agglomerative Hierarchical Clustering dan Model FMC (Studi Kasus: Perusahaan XYZ)

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Abstract

The availability of a large number of data and overgrowing data dimensions is a challenge for companies to create business opportunities by utilizing the data. A large number of data causes companies to search for information from the data so that the information can be used to grow their business. Knowledge or information from data can be found by using one of the techniques in data mining, namely cluster analysis. Cluster analysis allows companies to get information about the object segments in the data owned by the company. In this research, cluster analysis for drug product segments was conducted on XYZ Company transaction data using the FMC (Frequency, Monetary, and Customer Variety) business approach model and the Agglomerative Hierarchical Clustering algorithm. The results showed that in the XYZ Company drug transaction data, there are eight product segments that can provide information to XYZ Company. Therefore, with that product segmentation, XYZ Company can find out products that require more attention and determine the right marketing strategy for the product.

Keywords: ***data mining, product segmentation, cluster analysys, FMC model***

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