

Abstract

Pt. Multi Renjana Karya is a company that engaged in the pharmaceutical sector. The company distributes various medicinal products to many health care facilities throughout Indonesia. Based on the data sales, the company shows sales instability for each month in 2021. Therefore, data processing is needed to overcome this problem. The algorithm used in this research is the a priori algorithm. A priori algorithm is used to get the pattern of purchases made by customers. This study uses a large number of transactions, as many as 83,076 thousand transactions and 45 different types of products. The minimum support used in this study must be obtained through repeated experiments so the obtained rules meet the specified minimum limits and limit the length of association rules formed by looking at the average number of products purchased by customers in transactions. This research was conducted by implementing the a priori algorithm on the entire dataset, 3 regions with the highest values and 3 regions with the lowest values. In this study resulted 38 rules or association rules that can be used for sales strategies or supply of goods to the company.

Keywords: data mining, apriori, association rules