

## ABSTRACT

### **Mohammad Hasan (11152751), Application of Apriori Algorithm to Determine Sales Strategy at PT Ratu Perdana Indah Jaya**

PT. Ratu Perdana Indah Jaya is a company that sells vehicle spare parts and car accessories at affordable prices and quality. At sales are grouped by product, that is body, tire, oil, etc. So it is difficult to know which product is superior, and there is a build-up of goods that are not selling well for sale. Then we need data processing techniques, namely the a priori algorithm by collecting the latest sales data. From the results of the discussion and analysis of the data it can be concluded that the application of a priori algorithm in determining the combination between itemset with a minimum support of 20% and a minimum confidence of 85%. Thus, if there are consumers buying wheel balancing services, bridgestone tires, then the possibility of these consumers also buys nitrogen.

**Keywords: Data Mining, A priori Algorithms, Sales**

