

ABSTRACT

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Title : Analisis Segmentasi Agen Penjualan Menggunakan Model RFM Dan Algoritma *K-means* (Studi Kasus : PT. Kereta Api Indonesia)

Abstract

Sales agents make a significant contribution in marketing. Each different agent has different values. Knowledge of the characteristics of each agent needed to support the decisions needed by the company's business strategy also regulates good relations between the company and its agents. Sales agent segmentation can be Segasi sales agents, companies are expected to be able to request the right policies. Information about sales agent segmentation can be obtained using Data Mining techniques and RFM methods (Current, Frequency, Monetary). The K-means Clustering Data Mining technique is used for sales agent segmentation. RFM is a model used to differentiate agents based on 3 variables, namely novelty, frequency, and monetary. The results of the application of the k-means model and the RFM sales agent are divided into 3 segments with different characteristics. The third segment is 54.17% of new agents or agents that rarely occur and there is no longer a long transaction, 35.42% of the best sales agents and agents who are "valued" for the company, and 10.42% sales agents are increasing.

Keywords: Data Mining, *k-means*, *Clustering*, RFM.

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