

## ABSTRACT

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Title : Market Basket Analysis Using Priori Algorithms to Increase Sales (Case Study of PT Enseval Putera Megatrading)

*Abstract* -At present, sales of pharmaceutical products, especially medicines, tend to increase every month. This is due to the need of the community to maintain their health and as a preventive measure for attacks from diseases that can come suddenly. As a decision support tool for companies providing drug needs, it is deemed necessary to know the type of drug with the most sales and the tendency of the public to buy it. For these needs it is necessary to do data processing owned by the company to find out. The next data will be studied using a priori algorithm and market basket analysis. One of the stages of association analysis that attracted the attention of many researchers to produce efficient algorithms is the analysis of high frequency patterns. The importance of an association can be known by two benchmarks, namely: support and confidence. Support (supporting value) is the percentage of the combination of items in the database, while confidence (the value of certainty) is the strength of the relationship between items in the association rules. Prior algorithms can help to develop marketing strategies.

Key words:

Association, Apriori, Market Basket Analysis, Sales