

## ABSTRACT

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Title : Implementation of Priori Algorithms on E-commerce Websites.

*Abstract - At this time the development of data is increasing, the increasing development of data that occurs can not be separated from the development of information technology that allows large amounts of data to accumulate in line with the growth of information technology. The existence of data mining is able to automatically analyze large or complex amounts of data using one of the data mining techniques called market basket analysis. Market basket analysis is defined as an itemset that is purchased simultaneously by a customer in a transaction. This method starts with searching for frequent itemset and continues with the formation of association rules. A priori algorithm is a very popular algorithm for finding frequent itemset from transaction data stored in the database. This a priori algorithm will find new rules that were previously unknown. In this research a priori algorithm is used to help find a number of association rules from the database of sales of daily basic needs (basic needs) in the Employee Cooperative of PT. XYZ so that it can be used as a consideration in making effective marketing and sales strategies.*

**Keywords:**

*data mining, apriori algorithms, market basket analysis, association rule (association rule)*