

ABSTRACT

APPLICATION OF DATA MINING FOR CLASSIFICATION OF BEST-SELLING PRODUCTS AT ALDO MOTOR WORKSHOP USING THE NAIVE BAYES ALGORITHM

Aldo Motor workshop is one of the motorbike repair shops in the city of Palembang, South Sumatra. Aldo Motor Workshop provides motorbike repair services and sells motorbike products such as oil, lights, spark plugs, etc. This workshop has a problem, namely that products that are in demand are often out of stock, while for products that are not in demand, the product stock is piling up. To solve this problem, classification data mining analysis was carried out using the Naive Bayes algorithm using the Rapidminer application. The data used is sales data from May 2023 - October 2023. Based on the results of data processing using the rapidminer application, the accuracy value was 86.77%, the precision value was 85.39%, and the recall value was 76%. These results show that the Naive Bayes algorithm can be used to determine the best-selling products at the Aldo motor repair shop.

Keywords: Best selling products, RapidMiner, Naive Bayes, Classification