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Competition in the bussines word, especially in the pharmacy industry, such
the bussines developers find a strategy that can increas drug sales. One way
is by giving discount on certain combinations of drugs that are oftenpurchased
concurrently. This can be done using market basket analysis techniques, namely
analyzing consumer spanding habids. Data mining is a method of processing
hidden information from a large data base of information. There are various
methods for implementing data mining, one of which is the Apriori Algorithm.
A prioris algorithm is data retrival Algorithm with Associative rules to
determine an associative relationship Combination of Hems. This research
was conducted with Perform association analysis on drug transaction data
using the apriori palgorithm. The analysis was carried out with compaining
the result of the association analysis with Algorithm A Priori and analysis
Without using methods. Result of the analysis this is true by testing the data
mining, namely the lift. Analysis asociation with 2-Heunset using Apriori
prigorithm on 700 data (209 sales transaction) result in 6 a rule with 2 rules that
result in a lift value of 2109 and 1,3 for 12 second. Analysis of associations
with 3-Hemset use algorithm operari against 200 record C62 transactions
sales) produces 32 rules with an elevator value of less than 1 in 23 seconds.
so it can be concluded that the A priori Algorithm can be used for analyze
: Consumer spending habits to produce rules or rules that contain a combinations
of drugs.
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and avalysis without using methods trouble of the applied was love by
Lesting the data mining, namely the lift. Analysis association with 2- Heins
Leshing the data mining, namely the lift. Analysis association with 2-items used A Priorio Algorithm on too data crog sale transaction) result in 6 A
rule with 2 rules that resultin a lift value of 2,09 and 1,3 cur 17
. Second. Analysis of associations with 3 Heurset used algorithm A
provi againts 200 records (be transaction rule) produces 23 miles with
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