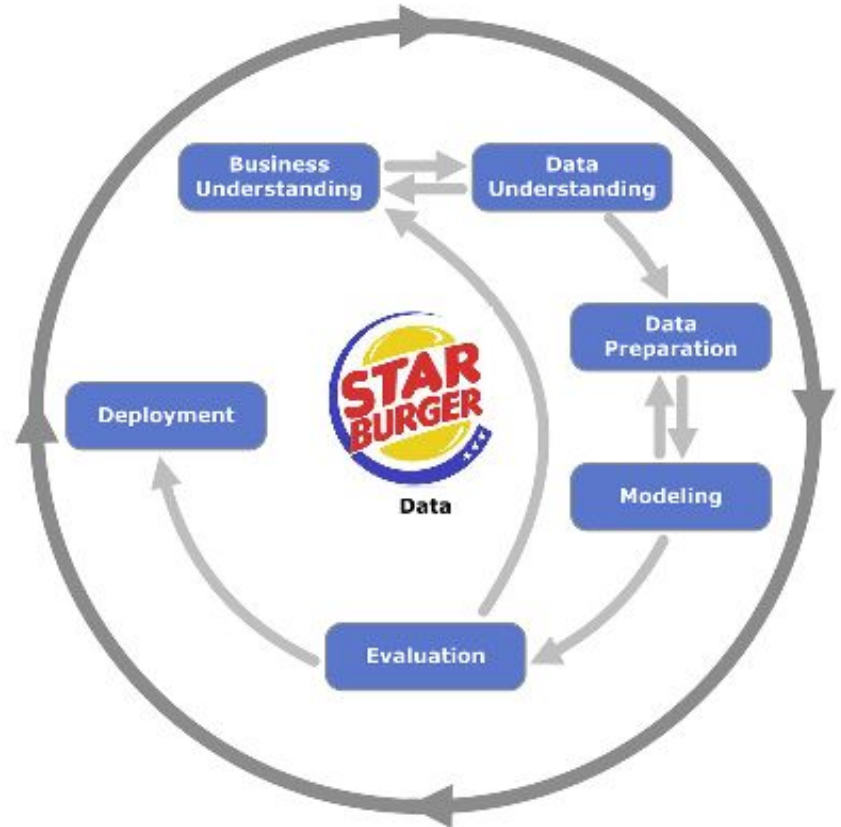# Burger Star

Tio Rahaditya Luthfitama

Damar Adi Prabowo

Dzulfiqar Ridha

KENTHANG

Business Understanding

Dalam rangka meningkatkan daya saing Burger Star dengan perusahaan burger lain (Burger Moon, Burger Planet, Burger Comet, dll)
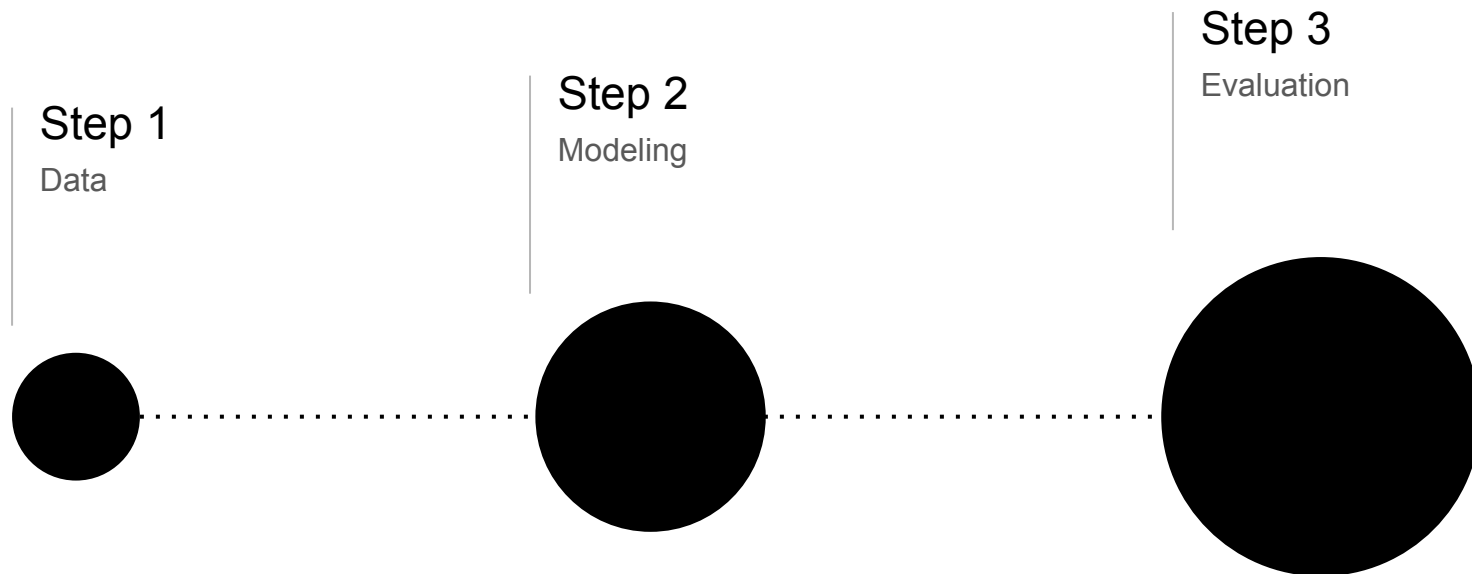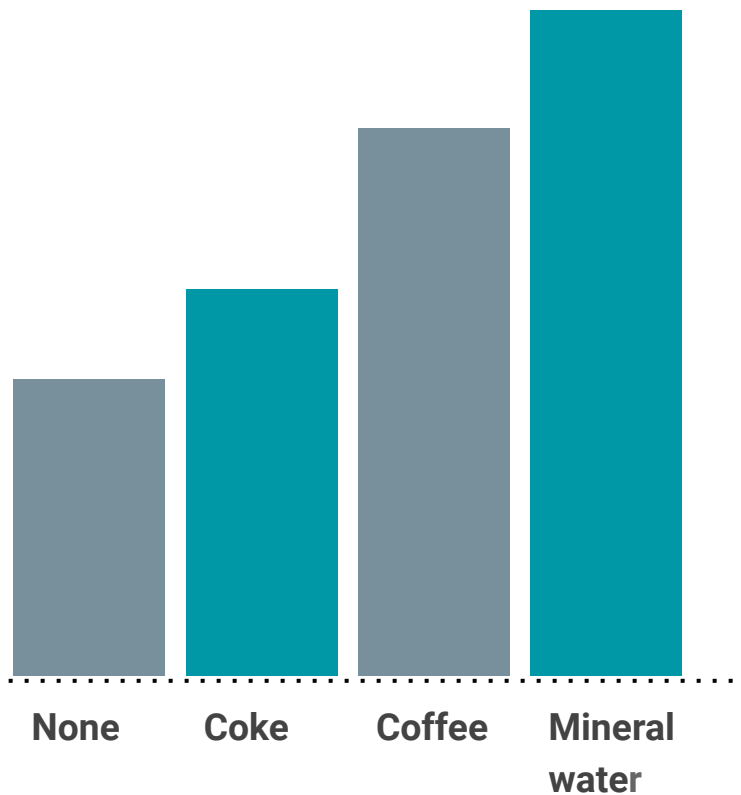
Mission statement: Create a new menu packet to improve the drink sales.

How it works

Step 1

Data

Step 2

Modeling

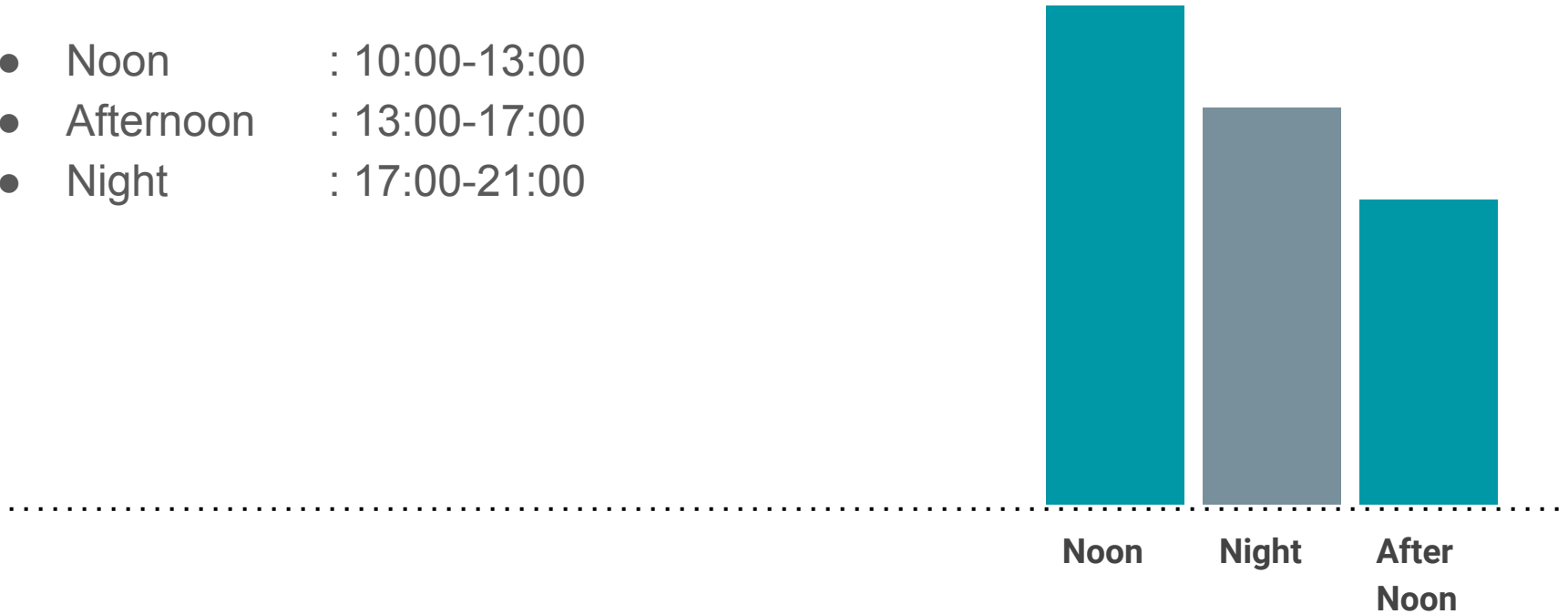**Step 3**

Evaluation

Data Understanding

Berikut adalah grafik dari penjualan semua menu minuman.

Data Understanding

Berikut adalah grafik dari penjualan terhadap waktu.

- Noon : 10:00-13:00
- Afternoon : 13:00-17:00
- Night : 17:00-21:00

Data Preparation

1.
```
df.isnull().sum()
```

```
Timestamp        0
Type Burger      0
Code Burger      0
Amount Burger    0
Type Drink       0
Code Drink       0
Amount Drink     0
Gender           0
Payment          0
dtype: int64
```
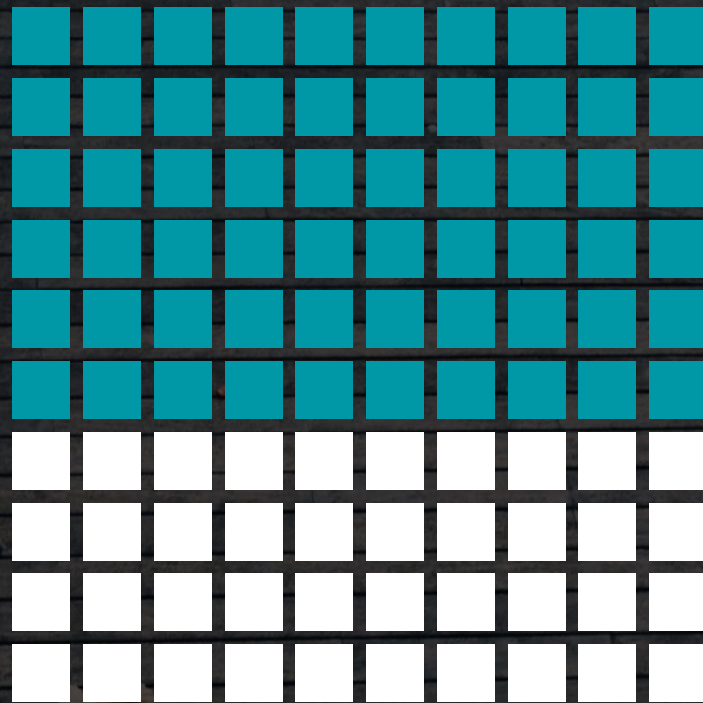
2.
```
[104] df.shape
```
```
(312, 9)
```

```
[105] df = df.drop(columns=["Code Burger", "Code Drink"])
```

```
[106] df.shape
```
```
(312, 7)
```

Modeling

Association Rules, with Apriori Algorithm

Evaluation Model

```
======================================
2.
Rule: None -> Chicken burger
Support: 0.11217948717948718
Confidence: 0.7608695652173914
Lift: 3.343539497856706
======================================
6.
Rule: Noon -> Coke -> Cheese burger
Support: 0.0673076923076923
Confidence: 1.0
Lift: 4.521739130434783
======================================
8.
Rule: Noon -> None -> Chicken burger
Support: 0.041666666666666664
Confidence: 0.7647058823529411
Lift: 3.3603976801988398
======================================
```

Keputusan

Paket Baru!

Promo Time!

Promo Time!

Tio Rahaditya Luthfitama

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