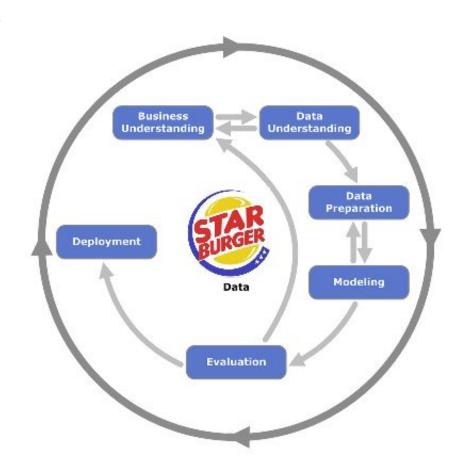
# Burger Star

Tio Rahaditya Luthfitama Damar Adi Prabowo Dzulfiqar Ridha





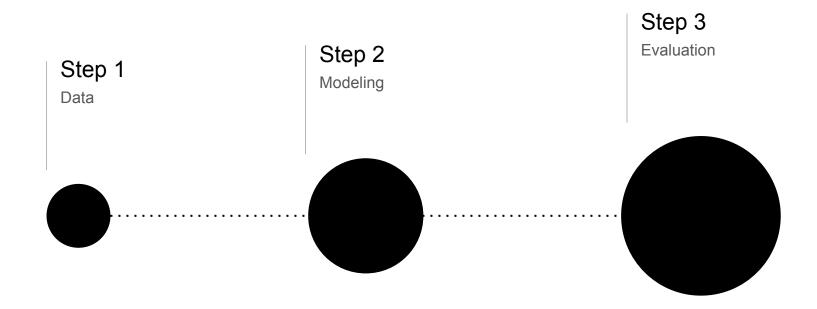
#### **Business Understanding**

Dalam rangka meningkatkan daya saing Burger Star dengan perusahaan burger lain (Burger Moon, Burger Planet, Burger Comet, dll)



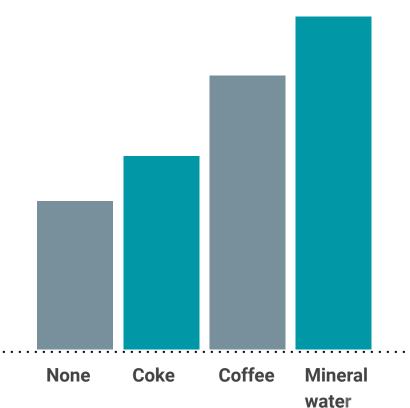
Mission statement: Create a new menu packet to improve the drink sales.

#### How it works



#### Data Understanding

Berikut adalah grafik dari penjualan semua menu minuman.



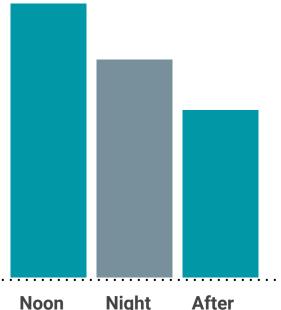
#### Data Understanding

Berikut adalah grafik dari penjualan terhadap waktu.

Noon : 10:00-13:00

Afternoon : 13:00-17:00

Night : 17:00-21:00

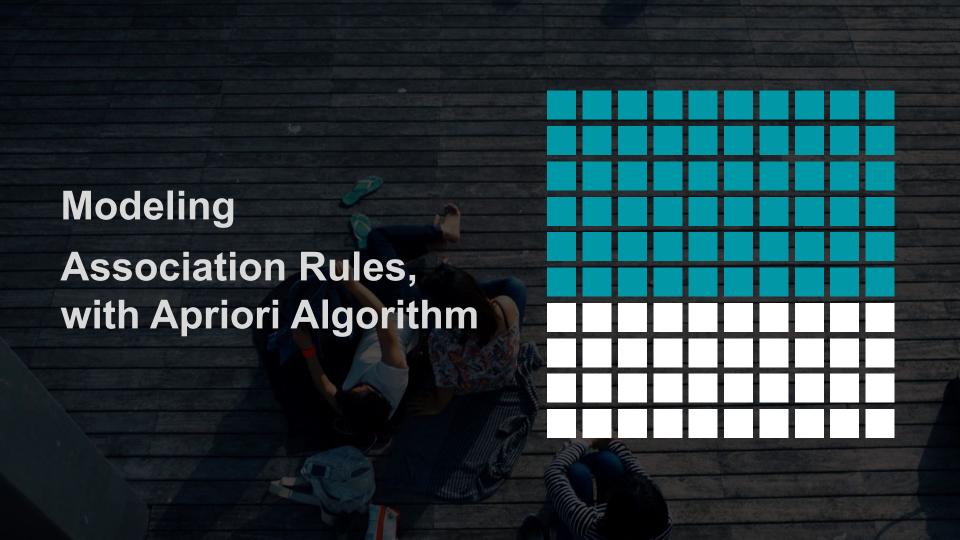


**Night** 

Noon

## Data Preparation

```
df.isnull().sum()
Timestamp
Type Burger
Code Burger
Amount Burger
Type Drink
Code Drink
Amount Drink
Gender
Payment
dtype: int64
[104] df.shape
     (312, 9)
[105] df = df.drop(columns=["Code Burger", "Code Drink"])
[106] df.shape
     (312, 7)
```



### **Evaluation Model**

\_\_\_\_\_

2.

Rule: None -> Chicken burger Support: 0.11217948717948718 Confidence: 0.7608695652173914

Lift: 3.343539497856706

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6.

Rule: Noon -> Coke -> Cheese burger

Support: 0.0673076923076923

Confidence: 1.0

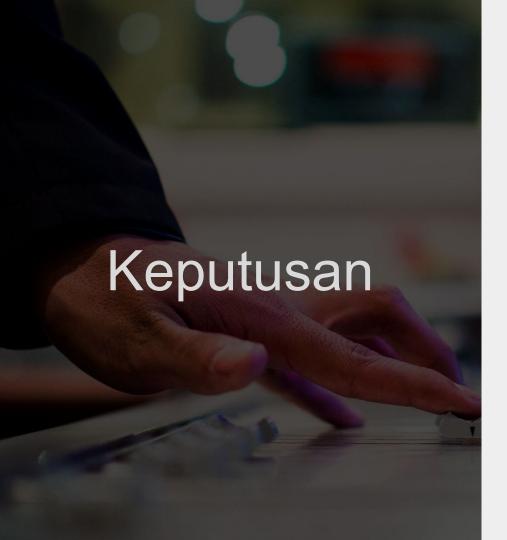
Lift: 4.521739130434783

8.

Rule: Noon -> None -> Chicken burger

Support: 0.041666666666666666664 Confidence: 0.7647058823529411

Lift: 3.3603976801988398







Paket Baru!



Promo Time!



Promo Time!

