

ABSTRACT

Customer Segmentation is one of data mining functions to support customer management processes. Customer segmentation aims to build customer profiles based on patterns of transactions. Customer profile shows potential level of customer from the highest to the lowest through customer label, there were Superstar, Golden, Everyday, Occasional and Dormant. Applications that built in this final project used two methods of data mining. There were clustering and segmentation. Clustering method using Fuzzy C-Means algorithm and segmentation using Fuzzy RFM (Recency, Frequency, Monetary). Results of clustering will be used in the process of segmentation to get more accurate results. This application is built with Java programming language and mysql database. Results of mining process that generate customer profiles is expected to provide new information and knowledge for the company for subsequent business decisions.

Keywords: Data Mining, Customer Segmentation, Fuzzy C-Means Clustering, Fuzzy RFM