

## **ABSTRACT**

*The sales of the grocery store increase every month. The increasing number of grocery stores makes managers want to make better marketing strategies. To find out the most sales, an apriori algorithm is needed with the help of the Rapid Miner tools. This apriori algorithm will form a frequent itemset with a predetermined number of parameters with two parameters, namely support and confidence. One of the stages of efficient algorithm association analysis is high-frequency pattern analysis. Support is the percentage of item combinations in the database, while confidence is the strength of the relationship between items in the association. This apriori algorithm can help in data mining and marketing. The research uses one of the data mining application, namely Rapid Miner. This study aims to provide an overview of the interrelationships of goods sold in grocery store by looking at the data of good sold for 1 month. The results obtained from the research are the support value of 0.25% and the confidence value of 0.5% with total of 2328 data. With the research on the calculation of the pattern of sales of goods at the grocery store, it is hopes that the owner of the grocery store can see a more profitable business strategy.*

*Keywords : apriori algorithm, data mining, grocery store, sales.*