UNIVERSITI TEKNOLOGI MARA

COMPARISON BETWEEN MARKET BASKET ANALYSIS AND PARTITION AROUND MEDOIDS CLUSTERING FOR KNOWLEDGE DISCOVERING IN CONSUMER CONSUMPTION PATTERN

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ABSTRACT

Nowadays, Knowledge Data Discovery (KDD), is an important knowledge for the industry and an organized process of understandable patterns from a large data set. The main purpose of this study are to compare the knowledge discovery between Market Basket Analysis and Partition Around Medoids and followed by to generate a customer buying pattern by using Market Basket Analysis (MBA) Algorithm and Partition Around Medoids (PAM) Clustering Algorithm. Using two different method, which are Market Basket Analysis and Partition Around Medoids, this study analyse the outcome of both methods in terms of pattern recognition.

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