

# ***CUSTOMER SEGMENTATION ANALYSIS OF "SESUATU DI JOGJA"***

## ***USING K-MEANS AND RFM (RECENCY, FREQUENCY, MONETARY)***

### ***METHODS***

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### ***ABSTRACT***

*In the increasingly rapid development of the era, the food business has become one of the attractive sectors for entrepreneurs because it offers great opportunities to increase the number of consumers. This phenomenon is reflected in various innovations and food creations that continue to develop in various regions and indicate the high public interest in culinary. Sesuatu di Jogja (SDJ) was chosen as the object of research because of its relevance to public interest in various culinary delights in Yogyakarta. This study aims to identify customer groups based on transactions that have been made during the purchase period. This study is a study using the K-Means and RFM methods. The stages of the study include data collection, data preprocessing, clustering, data evaluation and data visualization. The results of the study show that there are 2 clusters in the customer segmentation of Sesuatu di Jogja. The first cluster, cluster 0 consisting of 566 customers with a low purchase level category has an average Recency value of 0.716158, Frequency of 0.018299 and Monetary of 0.019389. Meanwhile, the second cluster, namely cluster 1 consisting of 376 customers with a high purchasing level category has an average Recency value of 0.261653, Frequency of 0.037234 and Monetary of 0.029740.*

**Keywords:** *Customer Segmentation, K-Means, RFM.*