

ABSTRACT

Customer analysis is an activity carried out by producers to analyze everything the customer needs and understand customer characteristics such as customer classification, consumption patterns, behavior, customer motives and customer habits. However, to obtain maximum results, it is necessary to calculate how likely it is that customers will be interested in the product being offered. This study aims to apply customer analysis to customer segmentation. K-means clustering is one of the most widely used unsupervised machine learning algorithms to form groups of data based on similarities or groups of objects based on their characteristics, so that objects that have the same characteristics are grouped into the same cluster and objects that have different characteristics are grouped into other clusters in order to obtain characteristic data from each segment that has been obtained. By knowing the characteristics of each segment that has been made, a basis for decisions to determine suitable marketing targets to be promoted to customers by looking at each characteristic of the segmentation.

Keywords: K-Means, Customer Analysis, Segmentation