

ASBTRACT

PT Tunas Dwipa Matra (TDM) Honda Raden Intan is a developing company engaged in the retail sector of motorcycle sales, sales are important for the sustainability of a company because that is where the company will look forward or backward, but not all companies can run smoothly and stable. Sometimes experiencing problems such as decreased sales and increased sales. The process of distributing motorbikes related to sales has many transactions. Motorcycle sales transaction data for one year, namely in 2022, shows around 51,157 units for TDM throughout Lampung, while for special sales for TDM Honda Raden Intan, Antasari, Gading Rejo, Yos Sudarso, Natar, as many as 4,000 motorcycle units were sold. very difficult to analyze (Azwanti, 2018). Analysis is needed to see patterns from sales data so that it can generate motorcycle sales predictions which will later be useful for the distribution of motorbikes in several regions. By using the C4.5 algorithm, motorcycle sales data at PT Tunas Dwipa Matra can predict motorcycle sales based on the district and what types of motorbikes the company must provide. Based on the stages of research carried out from preparation, literature review, data collection, data processing such as data selection, pre-processing, transformation, data mining and interpretation, the results of testing using the Python programming language with the help of goggle collabs tools and using a ratio of 90:10 obtained accuracy 71% so that it is categorized as sufficient. Whereas using the WEKA test or the K-Fold Cross Validation test using a 90:10 ratio the results of the accuracy of classifying motorcycle sales data using the C4.5 method are categorized as "enough" with an accuracy result of 70.45%.

Keywords: C4.5, predictions, Sale, Motorcycle, TDM Honda