ORIGINAL WATCH SALE PREDICTION APPLICATION SYSTEM USING LEAST SQUARE METHOD IN JAM TANGAN CENTER GRESIK

By

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ABSTRACT

Jam Tangan Center is a small company selling kinds of original watches. The same with other big companies, this company also makes its target of sale. Unfortunately, along this time, Jam Tangan Center only makes the target based on logical count so it merely misses the target. This research implements *data mining prediction* technique by using *least square* method to predict the amount of the sale of the next month. The data used were based on the data of *Jam Tangan Center Gresik* during year of 2014-2016. There are 36 data consist of 8 brands which are Alexandre Christie, Alba, Casio, Devond, Expedition, Swiss Army, Fossil and Seiko. System testing is done by 17 tests for each brand to get the prediction of sale for the next 2 up to 18 months. From those 17 tests, the result will be compared to gain the smallest *Forecast Error* to get the best accurateness. The result of the test showed the highest accurateness at the twelfth test for Casio by using 12 months data with MAD is 6.507, and 3% for MAPE error prediction.

Kata Kunci: *Data Mining,* Prediction,*, Least Square.*

Pembimbing   : Eko Prasetyo, S.Kom., M.Kom.