

APPLICATION SYSTEM FORECASTING SALES HERBAL CIGARETTE
SIN TO DISTRIBUTOR USE METHOD LEAST SQUARE
(CASE STUDY : PR. UD. PUTRA BINTANG TIMUR)

By

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ABSTRACTION

PR. UD. PUTRA BINTANG TIMUR is a company in Malang which sells a variety of herbal cigarettes SIN. In the company is also the same with other big companies that make sales targets in each period. However, during this time PR. UD. PUTRA BINTANG TIMUR targeting sales of each period using only his own intuition thinking. So that often experienced uncertain outcome. This research applies data mining techniques prediction by using the least squares method to predict the number of sales in the next month. The data used was taken from PR. UD. PUTRA BINTANG TIMUR in the years 2011-2015 in 4 cities distributor (Gresik, Malang, Surabaya, Lamongan) as much 60 data with 5 product herbal cigarettes SIN such as Enjoy, Majapahit, Platinum, Nogo Sosro, and Provost 19. System testing is done with 28 testing of each product of herbal cigarettes SIN that used to predict as many as 2 months until 29 months. Then on 28 test results compared to getting the smallest forecast error to get good accuracy. In the test results obtained by the best accuracy in testing to 4 with using the data 5 months with an average yield MAD from 5 product herbal cigarettes SIN as big as 113,48 with the level of the average prediction error MAPE from 5 product herbal cigarettes SIN as big as 0,32.

Keywords : Data Mining, Forecast, Least Square.

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