

Association rule mining in sales transaction analysis

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Abstract: This topic aims to identify market needs for detecting association rules through sales data analysis. The main objective is to build a system that supports businesses in predicting trends and optimizing business strategies. The research methodology includes both theoretical and experimental approaches, aiming to apply machine learning algorithms in processing and analyzing big data from sales transactions. The expected outcome is to provide an effective application solution to enhance profitability and accurately meet customer demands.

Keywords: Sales analysis, association rules, machine learning algorithms, business, optimization