Recommendation packages or menu packs are found in many restaurants or dining houses in order to help the restaurant manager in both developing and promoting menu innovations. Using sales transaction data, process of data mining is assisted by FP-Growth algorithm in which also called a market basket analysis. This analysis has the capability to perform customers shopping pattern by finding associations between several different items bought. The FP-Growth algorithm has three stages in processing the analysis, i.e. Conditional Pattern, Conditional FP-Tree and Frequent Item Set. In this study, the FP-Growth algorithm established an association in customers shopping pattern of Sunan Giri Ribs Meatballs Restaurant by using a minimum support value of 0.2 and the highest minimum confidence as a parameter for the FP-Growth algorithm to produce recommendation packages. This research article gives technical explanation in the utilisation of FP-Growth algorithm in executing the analysis and providing recommendation packages. In line to the e-search findings, it is proved that FP-Growth algorithm is capable to be considered as a tool in making a new innovation.
References


Index Terms

Computer Science Algorithms

Keywords

FP-Growth Algorithm, Association Rule, Recommendation.