

## ***ABSTRACT***

# **PRODUCT LAYOUT BASED ON CUSTOMER BEHAVIOR USING ECLAT ALGORITHM**

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Electronic commerce is developing very rapidly in the modern era like today, which is the main factor in the development of electronic commerce is modern people who prefer to shop online because it is considered more efficient than traditional markets. The dense competition of electronic commerce is a challenge for business people, so a strategy is needed to increase sales, by utilizing a good product layout can increase sales and make it easier for consumers to find the goods and services they are looking for. By using the Market Basket Analysis method to find combinations of products purchased simultaneously on a dataset, and an association algorithm to find relationships on each item purchased at the same time using data based on consumer behavior by looking for support, confidence, and lift values. By using transaction data based on consumer behavior, a strong relationship was found between Travel Vouchers, Travel Case Games and Casing & silicon game consoles, a confidence value of 100% and a support value of 2% can be concluded when consumers buy silicon game console products, often consumers also buy Travel Case Game products. The analysis results can then be used as a guide to create product layout design as a strategy to increase sales on Tokopedia e-commerce..

***Keywords: Customer behavior, Eclat, Layouting, Market Basket Analysis***