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Analysis of Sales Transaction Patterns Using the Fp-Growth Algorithm in MSMEs (Case Study: Kedai Mie Rahma)

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ABSTRACT

The rapid growth of digitalization in Micro, Small, and Medium Enterprises (MSMEs) has led to a significant increase in sales Transaction data generated on a daily basis. However, most of these data are still utilized only as Transaction records and have not been processed into valuable information to Support business decision-making. Kedai Mie Rahma, a culinary MSME, faces challenges in determining promotional strategies, designing Menu packages, and managing raw material inventories due to the lack of systematic analysis of Customer purchasing patterns. In order to find correlations between products that are commonly bought together, this study will use the FP-Growth algorithm to examine sales transaction patterns. Data selection, preprocessing, data transformation, the application of the FP-Growth algorithm, and the assessment of Association rules based on Support, Confidence, and Lift Ratio values comprise the Knowledge Discovery in Databases (KDD) framework. The data used in this study are historical sales Transactions obtained from the Point of Sales (POS) system of Kedai Mie Rahma. The expected results are product association patterns that can serve as a basis for developing Menu Bundling strategies, Cross-selling opportunities, and more effective inventory planning. Therefore, the implementation of the FP-Growth algorithm is expected to assist MSMEs in optimizing the utilization of Transaction data as a data-driven decision-making tool to improve operational efficiency and sales performance.



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1. INTRODUCTION

The amount of daily sales transaction data has significantly increased as a result of the growth of information technology and digitalization in Micro, Small, and Medium-Sized Enterprises (MSMEs) [1]. Unfortunately, these transaction data stacks are often used only as repositories of historical sales records and have not been processed into strategic information [2]. A similar situation is experienced by Kedai Mie Rahma, a culinary MSME that faces challenges in developing promotional strategies, designing menu packages, and managing raw material supplies optimally [3]. Limited understanding of customer behavior and purchasing patterns results in less effective business decision-making [4].

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To overcome these problems, the discipline of Data mining offers the Market Basket Analysis (MBA) technique, which is able to extract hidden information in the form of associations between products that are often bought together by consumers [5]. Frequent Pattern Growth is one association algorithm that has shown itself to be effective and well-liked in the culinary industry [6]. Because it can suggest product bundling, this algorithm is very pertinent to the food and beverage sector. [7].

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Compared to a priori algorithms, FP-Growth has a computational advantage because it does not require a memory-intensive candidate creation process [8]. Comparative research on shopping cart analysis methods also proves that finding a set of items using FP-Tree's data structure operates much faster and more efficiently [9]. The reliability of FP-Growth is not only proven in culinary MSMEs such as food stalls or seblak shops [10], but is also widely applied in conventional retail analysis [11]. The purpose of this study is to use the FP-Growth algorithm to evaluate transaction patterns at Kedai Mie Rahma in order to suggest menu layouts and cross selling tactics [12].

2. METHODS

The Knowledge Discovery in Databases architecture is used in the study to guarantee methodical, precise, and quantifiable data analysis [13].

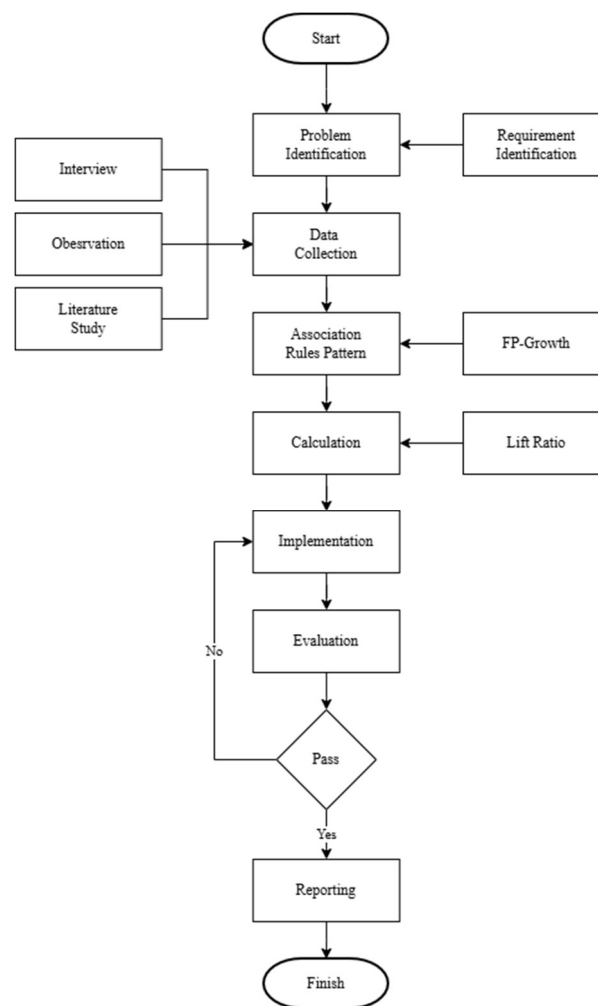


Figure 1. Research flowchart

2.1 Identification

This phase focuses on identifying the core business problems faced by Kedai Mie Rahma, in particular the difficulties in mapping out the menu items that are often preferred simultaneously by customers [14]. The identification of this problem serves as a basis for determining the limits of the data to be taken and establishing the parameters of association required by MSME management [15]. Furthermore, the identification of system needs is carried out to design an FP-Growth algorithm implementation scenario that is most aligned with operational conditions in the field [16].

2.2 Implementation

The implementation stage is the core of transaction data processing using Data mining techniques, which are divided into several conditioning and analysis phases:

2.2.1 Data Selection

The study's data came from Kedai Mie Rahma's internal Point of Sale (POS) system [17]. The selection process involves filtering the table of historical monthly sales transactions to extract important variables, such as Transaction ID, Menu Item Name, and Date [18]. Data that is considered irrelevant to the extraction of item combination patterns is discarded at this phase [19].

2.2.2 Data Preprocessing

Raw transaction data typically contains anomalies, such as double records, null values, or inconsistent record formats [20]. Pre-processing performs data cleansing tasks to prevent algorithms from misinterpreting customer shopping carts [21]. Clean data is an important prerequisite for producing highly accurate association rules [22].

2.2.3 Data Transformation

In this phase, the cleaned data is transformed into a tabular matrix format or Itemset structure recognized by the Data mining system [23]. The transaction format, which was originally a row-based entry, is grouped by Transaction ID to reflect one complete basket per customer purchase [24].

2.2.4 FP-Growth

The FP-Tree tree-based data structure is used in the implementation of the FP-Growth method to extract Frequent itemsets [25]. This algorithm starts by reading the database to determine the Support value for every single item (1-Itemset). Whether a Menu item appears frequently enough to be taken into account in the association rule is determined by this Support value. Equation (1) defines the computation for a single item of support.

$$\text{Support}(X) = \frac{\text{Number of Transactions Containing } X}{\text{Total Transactions}} \times 100\% \quad (1)$$

In contrast to the A priori algorithm, the database scan in the FP-Growth method is only performed twice, resulting in a much shorter computation time [26]. This efficiency makes FP-Growth ideal for processing hundreds to thousands of lines of sales data within the scope of MSMEs [27].

2.2.5 Association Rule

Once the individual Frequent itemsets are identified and filtered based on the minimum Support threshold, the system generates an association rule. To evaluate the relationships between different Menu items, the system calculates Joint Support for a combination of products (2-Itemset or higher) and measures the conditional probability or reliability of those rules, known as Confidence. The Joint Support value for the product combination is determined using Equation (2), whereas the Confidence value of the rule is derived using Equation (3):

$$\text{Support}(X, Y) = \frac{\text{Number of Transactions Containing } X \cap Y}{\text{Total Transactions}} \times 100\% \quad (2)$$

$$\text{Confidence}(X \rightarrow Y) = \frac{\text{Number of Transactions Containing } X \cap Y}{\text{Number of Transactions Containing } X} \times 100\% \quad (3)$$

This metric assesses the conditional relationships between items [28]. Specifically, it shows how likely a customer is to purchase a secondary item (Consequent) if they have selected a primary item (Antecedent) [29].

2.2.6 Lift Ratio

To quantify the strength and validity of the produced association rules, the Lift Ratio calculation is employed as the final evaluation metric [30]. The Lift Ratio determines whether the association between items is really significant or just a random occurrence. The mathematical formula for calculating the Lift Ratio is defined in Equation (4):

$$\text{LiftRatio} = \frac{\text{Confidence}(X \rightarrow Y)}{\text{Support}(Y)} \quad (4)$$

Antecedent and consequent in the rule have a strong positive association if the resulting Lift value is greater than 1). Conversely, a score of less than 1 denotes a haphazard or weak association. [31].

2.3 Evaluation

The final phase focuses on interpreting the rules of associations that have passed the Lift Ratio test to turn them into actionable business recommendations [32]. The results of the evaluation were analyzed to formulate strategic proposals related to item placement layout, Menu package design (Bundling), and promotional discount programs centered on actual customer preferences [33]. It is anticipated that putting these suggestions into practice will immediately enhance Kedai Mie Rahma's future inventory control and sales performance [34].

3. RESULT AND DISCUSSION

3.1 Collection Data

The initial stage of finding association patterns began by collecting sales transaction datasets from the Point of Sales (POS) system of Kedai Mie Rahma. The historical data that was successfully collected amounted to 2,500 records of sales transactions that took place in the period from September 9, 2025 to December 9, 2025. The food and beverage menus sold in the period were grouped into several main variant clusters. The characteristics of the grouping of these menus are presented in detail in Table 1.

Table 1. Category Produk

Category	Item
Ngemie	Ngemie Goreng LV.0–LV.5, Ngemie Soto LV.0–LV.5, Ngemie Kari LV.0–LV.5, Ngemie Rendang LV.0–LV.5
Salted Snacks	Cilor, French Fries, Mielor, Indomie Regular, Wonton Gravy, Shredded Chicken Cireng, Cireng Spicy Gravy, Soslor
Sweet Snacks	Baked Banana, Aromatic Cheese, Peach Lumer, Aroma Cheese + Topping, Banana Nugget
Jejeritan	Screaming Meatballs, Screaming Screams, Screaming Bones
Add Toppings	Substitute Eggs, Extra Spicy, Extra Kencur
Drinks	Teajuice, Sweet Tea, Tarik Tea, Pudding, Plain Tea, Nutrisari, Friday Sweet Tea, GoodDay Cappuccino
Seblak Package	Seblak 10K, Seblak12K, Seblak 14K, Seblak15K, Seblak17K, Save Couple, Fun
Seblak Buffet	Eggs, Meatballs, Small Sausages, Scissors, Bones, Brains, Batagor Tongue, Cikuwa

In order to make it easier for the system to perform data processing and computation on the FP-Growth algorithm, all Menu items in Table 1 are initialized using unique alphanumeric coding. The process of naming these code labels ranges from codes A1, F1, to F2. The code representation scheme for each Menu item is presented in Table 2.

Table 2. Product Coding

No	Attribute Name	Attribute Code
1	Ngemie	A1
2	Salted snacks	B1
3	Sweet snacks	B2
4	Jejeritan	C1
5	Add Toppings	D1
6	Drinks	E1
7	Seblak Package	F1
8	Seblak Buffet	F2

After crossing the selection stage, the sales history data is cleaned of transaction record anomalies. Next, the data is converted into a format (market basket format) that groups the menu list based on a single line of consumer purchase memorandum. A sample representation of 2,500 transaction datasets that have been grouped and ready to be processed is visualized in Table 3.

Table 3. Sales Transaction Dataset

Transactions	Date	Itemset
1	9/7/2025	A1,E1,F2
2	9/7/2025	E1,F2
3	9/7/2025	E1,F2
4	9/7/2025	A1,F2
5	9/7/2025	B1,E1
6	9/7/2025	E1
7	9/7/2025	A1,E1,F2
8	9/7/2025	A1,E1,F2
...	...	...
2500	12/7/2025	E1,F2

The information from the shopping cart is then transformed into a binary tabulation through binomial processing. Items purchased in one transaction receipt will be given a value of 1, while Menu items that are not selected by the consumer in the receipt are filled with a value of 0 until the 2,500th transaction is shown in Table 4.

Table 4. processing Binominal

Transactions	A1	B1	B2	C1	D1	E1	F1	F2
1	1	0	0	0	0	1	0	1
2	0	0	0	0	0	1	0	1
3	0	0	0	0	0	1	0	1
4	1	0	0	0	0	0	0	1
5	0	1	0	0	0	1	0	0
6	0	0	0	0	0	1	0	0
7	1	0	0	0	0	1	0	1
8	1	0	0	0	0	1	0	1
9	0	0	0	0	0	0	0	1
...	...	...	...	...	...	...	...	...
2500	0	0	0	0	0	1	0	1

3.2 FP-Growth

The primary input for the modeling of the Frequent Pattern Growth (FP-Growth) method is the binary dataset that has been organized in Table 4. Data processing is done by scanning the transaction database to convert the binary data stack into a dense frequency decision tree structure without eliminating the history of inter-Menu linkages.

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This modeling process is carried out using RapidMiner software. The main operator of FP-Growth is connected to the create association rules by setting the minimum parameters of Support and minimum Confidence according to the needs of the research. The circuit flow of the algorithm modeling is presented in Figure 2.

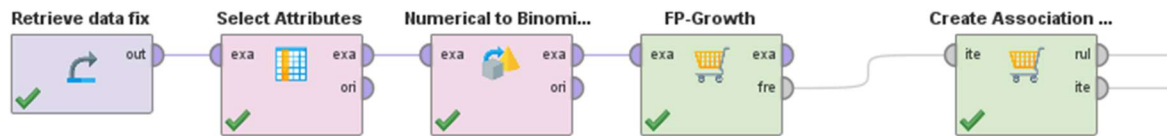


Figure 2. Modeling Design Using Rapid Miner

Through the modeling circuitry in Figure 2 above, RapidMiner scans transaction data to generate the most frequently occurring Itemset combinations as well as strong final association rules.

1) 3.2.1 Frequent Itemset

The search for Frequent itemsets begins with calculating the pure number of frequencies from the occurrence of a single item (1-Itemset) to a combination of two items (2-Itemset). This frequency lookup is based on the accumulation of a binary value of 1 on each product code column from a total of 2,500 transactions. Formula (1) is used to determine the Support value for a single item, whereas formula (2) is used to determine the Support value for a combination of two items.

Table 5. Frequency Itemset

Itemset	Quantity	Support
A1	1815	72,6%
E1	845	33,8%
A1,E1	605	24,2%
B2	200	8%
F2	192	7,7%
B1	180	7,2%
A1,B2	160	6,4%
A1,B1	132	5,3%

It can be seen that A1 (Ngemie) is the single item that dominates sales with a frequency of 1,815 transactions and the highest Support value of 72.6%. The second position was occupied by E1 (Beverages) with 845 transactions (33.8%). In addition to a single item, the table also shows a pattern of item combinations (2-Itemset) that are often purchased simultaneously by customers. The combination of A1 and E1 products (Snacks and Drinks) became the combination of Menus with the highest frequency, which was 605 transactions with a Support value of 24.2%. The set of frequent Itemssets that have met the threshold requirements will then be processed to the stage of forming association rules.

2) 3.2.2 Association Rule

Building association rules is the next step after identifying the Itemet common combinations in the preceding stage. This rule was developed using formula (2) to determine the Support value for the itemset combination and formula (3) to determine the degree of certainty.. The Confidence parameter evaluates how likely a consumer is to buy a conclusion menu (Consequent) if they have ordered a particular premise menu (Antecedent). Rule combinations that don't reach the minimum trust percentage limit will be automatically ignored. The results of the association rule calculation from 2,500 transaction data are presented in Table 6.

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Table 6. Results of the Formation of Association Rules

Rule	Support	Confidence
E1 => A1	605/2500 = 24,2%	605/845 = 71,5%
B1 => A1	132/2500 = 5,3%	132/180 = 73,9%
B2 => A1	160/2500 = 6,4%	160/200 = 79,9%

Therefore, it can be concluded that the rules that meet the requirements of Support and Confidence values , namely:

1. If consumers buy Drinks (E1), then consumers are also certain to buy Ngemie (A1), with a Support value of 24.2% and a Confidence level of 71.5%.
2. If consumers buy Salty Snacks (B1), then consumers tend to buy Ngemie (A1), with a Support value of 5.3% and a Confidence level of 73.9%.
3. If consumers buy Sweet Snacks (B2), then consumers tend to buy Ngemie (A1), with a Support value of 6.4% and a Confidence level of 79.9%.

3.3 Lift Ratio

The association rules that have been formed cannot be implemented immediately before their accuracy is validated using the Lift Ratio calculation. This test is essential to measure the strength of the pure correlation between items, as well as to prove that the Menu purchase relationship (the purchase of an item E1 at the same time as A1) actually occurs due to a dependent, not just a random coincidence. New business rules can be declared valid and weighty if the calculation results prove the value of the Lift Ratio > 1.

Lift Ratio testing stage, the Lift Ratio calculation is carried out using formula (4). The results of the Lift Ratio calculation from the established association rules are presented in Table 7.

Table 7. Testing Lift Ratio

No	Rule	Support	Confidence	Lift Ratio
1	If Customer buy E1, then buy Ngemie A1	605 / 2500 = 24,2%	605 / 845 = 71,5%	0,984
2	If Customer buy B1, then buy A1	132 / 2500 = 5,3%	132 / 180 = 73,9%	1,017
3	If Customer buy B2, then buy Ngemie A1	160 / 2500 = 6,4%	160 / 200 = 79,9%	1,100

The results of the Lift Ratio test , it can be concluded that the association rules on numbers 2 and 3 are proven to be strong or valid because they have a Lift Ratio value of > 100%, which shows a positive correlation between Menu items. This means that these products are likely to be purchased simultaneously by consumers significantly. In contrast, rule number 1 has a Lift Ratio value of < 100%, which indicates that the relationship is random or does not positively affect each other.

3.4 Implementation

The rules of association have been validated by the value of the Lift Ratio, the management of Kedai Mie Rahma can implement the results into a real promotion strategy. Menu items that are proven to have a high engagement value, such as items A1, E1, and F2, are designed to be a single bundle offering. In addition, this pattern recommendation is implemented in the rearrangement of the Menu image (layouting), by bringing the position of the main Menu closer to the companion Menu that is strongly associated to trigger additional purchasing decisions (Cross-selling).

Table 8. Implementation of Association Rules on Bundling Strategy and Menu Layout

No.	Rule	Menu Bundling	Menu Layouting
1	B2 => A1	Savory Sweet Package:	Placing the Sweet Snack Menu image on the main page of the Print menu list and the cashier's digital display right next to the Ngemie main menu.
		The purchase of the Ngemie Menu gets a special price for the additional Sweet Snack Menu (Piscok Lumer/Aroma Cheese).	
2	B1 => A1	Paket Combo Kenyang:	Arrange the order of the storefront of the companion menu (Salty Snacks) so that they are in the same row or directly after the Ngemie Menu category.
		A special package that combines Ngemie's main menu with Salted Snacks (Cilor/Fries) as a side.	
3	E1 => A1	Fresh Savings Package:	Create a visual promotional banner at the checkout desk that displays an illustration of the Ngemie Menu juxtaposed with cold drink products.
		A standard complementary package that brings together Ngemie food menu and beverage products (Sweet Tea/Nutrisari).	

3.5 Evaluation

In the final evaluation stage, an in-depth review was conducted of the effectiveness of the results of the implementation of association rules from the FP-Growth algorithm on the operational performance of Kedai Mie Rahma MSMEs. The application of a Menu packaging strategy (Bundling) based on the pattern of linkage between products has proven to be very relevant and effective in boosting the visibility of secondary items. Companion products (such as snacks or drinks) that were rarely purchased individually by consumers now have a high probability of selling because they are strategically juxtaposed with their main menu pairs (Cross-selling).

More than just a sales strategy, this valuable information (knowledge) extracted from the history of 2,500 customer transaction data provides transparency for store owners in the inventory management system. MSME owners can now estimate the procurement of raw material inventory needs more specifically, precisely, and data-driven. As a result, the efficiency of the shop supply chain becomes healthier so that the risk of operational losses due to lack of stock during high demand (stockout) and the accumulation of leftover foodstuffs that lead to spoilage (food waste) can be significantly minimized.

To provide a more systematic comparative picture of the direct impact of the application of the FP-Growth algorithm on business sustainability, a summary of the operational performance evaluation can be seen in Table 9.

Table 9. Comparison of Shop Operational Performance Before and After FP-Growth Implementation

Yes	Operational Indicators	Before FP-Growth Implementation	After FP-Growth Implementation
1	Sales Strategy	Sales are focused on a single item without a data-pattern-based Menu packaging strategy.	Implementation of Menu (Bundling) packages that are specifically designed based on the strongest association rules.
2	Companion Menu Movements	The level of visibility and sales of secondary items (e.g. snacks/drinks) tends to be slow and low.	Sales of secondary items soared high as they were always recommended along with the main menu.
3	Procurement Management	The purchase of kitchen raw materials is done based on instincts, habits, or just rough estimates.	The procurement of raw materials is carried out in a precise and measurable manner based on the visualization of the pattern of 2,500 transaction data.
4	Operational Risk (Waste & Stockout)	Vulnerable to losses due to the accumulation of waste or loss of opportunities due to stockout.	The risk of waste accumulation and stock shortages can be minimized in a structured manner.

4. CONCLUSION

Several key findings may be made based on the outcomes of the stages of analysis, modeling, and business effect evaluation that were performed on 2,500 sales transaction data from Kedai Mie Rahma MSMEs:

The FP-Growth Algorithm's effectiveness Finding hidden information (knowledge discovery) in the transaction history data pile has shown to be a very successful application of the data mining method employing the FP-Growth algorithm. Based on the Support, Confidence, and Lift Ratio characteristics, this algorithm effectively maps consumer buying habits, particularly in identifying legitimate association rules between the main menu and the companion menu (such as snacks and drinks).

Marketing plan Optimization: A more intelligent (data-driven) marketing plan can be determined by immediately using the outcomes of the defined association rules. Shop owners may now create precise and targeted bundling packages, which affects sales volume and visibility (cross-selling strategy) on ancillary items that were previously infrequently bought in one location.

Improving MSME Operational Efficiency: The implementation of the FP-Growth algorithm has a positive impact on inventory management operations. By knowing the variety of menus that are often purchased at the same time, Kedai Mie Rahma MSMEs can estimate the procurement of raw material supplies more precisely. This significantly minimizes the risk of losses due to running out of raw materials (stockout) when demand is high, as well as the risk of spoilage of leftover food (food waste) due to excessive stock.

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