

ABSTRAK

Usaha Mikro, Kecil, dan Menengah (UMKM) kuliner seringkali mengandalkan intuisi karena kesulitan memanfaatkan data transaksi untuk memahami pola penjualan berbasis waktu. Penelitian ini bertujuan menganalisis pola penjualan temporal melalui implementasi visualisasi data interaktif pada Kedai Dahar Bumbu Kampung. Metodologi penelitian mengadopsi kerangka kerja CRISP-DM (Cross-Industry Standard Process for Data Mining) yang mencakup fase business understanding, data understanding, data preparation, modeling, hingga evaluation. Data transaksi historis divisualisasikan menggunakan Google Looker Studio dengan transformasi utama berupa kategorisasi ke dalam sesi Siang, Sore, dan Malam. Hasil analisis mengungkapkan perbedaan fundamental perilaku konsumen: Sesi Siang didominasi pembelian fungsional (Paket Lele), sementara Sesi Malam didominasi kategori minuman. Visualisasi data interaktif terbukti memberikan wawasan mendalam bagi UMKM untuk merancang strategi berbasis bukti. Berdasarkan temuan, manajemen disarankan memberikan diskon khusus pada periode aktivitas terendah (pukul 15.00–16.00) untuk meratakan kurva penjualan dan meningkatkan efisiensi operasional.

Kata kunci: Visualisasi Data, Analisis Temporal, Bisnis Intelijen, CRISP-DM

ABSTRACT

Culinary MSMEs often rely on intuition due to the challenges of utilizing transaction data for temporal sales analysis. This study aims to analyze temporal sales patterns through the implementation of interactive data visualization at Kedai Dahar Bumbu Kampung. The research methodology adopts the CRISP-DM (Cross-Industry Standard Process for Data Mining) framework, encompassing the phases of business understanding, data understanding, data preparation, modeling, and evaluation. Historical transaction data were visualized using Google Looker Studio, with the primary transformation involving the categorization of sales into Afternoon, Evening, and Night sessions. The results reveal fundamental shifts in consumer behavior: the Afternoon session is characterized by functional meal purchases (Catfish Package), whereas the Night session is dominated by the beverage category. Interactive data visualization is proven to provide actionable insights for MSMEs to design evidence-based strategies. Based on these findings, management is encouraged to implement special discounts during the lowest activity period (15:00–16:00) to balance the sales curve and optimize operational efficiency.

Keywords: Data Visualization, Business Intelligence, Temporal Analysis. CRISP-DM