

# Data Mining utilization in Determining Strategic Business Area Restaurants by Using C4.5 Algorithm

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Abstract. The purpose of this study is to help in analyzing the feasibility of business locations quickly. The research method used is qualitative research to describe the decision tree with C4.5 algorithm to easily solve the problem by analyzing the data mining usage. The results of this study are in the form of knowledge as a basis for decision making. In this research, data mining will be carried out so it can produce decisions in determining strategic business locations. It can be concluded that the use of Data Mining in Determining the Strategic Restaurant Business Area by Using C4.5 Algorithm can help in analyzing the feasibility of business locations quickly.

Keywords: Data mining, C.45 Algorithm, Business.

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