



PROJECT REPORT
CUSTOMER BEHAVIOR PREDICTION USING NAÏVE
BAYES

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ABSTRACT

In the business world, knowing the behavior of each user or customer is an important and crucial thing. The main reason that makes customer behavior and habits important is because by paying attention to customer behavior, businesses can provide the right service or action to their customers so that customers become satisfied because their requests can be fulfilled by businesses or companies providing services, goods, even in the banking world. In this study, researchers used a naïve bayes classifier to predict whether someone would be likely to buy a product based on gender, age, and income. We use Orange Data Mining tools to input data, process data, create naïve bayes models, and also evaluate the resulting models based on the proportion of the ratio of the number of training data and testing data. To evaluate the naïve bayes model, researchers used confusion matrix calculations which include accuracy, precision, recall, and F1-Score calculations.

Keyword: Classification, Naïve Bayes, Orange, Data Mining Tools

