

**IMPLEMENTATION OF MACHINE LEARNING TO INCREASE SALES IN
THE FORESTRY SECTOR AT HEAVY EQUIPMENT COMPANIES SITE
TENGGARONG**

By

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

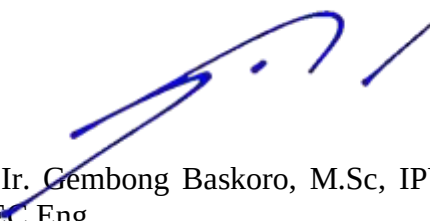


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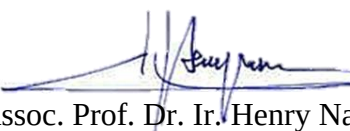
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ABSTRACT

IMPLEMENTATION OF MARKETING INNOVATION TO INCREASE SALES GROWTH IN THE FORESTRY SECTOR AT HEAVY EQUIPMENT COMPANIES SITE TENGGARONG

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Sales growth is one of the important aspects for every company to survive. Likewise with PT XYZ site Tenggaraong which continues to strive to increase sales in various customer sectors. One sector that currently has sales growth performance that needs to be improved is the forestry area sector. Where in this sector sales of product support compared to the previous year decreased by 19%.

Problem analysis in this study using the 5 why method. after the root cause of the decline in sales was found, the researchers implemented the application of marketing innovation, especially the application of AI machine learning technology to help increase sales growth in the forestry sector. the application of AI Machine Learning can make forecasting of customer needs more accurate. with existing data, the sales process activity runs better.

The findings of this study are that the application of marketing innovation, especially the application of AI machine learning technology, can help increase sales growth of product support in the forestry sector.

Keywords: *Sales, 5 Whys Method, Artificial Intelligence (AI), Machine Learning, Forestry Sector.*

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DEDICATION

In the name of Jesus Christ.

I dedicate this thesis to My Family, My Workplace, and to My Almamater Swiss German University and also as a requirement for completing the Undergraduate Program Magister Mechanical Engineering at Swiss German University.

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7. For all superhero Adi, Dimas, Iky.

TABLE OF CONTENTS

	Page
STATEMENT BY THE AUTHOR.....	2
ABSTRACT.....	3
DEDICATION.....	5
ACKNOWLEDGEMENTS.....	6
TABLE OF CONTENTS.....	7
LIST OF FIGURES	8
LIST OF TABLES.....	9
CHAPTER 1 - INTRODUCTION.....	10
1.1 Background.....	10
1.2 Objectives	10
1.3 Hypothesis.....	10
2.1 Theoretical Perspectives	11
2.2 Previous Studies.....	12
CHAPTER 3 – RESEARCH METHODS	14
3.1 Materials and Equipment.....	14
3.2 Analytical Method	14
CHAPTER 4 – RESULTS AND DISCUSSIONS.....	15
4.1 Initial Evaluation.....	15
4.2 Data Analysis.....	15
CHAPTER 5 – CONCLUSION AND RECCOMENDATIONS	17
5.1 Conclusion	17
5.2 Recommendations.....	17
GLOSSARY	18
REFERENCES	19
CURRICULUM VITAE	20

LIST OF FIGURES

Figures	Page
Figure 1.1 PT XYZ Site Tenggaraong Backup & Sectoral (Source: Internal Company Data).....	10
Figure 1.2 Sales Achievement at Forestry Sectoral (Source: Internal Company Data)	11
Figure 2. 1 Salesforce data machine learning for UT Customer (Source: Internal Company Data)	21
Figure 3.1 Timeline Activity.....	27
Figure 3.2 Research Flow Process	28
Figure 3.3 Research Methods	28
Figure 4. 1 Diagram 5 WHYs	34
Figure 4.2 Sales Force Machine Learning	35

LIST OF TABLES

Table	Page
Table 2.1 Comparison with Previous Studies	26
Table 4. 1 List of Customers.....	32
Table 4.2 Average sales (Source: Internal Company Data).....	33
Table 4.3 Average sales after program (Source: Internal Company Data).....	36