

Building a sales management website integrated with an AI-based product recommendation system for the Gang Thép bookstore.

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Abstract: This topic aims to address the issue of efficiency in the management and business operations of a bookstore supermarket by building a professional website with automated sales processes. Accordingly, an AI-based product recommendation system is implemented to enhance the customer shopping experience and optimize revenue. The research method combines theory with experimentation, aiming to provide practical application solutions for book business management. This topic not only identifies the importance of applying AI technology in e-commerce but also contributes to knowledge on effective sales management.

Keywords: artificial intelligence, sales management, product recommendation, e-commerce, book supermarket