

Building a fast food website integrated with AI to suggest products based on user behavior.

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Abstract: In the current digital age, building an e-commerce web system for fast food restaurants to optimize user experience and increase revenue is becoming essential. This topic focuses on developing a fast food sales website integrated with artificial intelligence (AI) technology to suggest products based on customer purchasing behavior. Through theoretical and experimental research, the topic will apply AI algorithms such as machine learning to analyze user behavior data in order to improve product recommendation capabilities. The objective of the topic is to build an effective system that can help website administrators grasp consumption trends and enhance purchase conversion rates. Expected results will include both a theoretical framework and practical application, providing useful solutions for the fast food industry.

Keywords: Fast food website, AI product recommendation, Artificial intelligence technology, User behavior, E-commerce system