

Building an e-commerce website for the fashion brand Crazybone with integrated smart features.

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Abstract: This project aims to build an e-commerce website system for the fashion brand Crazybone, featuring smart functionalities such as product recommendations based on shopping history and fashion trends. The topic is chosen against the backdrop of the strong growth of online business and the need for personalized user experiences. The research methodology involves integrating modern technologies such as AI and Big Data to enhance interactivity and sales efficiency. The expected outcome is to provide Crazybone with an effective digital platform that supports business management while delivering a convenient shopping experience for customers.

Keywords: E-commerce website, AI, Big Data, fashion, personalization