

Build a website for a perfume store with integrated AI for customer support and digital marketing.

Tran Tuan Khoi

Abstract: In the context of the increasingly developing cosmetics industry, especially the perfume segment, building a professional website integrated with artificial intelligence (AI) to provide an efficient shopping experience and optimize digital marketing strategies has become an urgent need. This topic aims to design and implement a web system that supports customers through an AI chatbot, while analyzing data to optimize online advertising strategies. The research is based on a combination of machine learning methods and modern web development techniques, providing a comprehensive solution for businesses. The expected results will demonstrate the effectiveness of the AI system in improving customer experience and enhancing digital marketing performance.

Keywords: Perfume website, AI chatbot, data analysis, digital marketing, artificial intelligence