

Developing an AI-integrated fashion sales system with product recommendations

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Abstract: In the increasingly competitive and digitalized fashion business context, developing an integrated sales system with AI-based product recommendations has become essential. This project aims to build an automated recommendation system that enhances the customer shopping experience by analyzing shopping behavior and trends. The research methodology involves implementing AI algorithms in practice to optimize product suggestions. The system is expected to deliver significant value by improving sales conversion rates and customer satisfaction.

Keywords: Recommendation system, Artificial Intelligence (AI), Fashion, Sales system, Recommendation optimization