

Building an e-commerce website selling fashion products integrated with AI product recommendations

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Abstract: This topic focuses on building an e-commerce web system specializing in fashion, applying artificial intelligence to recommend products to customers. The context is the strong development of e-commerce and the demand for personalized shopping services. The objective is to design and deploy this system to optimize user experience while enhancing business efficiency. The research method combines theory and practice through market analysis and AI application testing. Expected results bring many technical and commercial benefits, while contributing to the development of AI technology in the e-commerce field.

Keywords: e-commerce, fashion, artificial intelligence, product recommendation, web application