

Developing a Bat Trang ceramic e-commerce website integrated with an AI Chatbot for customer support consultation.

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Abstract: This topic aims to reflect the necessity of developing an e-commerce website specializing in Bat Trang ceramics, while integrating an AI chatbot to enhance customer experience and service efficiency. The objective is to build an intelligent advisory support system based on artificial intelligence to meet the increasing demand for online shopping. The research method combines theory and experimentation, thereby evaluating the chatbot's performance in handling requests and providing product information. The expected results will provide a useful solution for Bat Trang ceramic businesses and contribute to the field of artificial intelligence application development in e-commerce.

Keywords: E-commerce website, Bat Trang ceramics, AI chatbot, Customer consultation support, Application development