

Development of an online e-commerce web system integrating AI for product recommendations and a customer support chatbot.

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Abstract: In the context of the rapid development of e-commerce, integrating artificial intelligence (AI) to provide personalized shopping experiences and support through chatbots has become an unavoidable trend. This topic focuses on building an online e-commerce web system with AI-based product recommendation functionality and integrated chatbot for 24/7 customer support. Through theoretical research combined with experimentation, the topic aims to improve user experience and optimize system performance. The expected result is an effective application solution that can be widely deployed in e-commerce organizations.

Keywords: E-commerce, AI product recommendations, customer support chatbot