

Building an e-commerce website integrated with a chatbot for Thu Huong cosmetics store in Thai Nguyen.

Dang Thu Huong

Abstract: This topic aims to meet the online business development needs of Thu Huong Cosmetics Company by building an e-commerce website integrated with a chatbot. The goal is to create an automated communication system that enhances user experience and improves sales efficiency. The research methodology includes market analysis, design, and deployment of a chatbot application based on a modern e-commerce website development process. The topic is expected to contribute to the dissemination and application of AI technology in the cosmetics business sector in Vietnam.

Keywords: E-commerce website, Chatbot, Cosmetics, Thai Nguyen, Smart technology