

Build a jewelry business website integrated with an AI Chatbot.

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Abstract: The topic aims to meet the needs of the e-commerce market in providing consulting and customer support services through a chatbot. The objective is to build a website system specializing in jewelry, integrating artificial intelligence technology to automate the process of interacting with customers. The research method is based on a combination of business administration theory and AI technical experimentation. The expected outcome of the topic is a useful application solution that enhances customer service performance and expands the online sales market.

Keywords: Chatbot, Artificial Intelligence (AI), E-commerce, Business Administration, Website Design