

Research on behavioral analysis solutions and personalized customer experience based on AI technology

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Abstract: In the digital age, capturing and utilizing information about user behavior to personalize customer experience is becoming a decisive factor for the success of many businesses. This topic focuses on researching solutions based on artificial intelligence (AI) to analyze behavior and personalize customer experience, aiming to address issues in collecting, processing, and analyzing big data from users. The research methodology includes both AI theory and experimental deployment of applications in a simulated environment. The objective of this topic is to build an effective personalization system and contribute to improving customer experience, while opening up new development directions for this field.

Keywords: AI, Personalized Experience, Behavior Analysis, Artificial Intelligence, Graduation Project