

Building a customer behavior analysis and smart product recommendation system for e-commerce websites.

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Abstract: In the rapidly developing digital age, building a system for analyzing customer behavior and providing intelligent product recommendations has become indispensable for e-commerce websites to enhance user experience. This topic focuses on designing and implementing an automated system to analyze customer behavior data, thereby offering suitable product suggestions. Through theoretical research combined with experimentation, this topic is expected to make significant contributions to the e-commerce field, helping businesses optimize marketing strategies and drive business growth.

Keywords: Customer behavior analysis system, Smart product recommendation, E-commerce website, Experimental research, Graduation thesis