

Building an e-commerce website for selling clothes with integrated smart product recommendations.

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Abstract: In the context of the strong development of digital technology, building an e-commerce website for selling clothes is an urgent need to meet the trend of online shopping. This project aims to develop an e-commerce website system integrated with intelligent product recommendation features based on customer behavior and preferences. The research method combines theory with experimentation to improve user experience and increase sales performance. It is expected that the project will make a significant contribution to the application of artificial intelligence in Vietnamese e-commerce.

Keywords: E-commerce website, Artificial Intelligence, Product recommendation, E-commerce, Information technology