

Building an online ceremonial goods management website integrating AI chatbot and holiday-based product recommendation Smart Calendar

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Abstract: In the context of rapidly developing e-commerce, building an online ceremonial goods business management system with an intelligent chatbot plays a crucial role in optimizing user experience. This topic focuses on designing and implementing an e-commerce website for the ceremonial goods industry, integrating an AI chatbot to support customers 24/7 and recommend products based on holidays. The research method combines theory with experimentation to build the system. The contribution of this topic lies in improving customer service performance through the application of artificial intelligence technology, while providing an effective business management solution.

Keywords: AI chatbot, e-commerce, online gift items, product recommendation system, Smart Calendar