

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

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Abstract: In the context of the rapid development of information technology and online business, building an e-commerce system for the fashion industry is extremely necessary. This topic focuses on developing an e-commerce system for selling clothes that integrates product recommendation capabilities based on customer shopping behavior and modern market trends. The research method combines theory with experimentation, aiming to provide users with an intelligent online shopping experience while optimizing the sales process for businesses. The expected result is an effective system that enhances competitiveness and contributes to the development of e-commerce technology in the fashion sector.

Keywords: E-commerce system, Product recommendation, Fashion, Information technology, Online business