

Build a sales management website for HQ Streetwear store with integrated AI customer support.

Nguyen Huy Quang

Abstract: In the context of the rapidly growing online business landscape, this topic focuses on building a web-based sales management system for the HQ Streetwear store, integrating artificial intelligence (AI) technology to enhance customer experience. The goal is to improve operational efficiency and meet users' personalization needs through the use of AI in data analysis and product recommendations. The research methodology combines theoretical knowledge of sales management with practical implementation of the web system. The expected outcomes of this topic will provide a practical application solution, contributing to the field of online business and the use of AI in e-commerce.

Keywords: Sales management website, Artificial Intelligence (AI) technology, HQ Streetwear, Online business, Data analysis