

Application of data mining techniques in building an intelligent product recommendation system for customers on the Mozlex website

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Abstract: In the context of the rapidly growing e-commerce industry, optimizing customer experience through intelligent product recommendation systems has become very important. This topic focuses on applying data mining techniques to build a product recommendation system for the Mozlex website. The objective of the research is to develop and test a model based on Pattern analysis to optimize product selection for customers, thereby enhancing the company's business efficiency. The research method combines real data collection with experimental deployment of data mining algorithms. Through experiments, the topic expects to demonstrate the dynamism and adaptability of the product recommendation system based on Pattern analysis, while contributing to improving the quality of customer service.

Keywords: Data mining, recommendation systems, pattern analysis, e-commerce