

Building a fashion e-commerce website integrated with AI customer consultation

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Abstract: In the context of the increasingly growing online business landscape, this topic focuses on building a fashion sales web system integrated with artificial intelligence (AI) technology to advise customers. The goal of the research is to improve the shopping experience by automating the consultation process based on customer needs and purchase history. The research method combines AI theory with the practical implementation of the web system. The expected outcomes of this topic not only provide a new technical solution but also make a significant contribution to the development of e-commerce in the fashion sector.

Keywords: Artificial Intelligence, E-commerce, Fashion, Customer Consulting, Sales Website