

Building an e-commerce website integrated with a smart product recommendation system

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Abstract: This project aims to build an e-commerce website with intelligent product recommendation features, meeting the need to optimize user experience and increase sales efficiency. Through theoretical research and practical implementation, the project will analyze modern trends in recommendation systems and select appropriate technologies to integrate into the e-commerce website. The expected results will bring convenience and personalization to users while enhancing sales capabilities for businesses.

Keywords: E-commerce website, Intelligent product recommendation system, AI technology, Optimizing user experience