

Building an online sports equipment sales platform integrated with AI to support customer consultation.

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Abstract: In the context of the rapid development of information technology, the application of artificial intelligence (AI) in e-commerce services has become widespread. This topic focuses on building an online sports equipment sales platform integrated with AI to enhance customer experience and service efficiency. The goal is to develop an intelligent recommendation system based on customer data, helping them easily choose suitable products. The research method combines theory with experimentation, from requirement analysis to application deployment. This topic not only has high applicability in the field of sports e-commerce but also contributes to the development of customer support technology.

Keywords: artificial intelligence, e-commerce, customer consultation, online platform, sports equipment