

Build and manage an online sales website and integrate AI into customer feedback evaluation.

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Abstract: In the context of the increasingly developing online business environment, this topic focuses on building and managing an e-commerce website to provide a convenient shopping experience for customers. The goal is to improve service quality by integrating artificial intelligence (AI) technology to automate the collection and analysis of customer feedback, thereby offering personalized product recommendations. The research method combines theory with experimentation to determine the effectiveness of AI in enhancing service quality. This topic holds significant importance for businesses as well as the community through the application of advanced technology in online sales operations.

Keywords: Online shopping website, Artificial Intelligence (AI), Customer feedback