

Building an e-commerce website for Tan Cuong Hoang Binh Tea Joint Stock Company integrating an intelligent product recommendation system and a chatbot for customer consultation and support.

Doan Quang Vinh

Abstract: In the context of increasing online shopping demand, this topic focuses on building an e-commerce website for Tan Cuong Hoang Binh Tea Joint Stock Company. The main objective is to develop an intelligent product recommendation system and a customer support chatbot to enhance the online shopping experience and improve the company's business efficiency. The research methodology includes analyzing customer needs, designing user interfaces, and deploying an artificial intelligence-based system. The topic is expected to provide an innovative solution to help the company strengthen its competitiveness in the e-commerce market.

Keywords: e-commerce, product recommendation system, customer service chatbot, artificial intelligence, business website