

Development of an online movie ticket booking website system integrating AI for personalized movie recommendations.

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Abstract: This is a Capstone Project aimed at solving the problem of providing an efficient and personalized online movie ticket booking solution through the integration of artificial intelligence (AI) technology. The project context is identified from the practical reality of increasing demand for movie ticket booking, yet no system fully meets this need. The project focuses on developing a website with the ability to predict suitable movies and provide recommendations to users, while applying AI algorithms to optimize customer experience. The research methodology combines theory and experimentation to build and test the system, thereby providing evaluations of the effectiveness of AI technology applications in the online entertainment sector.

Keywords: artificial intelligence, movie ticket booking, personalized website, Capstone Project, AI in entertainment