

Building a clothing sales website for the Telab Thai Nguyen store, integrating AI for smart product recommendations and a customer support chatbot.

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Abstract: In the context of the strong development of e-commerce, this topic aims to solve the problem of enhancing the online shopping experience for the Telab Thai Nguyen clothing store by building a sales website integrated with AI for product recommendations and a chatbot for customer support. The research method combines theory with experimentation to deploy an AI system based on user behavior data and a chatbot using Natural Language Processing (NLP) technology. Expected results include improving sales performance, enhancing customer experience, and providing a practical application solution for businesses in the fashion industry.

Keywords: AI product recommendation, customer support chatbot, e-commerce, NLP, clothing website