

Building an online book sales website system integrated with an intelligent recommendation system.

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Abstract: In the context of e-commerce development, building an online book sales website system integrated with an intelligent recommendation engine aims to optimize user experience and enhance business performance. The objective of this research is to design and implement a sales web system based on modern technology, combining machine learning theory with the practical aspects of e-book business. The applied methodology includes studying popular recommendation models and selecting the most suitable algorithms to build the system. The expected outcome is a highly applicable and useful solution that provides personalized information for shoppers while simultaneously helping sellers optimize their product marketing strategies.

Keywords: Online book sales website, Intelligent recommendation system, Machine learning, E-commerce, Personalization