

Building a recommendation system for an e-commerce website

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Abstract: In the increasingly competitive context of the e-commerce market, building an accurate and effective recommendation system plays an important role in the online shopping process. This project aims to develop a recommendation system based on machine learning algorithms to optimize user experience and enhance sales conversion rates. The research process includes analyzing customer data, selecting appropriate models, training, and evaluating system performance. The expected outcome is a practical solution with the ability to provide personalized product recommendations, helping businesses strengthen their competitiveness.

Keywords: Recommendation system, machine learning, e-commerce, data analysis, sales conversion