

Building a product recommendation system for a fashion e-commerce website.

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Abstract: In the increasingly fierce competitive landscape of the e-commerce market, building a product recommendation system based on factors such as purchase history and user behavior has become more important than ever. This topic aims to research and implement a solution to improve customer experience by providing accurate and useful recommendations. The approach combines theory with experimentation, from analyzing shopping trends to deploying an intelligent recommendation system. The project is expected to make a significant contribution to the development of online sales technology and enhance business performance for fashion websites.

Keywords: Recommendation system, e-commerce, user behavior analysis