

Research on techniques to support user behavior search, applied on the Vinamaz sales website

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Abstract: In the context of the strong development of e-commerce, optimizing user experience on websites has become more important than ever. This topic focuses on researching and applying techniques to support user behavior search in order to enhance efficiency and meet the fast information needs of customers on the Vinamaz sales website. Through this, the topic aims to contribute to improving big data analysis capabilities and providing advanced technological solutions for e-commerce websites. The research method includes synthesizing existing methods in the field of user behavior search combined with experimental implementation to evaluate effectiveness. The contribution of the topic lies not only in developing an effective search system but also in aiming to improve service quality and enhance customer experience.

Keywords: User behavior search techniques, e-commerce, Vinamaz website, big data analytics