

Project Title : Electronic Commerce System with Artificial Intelligence Technology
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Abstract

Today, there are many online shopping service providers, such as Shopee, Lazada, Kaidee, and etc. Each system has different features. Our team is aware of the benefits of using artificial intelligence technology (AI) to apply to the analysis of the preferences of shoppers for helping to support the purchase decision, we chose to create an electronic commerce system about fashion by applying artificial intelligence technology. The system has the basic functions of electronic commerce system, including the storefront system, shopping cart systems, order management system, member system and delivery system. The analysis system was used to present the products to match the preferences of each buyer by gender, age and prefer to be a factor in the analysis. We collected the data by using the questionnaires of the online shoppers. The data were analyzed by multiple linear regression analysis for creating the model for prediction. The result found that the electronic commerce system is functional and able to match the preferences of buyer.

Keywords : Electronic Commerce, Fashion, Artificial Intelligence

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