

# Enhancing User Experience and Engagement in E-Commerce Websites through AI Chatbots

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**Abstract:** *The Indian e-commerce market has grown rapidly in recent years, and is now one of the largest e-commerce markets in the world. This growth has been driven by a number of factors, including increasing internet penetration, rising smartphone penetration, and a growing middle class. E-commerce websites in India play a vital role in the country's economy. They provide a platform for businesses of all sizes to reach a wider audience and sell their products and services. Ecommerce websites also create jobs and contribute to the growth of the Indian economy. Existing websites offer a wide variety of products and services, including electronics, fashion, beauty, groceries, and more. Ecommerce websites in India are falling behind in this AI revolution we are witnessing. Using artificial intelligence (AI) chat bots to resolve customer queries can help lower costs related to customer staff and also results in better customer experience. AI chat bots are computer programs that are designed to simulate conversation with humans. They can be used to answer customer questions about products, services, orders, and more. Apart from all ecommerce functionality, we are going to implement AI assisted Chat Bot in this project.*

**Keywords:** Online Shopping, Shopping Cart, E- Commerce, Do Shopping From Your Home, AI ChatBoard

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