Review of: "Bank Customer Churn Prediction Using SMOTE: A Comparative Analysis"

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Strengths:

The article is very useful for banks that want to use predictive analytics to keep customers instead of losing them. The method is strong, and the use of SMOTE to deal with class mismatch is appropriate. Comparing and contrasting different machine learning models is very helpful. Additionally, the paper's organization is clear, and the goals, methods, and results are all clearly stated.

Weaknesses:

The paper does not go into enough depth about the dataset's size, traits, and class mismatch, which is one of its weaknesses. Performance measures like accuracy, recall, and F1-score would help the study more if they were more complete. Additionally, there is not a lot of talk about what this means for how banks work and how they handle customers.

Suggestions for Improvement:

To make the study better, the writers should describe the dataset in more detail, including how it is broken down by features and the degree of class mismatch. A full review using several success measures would give a more accurate picture of how well the plan works. In addition, it would be helpful to talk more about actual application ideas for banks, such as possible problems.