

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

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Potential competing interests: No potential competing interests to declare.

Paper Title:

Bank Customer Churn Prediction Using SMOTE: A Comparative Analysis

The paper attempts to compare the prediction of bank customer churn using the SMOTE technique.

This paper has marginal contribution because the materials used are already in the public domain; thus, the paper lacks substantial novelty or contribution.

The subject matter is a common one, and the listed methodology and techniques are well known.

The authors need to provide a proper motivation and highlight the objectives of the study in the introductory section.

The authors have made good efforts to analyze the datasets with a number of ML classifiers. It would be better to show the architectures of the ML algorithms for purposes of comparison and possible reproducibility.

The number of cited works, as shown in the Reference list, is too short for a domain of this niche. The authors would need to add not fewer than 15 recent articles to enrich the reviews and make more relevant citations.

It would be good to improve the writing style and use of English in the paper to ease reading and comprehension.

The discussion of results is commendable but can be enhanced by discussing the results in the context of existing literature.