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

Dr. Kalyan Nagaraj[1]

1 CMR University

1. **Introduction:**

   The article titled "Bank Customer Churn Prediction Using SMOTE: A Comparative Analysis" presents an application of Synthetic Minority Over Sampling Technique (SMOTE) on a bank churn dataset. The aim is to address the problem of data imbalance and improve the accuracy of customer churn prediction using machine learning algorithms. While the study employs established methodologies, it raises questions regarding novelty, depth of analysis, and the absence of mathematical and statistical explanations. The absence of a clear articulation of how the study contributes to advancing existing methodologies or introducing novel insights into customer churn prediction leaves the reader questioning the originality and significance of the research.

2. **Analysis:**

   The paper provides a thorough exploration of applying SMOTE to predict customer churn, demonstrating its effectiveness through comparative analysis with other algorithms. However, the novelty of the work is somewhat lacking as it primarily serves as a case study rather than introducing new techniques or insights into customer churn prediction. One notable deficiency is the lack of in-depth explanation of SMOTE. While the algorithm is mentioned, its workings, advantages, and limitations are not sufficiently elaborated upon. This is a critical aspect, especially for readers unfamiliar with SMOTE, as it hinders understanding and replicability of the study. Additionally, the article could benefit from further data analysis with diverse datasets to showcase the generalizability and feasibility of using SMOTE across different scenarios. This would enhance the paper's credibility and applicability in real-world scenarios. Moreover, the rationale behind selecting SMOTE over other sampling techniques is not adequately justified from a statistical perspective. The paper lacks mathematical equations and statistical proofs to substantiate the effectiveness of SMOTE in addressing data imbalance, leaving readers questioning its appropriateness.

3. **Review and Grammar Check:** The sentence "*The methodology involved trend modeling to capture the evolution of customer behavior over time*" lacks an article before "trend modeling." It could be revised as "The methodology involved trend modeling to capture the evolution of customer behavior over time." In the sentence "*Moreover, this dynamic approach to churn prediction can be extended to other sectors requiring long-term customer data analysis,*" there's a need for a clearer connection between the dynamic approach and its applicability to other sectors. Consider revising for clarity.

4. **Conclusion:**In conclusion, while "Bank Customer Churn Prediction Using SMOTE: A Comparative Analysis" presents a valuable contribution to the field of customer churn prediction, it falls short in several areas. The lack of novelty,

depth of analysis, insufficient explanation of SMOTE, and absence of statistical justifications detract from the paper's overall impact. If considered for publication, the paper should be categorized as a case study or literature review rather than a technical paper. Furthermore, it must incorporate a more extensive literature review, provide in-depth explanations of methodologies, and include mathematical and statistical evidence to support the obtained results. These enhancements would strengthen the paper's academic rigor and contribution to the field.