

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

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Potential competing interests: No potential competing interests to declare.

Suggestions for improvement:

1. The work is well written but lacks the potential novelty as it employs the already available SMOTE algorithm. There are no improvisations shown to the already available SMOTE algorithm.
2. Also, the work lacks a balanced literature review as it cites recent works in the area of churn prediction. Exploration of the last 10 years' work will give a solid foundation for understanding the problem of customer churn.
3. There is no comparative analysis done between the best performing model (i.e., KNN) in this study and other algorithms employed.
4. The limitations and future directions from the study are not discussed.