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

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Potential competing interests: No potential competing interests to declare.

Key areas for improvement:

- Strengthen urgency and novelty: Highlight the importance of customer churn and critically assess the paper's originality compared to recent advancements in SMOTE and related work.
- Enhance clarity and justification: Improve understanding of the methodology with flowcharts (SMOTE, Genetic Algorithm) and explain the choice of performance metrics.
- Deepen analysis and comparison: Analyze why KNN outperforms Random Forest and compare results with similar studies using the same dataset.
- Address limitations and future directions: Discuss research limitations and potential avenues for future exploration.
- Increase academic rigor: Expand references with recent publications from reputable journals.