

# Review of: "Evaluating the effect of BJI's marketing campaign on sales performance in the UK"

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**Potential competing interests:** No potential competing interests to declare.

The English grammar of this document has to be improved so that it meets the required standards. Language editing should be done in recognized academic settings, in my opinion. The word "assumptions" is used much too often in the introduction. CRISP-DM (Cross-Industry Standard Process for Data Mining) framework papers should include a wide variety of scientific sources. In the introduction, readers are often interested in learning more about the study's motivations, the specifics of the topic being investigated, the study's originality, and any particularly interesting occurrences that were noticed. It is suggested that specific questions be answered in the introduction. The researcher has done an excellent job at presenting the data analysis and providing a thorough explanation in the "Data analysis and commentary" section. However, the analysis's results would benefit from being compared to a wide variety of earlier research endeavors. Researchers get more credibility with their findings when they provide data from a variety of countries, therefore this is an extremely important consideration. The suggestion was made there as well, under the heading "Data Charting and Commentary."

It is strongly suggested that the material of the section under "Conclusions and Recommendations" be organized. The last portion of the paper provides a single conclusion that answers the study's central question. The portion where suggestions are made has been split up into two parts: the scientific suggestions and the practical suggestions. Recommendations in the scientific community require researchers to explain the caveats of their study and condense the results into ideas for future studies. However, researchers need to provide a thorough evaluation of the efficacy of academic models or products developed inside the study in order to explain suggestions in a practical context. The reviewer generally feels that a substantial adjustment is required.