

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

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Potential competing interests: No potential competing interests to declare.

The article provides a detailed methodology for predicting bank customer churn. Addressing these weak points would strengthen the credibility and relevance of the study in the fields of customer churn prediction and machine learning.

1. Lack of Novelty: The article does not clearly articulate how its approach significantly differs from existing studies in the field. It is essential to highlight the novelty of the proposed methodology or the algorithms used to address customer churn prediction.
2. Limited Discussion on SMOTE and GA: The study does not delve deeply into how these techniques were implemented and why they were chosen over alternative methods.
3. While the article mentions the use of accuracy, precision, recall, and F1-score as evaluation metrics, it lacks a thorough discussion of the significance of these metrics in the context of customer churn prediction.
4. The article lacks a discussion of the generalizability of the proposed model to other datasets or banking institutions.
5. There is no discussion of the study's limitations or potential future directions.
6. It's important to ensure that the references directly support the content and methodology presented in the article. Some of the references may be less directly relevant. It's essential to ensure that the selected references strengthen the credibility and relevance of the article's content.