

Review of: "A Study on Matrimonial Sites in India"

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The article addresses a very interesting and comprehensive topic which has relevance in the contemporary time. The researchers had tried to put focus on the utilization of modern technology to address the primitive issues of settling down the marriage process and highlighted that the world has been a home to common issues and needs to be addressed globally. The researchers have explicitly designed the research paper in a well-structured format, and the study has been adequately supported by statistics to obtain the results. However, while the study seems to be quite interesting, there should have been more focus on the misuse and misleading information being circulated by these matrimonial sites, to which no standard optimization and validation technique is available. The use of AI could be suggested and incorporated by the matrimonial websites, but this is only a suggestion as the reviewer understands the need for a Data Scientist for any such proposal to be tested to substantially give a valid solution.

Secondly, since the team has members from India and the universe is also Indian population, there should have been a more intensive sample, with a sample size around 500-800, which would have been a plus, citing the size of the population.

Third, the researchers should have also stated how many such websites are available and how these matrimonial sites are becoming places of dating rather than solving the problems of Indian parents, as the gender gap should have also been identified in understanding the compatibility of the users and the anticipation of parents.

Rest assured, the study is really very interesting and could be forwarded ahead to get more dynamically related dimensions.