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

Mahameru Rosy Rochmatullah[1]

1 Universitas Muhammadiyah Surakarta

1. This paper necessitates enhancements in English grammar in accordance with the prescribed norms. I propose language proofreading be conducted at accredited institutions.

2. The introduction places too much of emphasis on the notion of "assumptions". It is advisable to incorporate a comprehensive range of scholarly references pertaining to the CRISP-DM (Cross-Industry Standard Process for Data Mining) framework.

3. In the beginning, readers commonly inquire about the rationale behind conducting the research, the nature of the problem being addressed, the novelty of the study, and any intriguing phenomena that may have been observed. It is recommended that certain inquiries be addressed within the introductory section.

4. In the "Data analysis and commentary" section, the researcher has effectively presented the data analysis and offered a comprehensive explanation. However, it would be advantageous to juxtapose the findings of the analysis with a diverse range of prior research investigations. This aspect holds significant importance as it instills greater confidence in readers regarding the analysis outcomes when researchers are able to present evidence from multiple nations. Similarly, the recommendation was offered in the section titled "Data Charting and Commentary."

5. In the part titled "Conclusions and Recommendations," it is highly recommended to organize the content of the section. The conclusion section succinctly presents a single conclusion that tackles the research question. In the interim, the suggestion part is bifurcated into two distinct categories, specifically scientific recommendations and practical recommendations. In order to generate scientific recommendations, researchers must elucidate the limitations inherent in their study, distilling the findings into actionable suggestions for future research projects. Meanwhile, to explain recommendations practically, researchers must furnish a comprehensive assessment of the effectiveness of academic models or products generated within the study.

6. Overall, the reviewer suggests that a major revision is necessary.