

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

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Potential competing interests: No potential competing interests to declare.

First of all, please accept my congratulations for your article. Upon reviewing your article, I found the methodology and results presented to be clear and well structured. The utilization of SMOTE and the comparison of various classification algorithms demonstrates a comprehensive approach to addressing the challenge of imbalanced data and improving predictive accuracy. I would like to offer some constructive feedback to further improve. First, I recommend incorporating additional references to enrich the literature review section and provide a more complete theoretical foundation for your research. Furthermore, centralizing the presentation of results in a table format could improve the clarity and comparability of performance metrics between different algorithms. Furthermore, providing a more detailed explanation of the elements of the data set, including characteristics, preprocessing steps, and the target variable, would offer readers a better understanding of the context and characteristics of the data used in the study. Overall, I find your article promising and accept it with some suggested improvements. By addressing these suggestions, you can further strengthen the quality and impact of your research findings.