

Peer Review

## Review of: "Last Days of Linearity in Business Analytics: Useful Analysis Based on Programming Tools"

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The topic is interesting, but the manuscript reads more like a conceptual essay with examples than a clear, reproducible study. It's often unclear what the main research question is, how firms were selected, what time period is used, and what exact rule decides whether a model "works" or "doesn't."

The Fama French part needs full sample results, not just selected examples, and consistent reporting. The neural network section needs enough detail and out-of-sample testing to show it improves on simple baselines. The Google Ngram and "strategy" mapping is creative, but it's mostly interpretation and should be framed as illustrative unless it's tied to measurable outcomes. Overall, the manuscript has a promising idea, but it needs much clearer methods, data, and validation.

### Declarations

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