

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 authors should consider:

- The article must clearly indicate how its approach significantly differs from existing studies in the field, highlighting why the proposed methodology is important.
- There should be a deeper discussion on how these techniques were implemented and why alternative methods were chosen. Additionally, a detailed explanation of the importance of the evaluation metrics used.
- It would be useful to include a discussion on the generalization of the proposed model to other datasets or banking institutions. This could help readers understand how the findings could be applied in different contexts.
- Consider adding a section that addresses the limitations of the current study and suggests future directions for research. This not only provides transparency but also guides future researchers in the field.