

## Review Form 1.7

Journal Name:	<b>Journal of Engineering Research and Reports</b>
Manuscript Number:	<b>Ms_JERR_111415</b>
Title of the Manuscript:	<b>Customer Churn Prediction using Machine Learning Models</b>
Type of the Article	<b>Original Research Article</b>

### PART 1: Review Comments

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Compulsory</b> REVISION comments</p> <p>1. <b>Is the manuscript important for scientific community?</b> (Please write few sentences on this manuscript)</p> <p>2. <b>Is the title of the article suitable?</b> (If not please suggest an alternative title)</p> <p>3. <b>Is the abstract of the article comprehensive?</b></p> <p>4. <b>Are subsections and structure of the manuscript appropriate?</b></p> <p>5. <b>Do you think the manuscript is scientifically correct?</b></p> <p>6. <b>Are the references sufficient and recent? If you have suggestion of additional references, please mention in the review form.</b></p> <p><b>(Apart from above mentioned 6 points, reviewers are free to provide additional suggestions/comments)</b></p>	<p>1) The manuscript has significance in the scientific community as the research helps predict customer churning in the telecommunication industry which is the serious issue.</p> <p>2) The title is suitable as authors have discussed different ML models such as logistic regression, KNN, SVM, Random Forest and Decision tree.</p> <p>3) The abstract is comprehensive.</p> <p>4) The subsections are arranged properly.</p> <p>5) The article is correct scientifically and technically. The confusion matrix is used as the authors have used an imbalanced dataset.</p> <p>6) Need to add more current references from 2023 on different churning datasets.</p>	
<p><b>Minor</b> REVISION comments</p> <p>1. <b>Is language/English quality of the article suitable for scholarly communications?</b></p>	Need some correction on English language. The flow of the paper is not smooth.	
<p><b>Optional/General</b> comments</p>		

### PART 2:

	Reviewer's comment	Author's comment (if agreed with reviewer, correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)
<p><b>Are there ethical issues in this manuscript?</b></p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

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**Reviewer Details:**

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