

Review Form 3

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_127072
Title of the Manuscript:	Understanding Consumer Behavior Using Big Data Analytics
Type of the Article	

General guidelines for the Peer Review process:

This journal's peer review policy states that **NO** manuscript should be rejected only on the basis of '**lack of Novelty**', provided the manuscript is scientifically robust and technically sound. To know the complete guidelines for the Peer Review process, reviewers are requested to visit this link:

<https://r1.reviewerhub.org/general-editorial-policy/>

Important Policies Regarding Peer Review

Peer review Comments Approval Policy: <https://r1.reviewerhub.org/peer-review-comments-approval-policy/>

Benefits for Reviewers: <https://r1.reviewerhub.org/benefits-for-reviewers>

Review Form 3

PART 1: Review Comments

Compulsory REVISION comments	Reviewer's comment	Author's Feedback <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<p>Please write a few sentences regarding the importance of this manuscript for the scientific community. Why do you like (or dislike) this manuscript? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript addresses an essential and evolving field in the scientific community, examining consumer behavior through big data analytics. As businesses increasingly rely on vast consumer data for strategic insights, understanding how big data can reveal consumer preferences, motivations, and decision patterns is crucial. The manuscript adds value by exploring various analytics techniques and tools, which can improve targeted marketing strategies and enhance customer relationship management.</p>	
<p>Is the title of the article suitable? (If not please suggest an alternative title)</p>	<p>The current title, "Understanding Consumer Behavior Using Big Data Analytics," effectively reflects the manuscript's main theme. However, a more precise alternative could be, "Insights into Consumer Behavior through Big Data Analytics: Techniques and Applications," emphasizing both the analytical techniques and practical applications discussed.</p>	
<p>Is the abstract of the article comprehensive? Do you suggest the addition (or deletion) of some points in this section? Please write your suggestions here.</p>	<p>The abstract is comprehensive and well-structured, summarizing the key findings and methodology. It might help to briefly mention specific methodologies or technologies (e.g., predictive and prescriptive analytics) to give readers a clearer sense of the paper's content.</p>	
<p>Are subsections and structure of the manuscript appropriate?</p>	<p>Yes, the subsections and overall structure are clear and well-organized, with logical progression from the introduction to the conclusion. The use of theoretical and empirical reviews strengthens the manuscript's framework.</p>	
<p>Please write a few sentences regarding the scientific correctness of this manuscript. Why do you think that this manuscript is scientifically robust and technically sound? A minimum of 3-4 sentences may be required for this part.</p>	<p>This manuscript is scientifically robust, accurately detailing the components of big data and consumer analytics. It discusses the "three Vs" (volume, velocity, and variety) and their influence on data handling challenges effectively. The explanations of consumer segmentation, predictive models, and analytics techniques align well with industry practices.</p>	
<p>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</p>	<p>The references are both sufficient and recent, with several citations from the last two to three years, providing up-to-date context for the study. No additional references are necessary.</p>	

Review Form 3

<p>Minor REVISION comments</p> <p>Is the language/English quality of the article suitable for scholarly communications?</p>	<p>Overall, the language is suitable for academic standards but could be improved for clarity. Some sentences are overly complex and could be simplified to improve readability.</p>	
<p>Optional/General comments</p>	<p>The manuscript offers valuable insights into the intersection of big data analytics and consumer behavior, making a significant contribution to both academic research and industry practices. The exploration of analytics techniques and data processing methods is thorough, providing readers with a clear understanding of how big data can be leveraged to enhance consumer insights and optimize business strategies. The detailed discussions on predictive and prescriptive analytics, as well as real-world applications, enrich the manuscript and make it highly relevant in today's data-driven business environment. Overall, this work is well-structured and demonstrates a strong grasp of the potential for big data to transform consumer analysis.</p> <p>No signs of plagiarism were detected. No ethical issues were observed in this manuscript. None identified.</p> <p>The manuscript presents a well-researched and timely exploration of consumer behavior through big data analytics, contributing valuable insights into how modern businesses can leverage data to understand and predict consumer trends. The authors effectively outline both theoretical frameworks and practical applications, making this paper relevant for a wide readership spanning academia and industry professionals. The structure and flow of the manuscript are logical and well-organized, guiding readers through complex concepts with clarity.</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>Are there ethical issues in this manuscript?</p>	<p><i>(If yes, Kindly please write down the ethical issues here in details)</i></p>	

Reviewer Details:

Name:	Athul Jayaram
Department, University & Country	Amity Business School, India