

Review Form 3

Journal Name:	Asian Journal of Research in Computer Science
Manuscript Number:	Ms_AJRCOS_129004
Title of the Manuscript:	Telco Customer Churn Prediction Using Machine Learning Method
Type of the Article	Original Research 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:

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PART 1: 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>
Please write a few sentences regarding the importance of this manuscript for the scientific community. A minimum of 3-4 sentences may be required for this part.	The manuscript addresses a critical issue in customer retention within the telecom industry by applying machine learning (ML) methods to predict customer churn. The study is relevant as it utilizes both single and ensemble ML models, providing actionable insights for telecom businesses and researchers.	
Is the title of the article suitable? (If not please suggest an alternative title)	The title is clear and accurately reflects the manuscript's content. No changes are necessary.	
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.	The abstract is comprehensive but could benefit from emphasizing the practical implications of the findings, such as how businesses can implement these ML models to enhance customer retention.	
Is the manuscript scientifically, correct? Please write here.	The manuscript is scientifically robust. The methodology is well-documented, and the results are supported with appropriate metrics. However, the dataset's limitations should be discussed more explicitly to avoid overstating the findings.	
Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.	The references are adequate and recent. Including more examples of applications in real-world business contexts might further strengthen the study's relevance.	
Is the language/English quality of the article suitable for scholarly communications?	The language is suitable for scholarly communication. Minor grammatical errors and stylistic improvements could enhance readability.	
Optional/General comments		

PART 2:

	Reviewer's comment	Author's comment <i>(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)</i>
Are there ethical issues in this manuscript?	<i>(If yes, Kindly please write down the ethical issues here in details)</i>	

Reviewer Details:

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