

### Review Form 3

Journal Name:	<a href="#">Asian Journal of Research in Computer Science</a>
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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#### **Important Policies Regarding Peer Review**

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**Review Form 3**

**PART 1: Comments**

	<b>Reviewer's comment</b>	<b>Author's Feedback</b> <i>(Please correct the manuscript and highlight that part in the manuscript. It is mandatory that authors should write his/her feedback here)</i>
<b>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.</b>	This manuscript addresses a critical issue in the telecommunications sector: customer churn prediction using machine learning. The study provides valuable insights by experimenting with a range of 16 machine learning models, evaluating their performance, and identifying the most effective approaches for churn prediction. The use of a real-world dataset adds practical relevance, and the findings could be applied to improve customer retention strategies. This work contributes to the growing field of AI and machine learning in business analytics, offering actionable strategies for the telecom industry and other customer-centric businesses.	
<b>Is the title of the article suitable? (If not please suggest an alternative title)</b>	The title, "Telco Customer Churn Prediction Using Machine Learning Method," is relevant and descriptive. However, it could be more concise and specific. Suggested alternative: "Predicting Customer Churn in Telecommunications with Machine Learning Models."	
<b>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.</b>	The abstract is generally comprehensive and informative. It provides a clear overview of the study's goals, methodology, key findings, and implications. However, it could benefit from a brief mention of the limitations (e.g., dataset size) and the practical applications of the findings to give a balanced perspective.	
<b>Is the manuscript scientifically, correct? Please write here.</b>	The manuscript appears scientifically robust, presenting a thorough methodology for training and evaluating machine learning models. The use of both train-test split and k-fold cross-validation is appropriate, and the results are well-documented. However, there could be a more detailed discussion of potential biases in the dataset and the generalizability of the models to other datasets or industries.	
<b>Are the references sufficient and recent? If you have suggestions of additional references, please mention them in the review form.</b>	The references cited are recent and sufficient, covering a broad spectrum of machine learning applications in churn prediction. However, additional references focusing on customer churn prediction with deep learning techniques or alternative datasets could enrich the study.	
<b>Is the language/English quality of the article suitable for scholarly communications?</b>	The manuscript's language is clear and scholarly, but some sections contain minor grammatical errors and redundancies. For example: <ul style="list-style-type: none"> <li>Simplify sentences with multiple clauses.</li> <li>Ensure consistent use of technical terms like "ML models" and "machine learning techniques."</li> </ul> A careful proofreading for grammar and readability would enhance the manuscript's quality.	
<b>Optional/General</b> comments		

**PART 2:**

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

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