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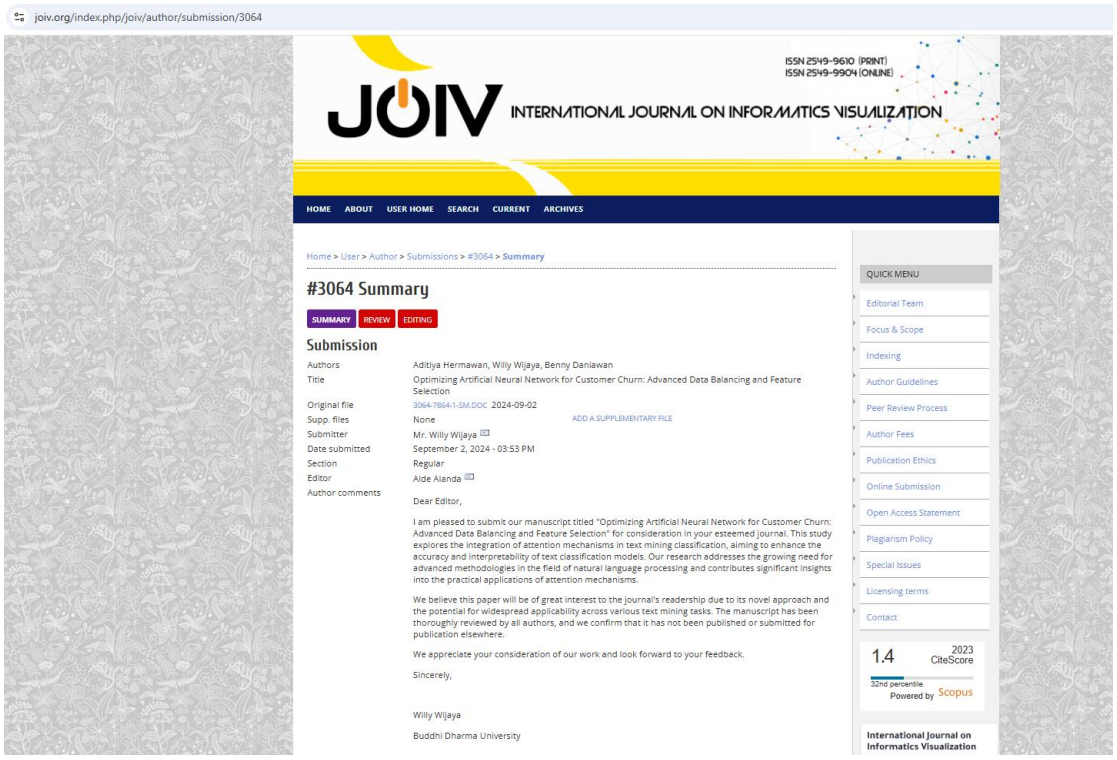

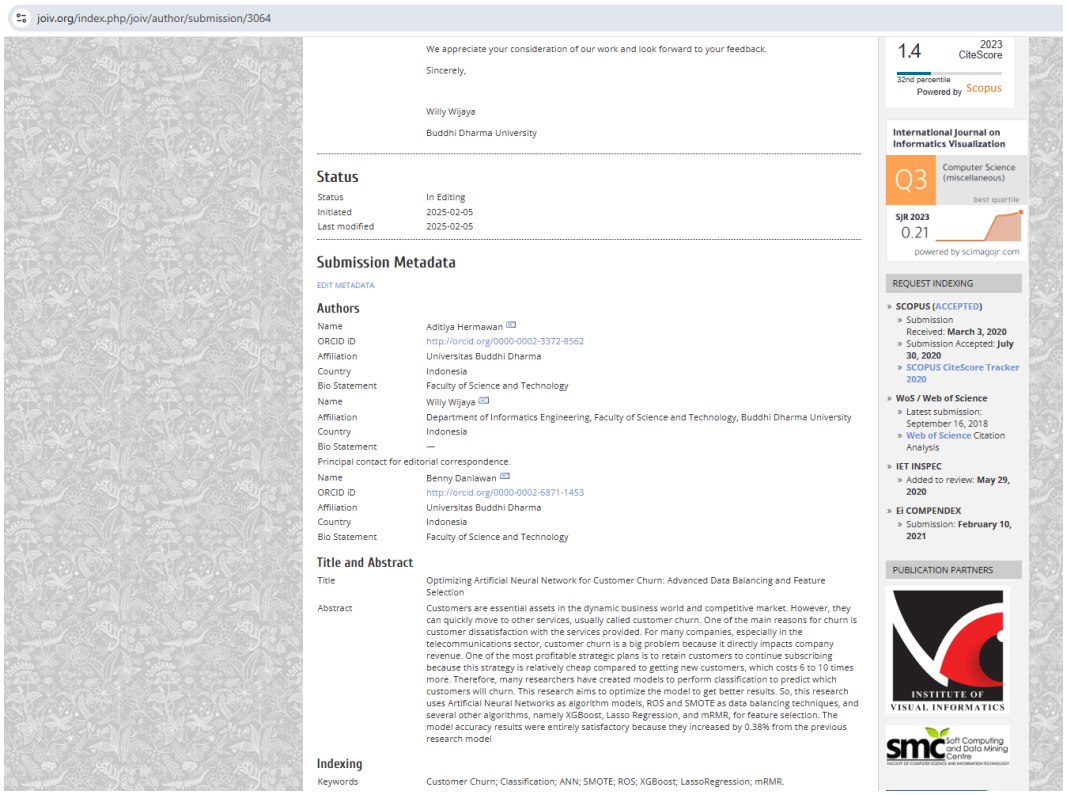

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#3064 Review

SUMMARY REVIEW EDITING

Submission

Authors	Aditiya Hermawan, Willy Wijaya, Benny Daniawan
Title	Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection
Section	Regular
Editor	Alde Alanda

Peer Review

Round 1

Review Version	3064-7865-1-RV.DOC 2024-09-02
Initiated	—
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Uploaded file	None
Editor Version	None
Author Version	3064-8436-1-ED.DOC 2024-10-15

Round 2

Review Version	3064-7865-2-RV.DOC 2024-11-17
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Round 3

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Round 4

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Round 5

Review Version	3064-7865-5-RV.DOC 2025-01-31
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Last modified	2025-02-05
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Editor Decision

Decision	Accept Submission 2025-02-05
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Indexing

Keywords: Customer Churn; Classification; ANN; SMOTE; ROS; XGBoost; LassoRegression; mRMR.
Language: en

Supporting Agencies

Agencies: Buddhi Dharma University, Department of Informatics Engineering

References

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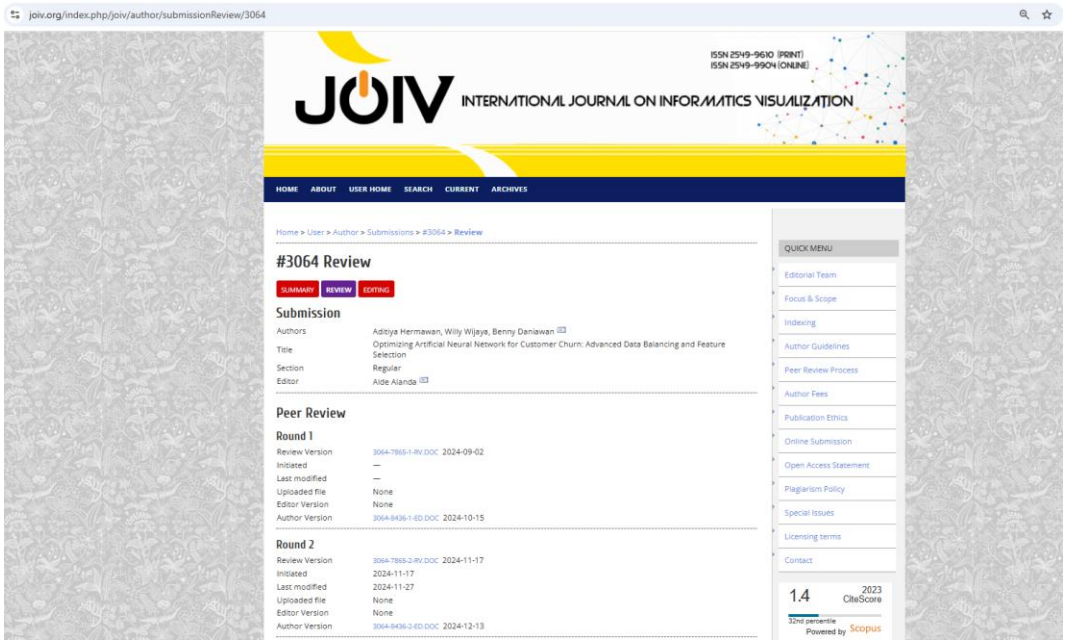
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#3064 Review
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Authors Aditiya Hermawan, Willy Wijaya, Benny Daniawan
Title Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection
Section Regular
Editor Alde Alanda
Peer Review
Round 1
Review Version 3064-7865-1-RV.DOC 2024-09-02
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Round 4
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Author Version 3064-8436-4-ED.DOC 2025-01-31
Round 5
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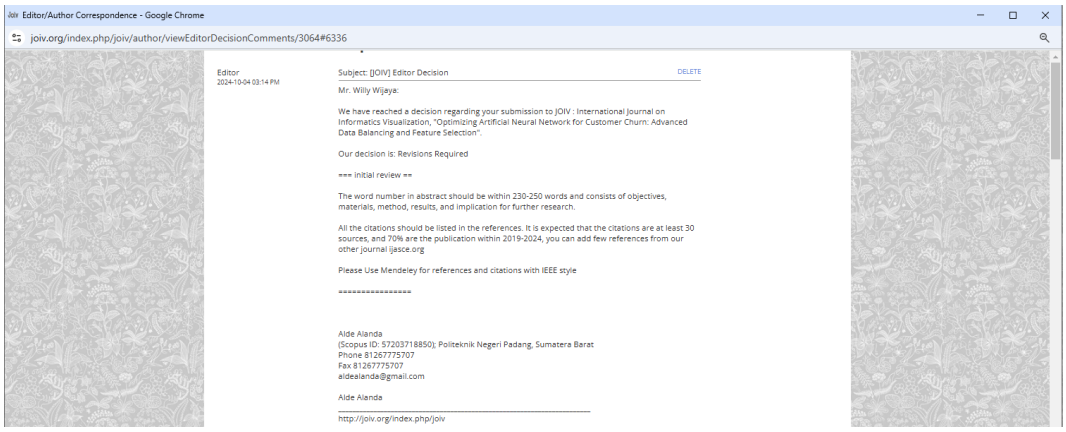

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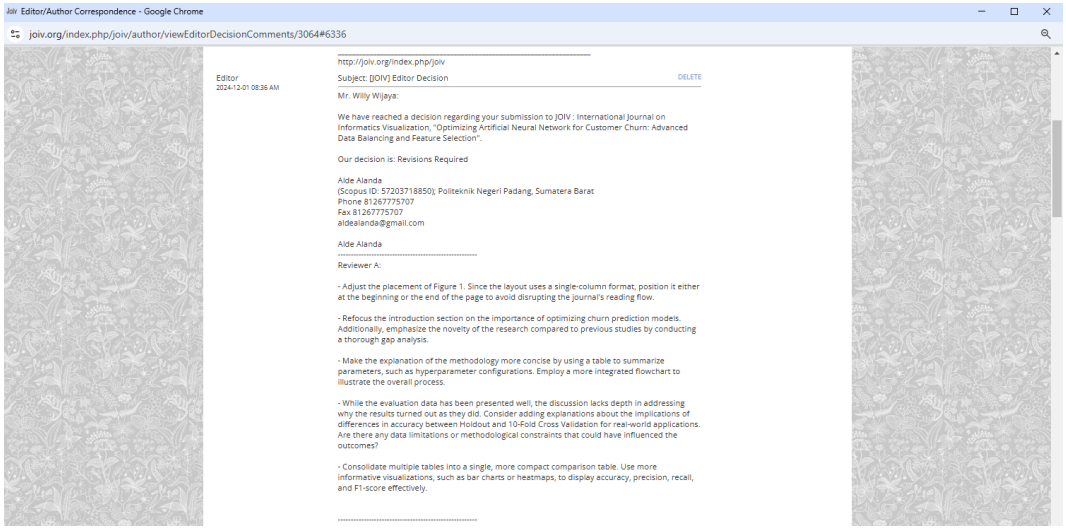

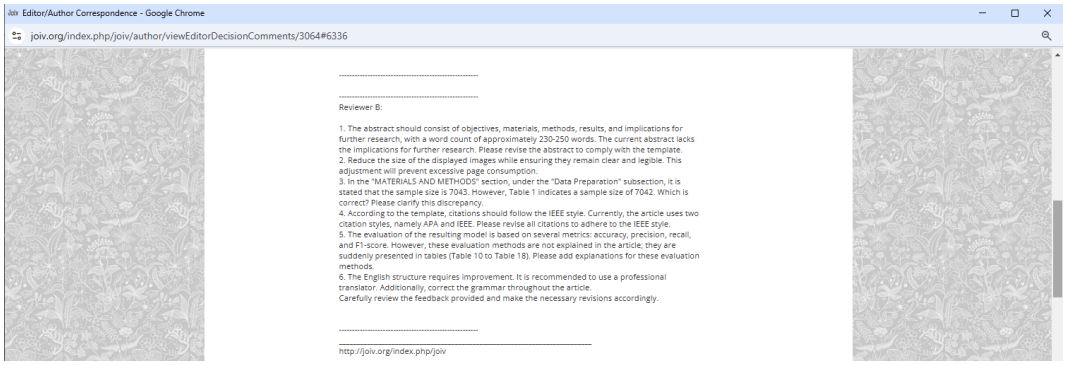

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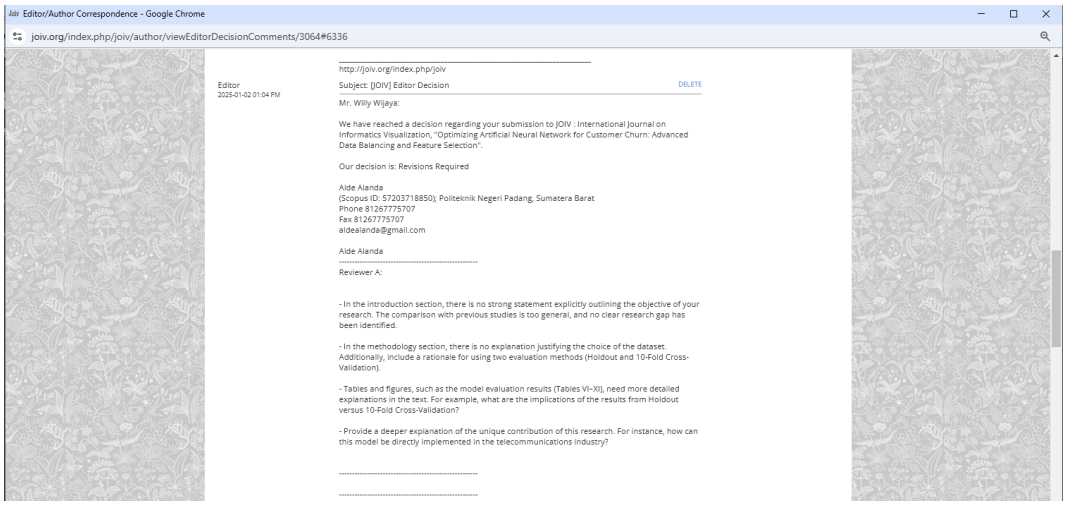
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Our decision is: Revisions Required
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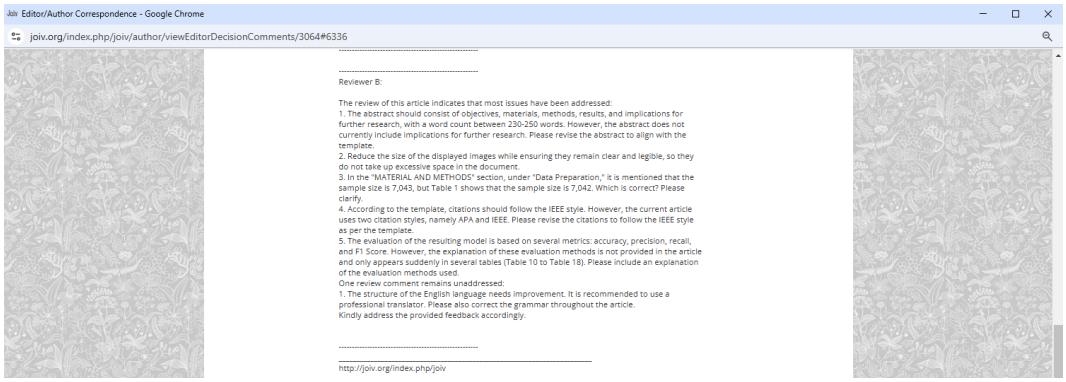
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
Fax 81267775707
aldealanda@gmail.com
Alde Alanda
Reviewer A:
- In the introduction section, there is no strong statement explicitly outlining the objective of your research. The comparison with previous studies is too general, and no clear research gap has been identified.
- In the methodology section, there is no explanation justifying the choice of the dataset. Additionally, include a rationale for using two evaluation methods (Holdout and 10-Fold Cross-Validation).
- Tables and figures, such as the model evaluation results (Tables VI–XI), need more detailed explanations in the text. For example, what are the implications of the results from Holdout versus 10-Fold Cross-Validation?
- Provide a deeper explanation of the unique contribution of this research. For instance, how can this model be directly implemented in the telecommunications industry?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The review of this article indicates that most issues have been addressed:
1. The abstract should consist of objectives, materials, methods, results, and implications for further research, with a word count between 230-250 words. However, the abstract does not currently include implications for further research. Please revise the abstract to align with the template.
2. Reduce the size of the displayed images while ensuring they remain clear and legible, so they do not take up excessive space in the document.
3. In the "MATERIAL AND METHODS" section, under "Data Preparation," it is mentioned that the sample size is 7,043, but Table 1 shows that the sample size is 7,042. Which is correct? Please clarify.
4. According to the template, citations should follow the IEEE style. However, the current article uses two citation styles, namely APA and IEEE. Please revise the citations to follow the IEEE style as per the template.
5. The evaluation of the resulting model is based on several metrics: accuracy, precision, recall, and F1 Score. However, the explanation of these evaluation methods is not provided in the article and only appears suddenly in several tables (Table 10 to Table 18). Please include an explanation of the evaluation methods used.
One review comment remains unaddressed:
1. The structure of the English language needs improvement. It is recommended to use a professional translator. Please also correct the grammar throughout the article.
Kindly address the provided feedback accordingly.
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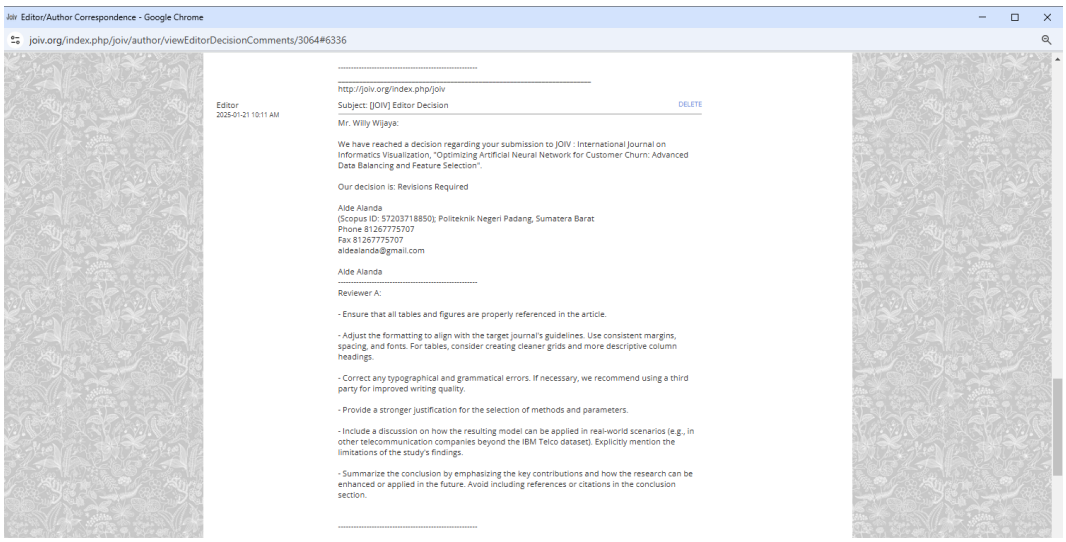
Round 4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Alde Alanda
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
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aldealanda@gmail.com
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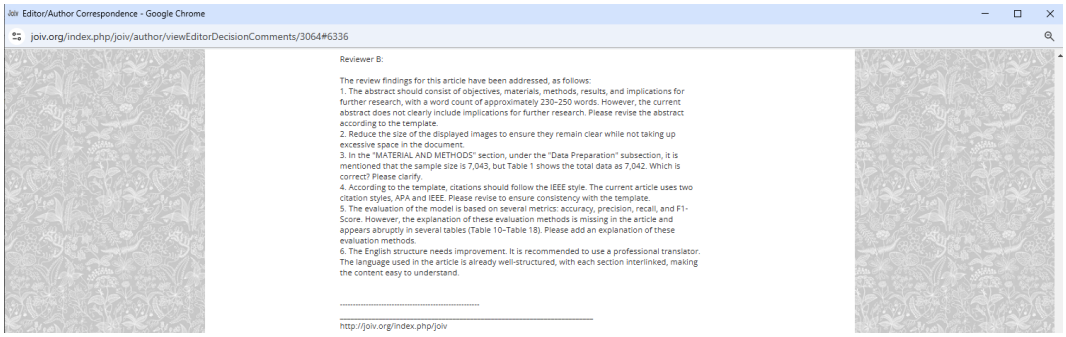
Reviewer A:
- Ensure that all tables and figures are properly referenced in the article.
- Adjust the formatting to align with the target journal's guidelines. Use consistent margins, spacing, and fonts. For tables, consider creating cleaner grids and more descriptive column headings.
- Correct any typographical and grammatical errors. If necessary, we recommend using a third party for improved writing quality.
- Provide a stronger justification for the selection of methods and parameters.
- Include a discussion on how the resulting model can be applied in real-world scenarios (e.g., in other telecommunication companies beyond the IBM Telco dataset). Explicitly mention the limitations of the study's findings.
- Summarize the conclusion by emphasizing the key contributions and how the research can be enhanced or applied in the future. Avoid including references or citations in the conclusion section.



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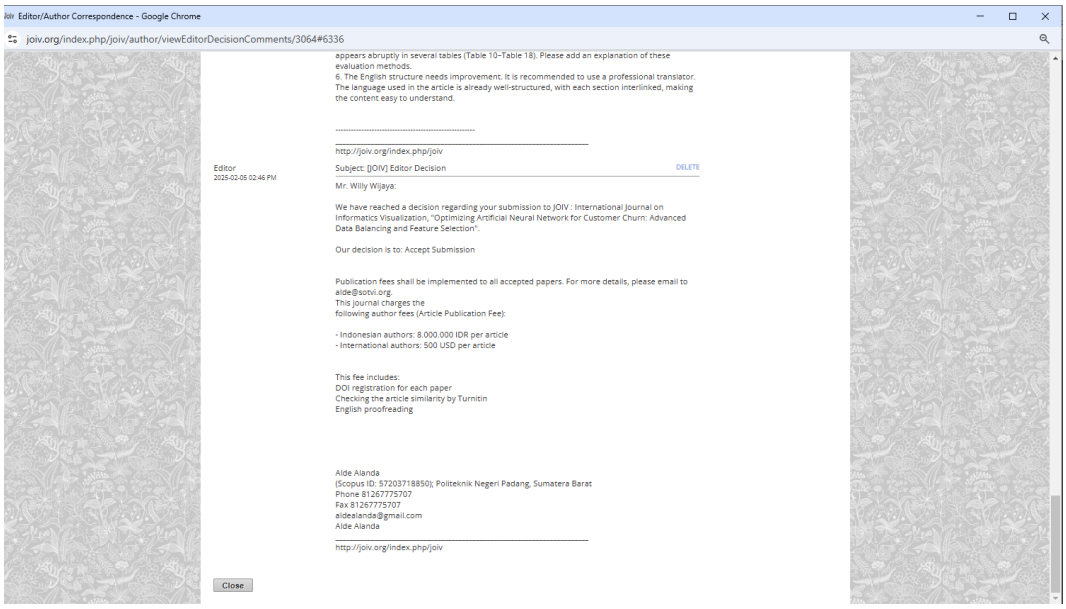

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:ement of Figure 1. Since the layout uses a single-column format, position
eginning or the end of the page to avoid disrupting the journal's reading

troduction section on the importance of optimizing churn prediction
nally, emphasize the novelty of the research compared to previous studies
thorough gap analysis.

anation of the methodology more concise by using a table to summarize
ı as hyperparameter configurations. Employ a more integrated flowchart
overall process.

uation data has been presented well, the discussion lacks depth in
the results turned out as they did. Consider adding explanations about the
differences in accuracy between Holdout and 10-Fold Cross Validation
pplications. Are there any data limitations or methodological constraints
influenced the outcomes?

ultiple tables into a single, more compact comparison table. Use more
ıalizations, such as bar charts or heatmaps, to display accuracy, precision,
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stated that the sample size is 7043. However, Table 1 indicates a sample
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ı styles, namely APA and IEEE. Please revise all citations to adhere to the

n of the resulting model is based on several metrics: accuracy, precision,
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ly presented in tables (Table 10 to Table 18). Please add explanations for
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tructure requires improvement. It is recommended to use a professional
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v the feedback provided and make the necessary revisions accordingly.

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ıslator. Please also correct the grammar throughout the article.
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l1 AM Editor Decision

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d a decision regarding your submission to JOIV : International Journal on
ıalization, "Optimizing Artificial Neural Network for Customer Churn:
Balancing and Feature Selection".

Revisions Required

:03718850); Politeknik Negeri Padang, Sumatera Barat
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46 PM Editor Decision

a:

d a decision regarding your submission to JOIV : International Journal on
ualization, "Optimizing Artificial Neural Network for Customer Churn:
Balancing and Feature Selection".

to: Accept Submission

shall be implemented to all accepted papers. For more details, please
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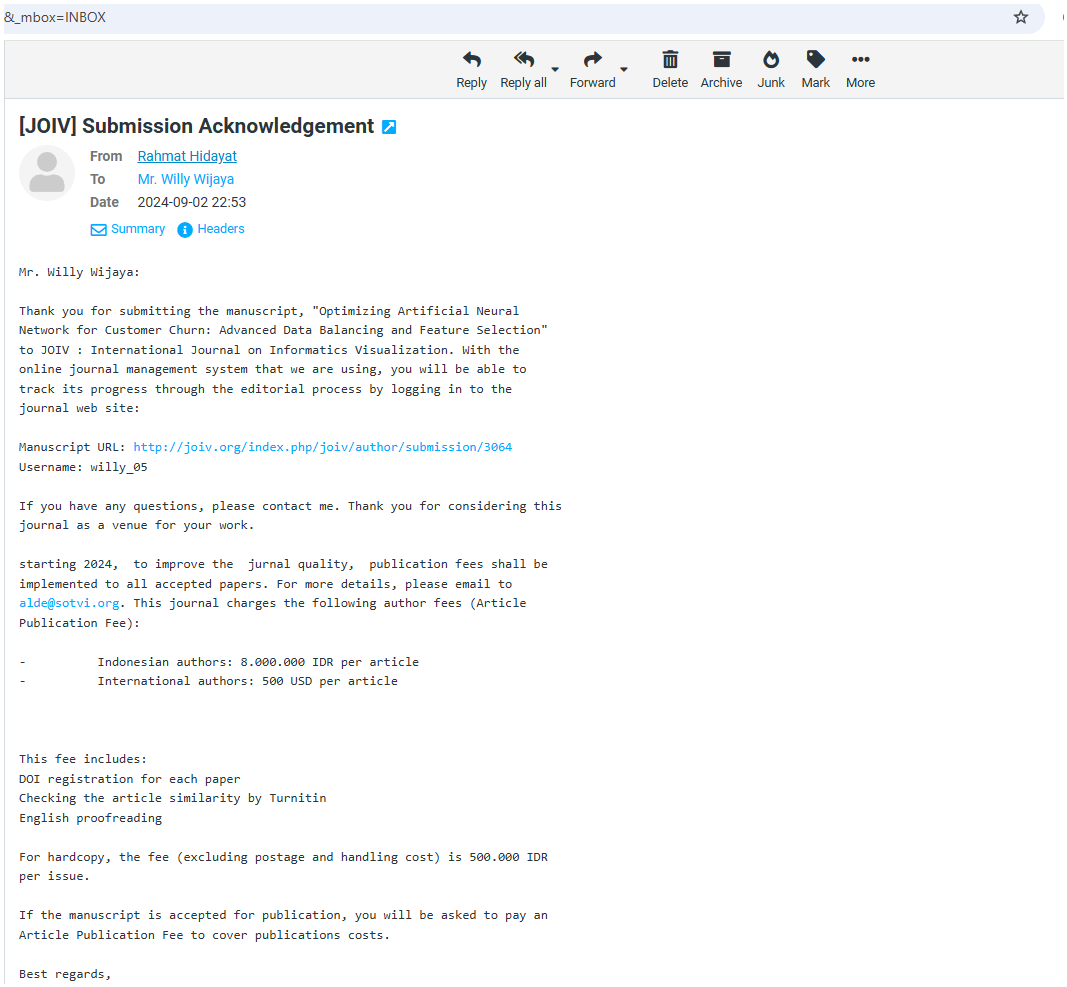

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[JOIV] Submission Acknowledgement

From Rahmat Hidayat
To Mr. Willy Wijaya
Date 2024-09-02 22:53

Summary Headers

Mr. Willy Wijaya:

Thank you for submitting the manuscript, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection" to JOIV : International Journal on Informatics Visualization. With the online journal management system that we are using, you will be able to track its progress through the editorial process by logging in to the journal web site:

Manuscript URL: http://joiv.org/index.php/joiv/author/submission/3064
Username: willy_05

If you have any questions, please contact me. Thank you for considering this journal as a venue for your work.

starting 2024, to improve the jurnal quality, publication fees shall be implemented to all accepted papers. For more details, please email to alde@sotvi.org. This journal charges the following author fees (Article Publication Fee):

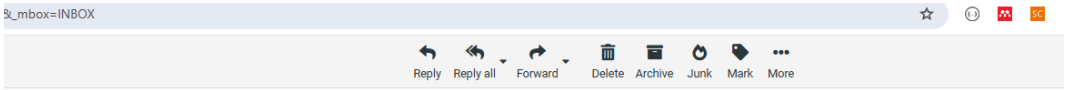
- Indonesian authors: 8.000.000 IDR per article
- International authors: 500 USD per article

This fee includes:
DOI registration for each paper
Checking the article similarity by Turnitin
English proofreading

For hardcopy, the fee (excluding postage and handling cost) is 500.000 IDR per issue.

If the manuscript is accepted for publication, you will be asked to pay an Article Publication Fee to cover publications costs.

Best regards,



[JOIV] Editor Decision

From Alde Alanda
To Mr. Willy Wijaya
Date 2024-10-04 22:14

Summary Headers

Mr. Willy Wijaya:

We have reached a decision regarding your submission to JOIV : International Journal on Informatics Visualization, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection".

Our decision is: Revisions Required

=== initial review ==

The word number in abstract should be within 230-250 words and consists of objectives, materials, method, results, and implication for further research.

All the citations should be listed in the references. It is expected that the citations are at least 30 sources, and 70% are the publication within 2019-2024, you can add few references from our other journal ijasce.org

Please Use Mendeley for references and citations with IEEE style

==========

Alde Alanda
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
Fax 81267775707
aldealanda@gmail.com

Alde Alanda

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[JOIV] Editor Decision

From Alde Alanda
To Mr. Willy Wijaya
Date 2024-12-01 15:36

Summary Headers

Mr. Willy Wijaya:

We have reached a decision regarding your submission to JOIV : International Journal on Informatics Visualization, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection".

Our decision is: Revisions Required

Alde Alanda
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
Fax 81267775707
aldealanda@gmail.com

Alde Alanda

Reviewer A:

- Adjust the placement of Figure 1. Since the layout uses a single-column format, position it either at the beginning or the end of the page to avoid disrupting the journal's reading flow.

- Refocus the introduction section on the importance of optimizing churn prediction models. Additionally, emphasize the novelty of the research compared to previous studies by conducting a thorough gap analysis.

- Make the explanation of the methodology more concise by using a table to summarize parameters, such as hyperparameter configurations. Employ a more integrated flowchart to illustrate the overall process.

- While the evaluation data has been presented well, the discussion lacks depth in addressing why the results turned out as they did. Consider adding explanations about the implications of differences in accuracy between Holdout and 10-Fold Cross Validation for real-world applications. Are there any data limitations or methodological constraints that could have influenced the outcomes?

- While the evaluation data has been presented well, the discussion lacks depth in addressing why the results turned out as they did. Consider adding explanations about the implications of differences in accuracy between Holdout and 10-Fold Cross Validation for real-world applications. Are there any data limitations or methodological constraints that could have influenced the outcomes?

- Consolidate multiple tables into a single, more compact comparison table. Use more informative visualizations, such as bar charts or heatmaps, to display accuracy, precision, recall, and F1-score effectively.

Reviewer B:

1. The abstract should consist of objectives, materials, methods, results, and implications for further research, with a word count of approximately 230-250 words. The current abstract lacks the implications for further research. Please revise the abstract to comply with the template.
2. Reduce the size of the displayed images while ensuring they remain clear and legible. This adjustment will prevent excessive page consumption.
3. In the "MATERIALS AND METHODS" section, under the "Data Preparation" subsection, it is stated that the sample size is 7043. However, Table 1 indicates a sample size of 7042. Which is correct? Please clarify this discrepancy.
4. According to the template, citations should follow the IEEE style. Currently, the article uses two citation styles, namely APA and IEEE. Please revise all citations to adhere to the IEEE style.
5. The evaluation of the resulting model is based on several metrics: accuracy, precision, recall, and F1-score. However, these evaluation methods are not explained in the article; they are suddenly presented in tables (Table 10 to Table 18). Please add explanations for these evaluation methods.
6. The English structure requires improvement. It is recommended to use a professional translator. Additionally, correct the grammar throughout the article.
Carefully review the feedback provided and make the necessary revisions accordingly.

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[JOIV] Editor Decision

From Alde Alanda
To Mr. Willy Wijaya
Date 2025-01-02 20:03

Summary Headers

Mr. Willy Wijaya:

We have reached a decision regarding your submission to JOIV : International Journal on Informatics Visualization, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection".

Our decision is: Revisions Required

Alde Alanda
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
Fax 81267775707
aldealanda@gmail.com

Alde Alanda

Reviewer A:

- In the introduction section, there is no strong statement explicitly outlining the objective of your research. The comparison with previous studies is too general, and no clear research gap has been identified.

- In the methodology section, there is no explanation justifying the choice of the dataset. Additionally, include a rationale for using two evaluation methods (Holdout and 10-Fold Cross-Validation).

- Tables and figures, such as the model evaluation results (Tables VI–XI), need more detailed explanations in the text. For example, what are the implications of the results from Holdout versus 10-Fold Cross-Validation?

- Provide a deeper explanation of the unique contribution of this research. For instance, how can this model be directly implemented in the telecommunications industry?

of the dataset. Additionally, include a rationale for using two evaluation methods (Holdout and 10-Fold Cross-Validation).

- Tables and figures, such as the model evaluation results (Tables VI-XI), need more detailed explanations in the text. For example, what are the implications of the results from Holdout versus 10-Fold Cross-Validation?

- Provide a deeper explanation of the unique contribution of this research. For instance, how can this model be directly implemented in the telecommunications industry?

Reviewer B:

The review of this article indicates that most issues have been addressed:
1. The abstract should consist of objectives, materials, methods, results, and implications for further research, with a word count between 230-250 words. However, the abstract does not currently include implications for further research. Please revise the abstract to align with the template.
2. Reduce the size of the displayed images while ensuring they remain clear and legible, so they do not take up excessive space in the document.
3. In the "MATERIAL AND METHODS" section, under "Data Preparation," it is mentioned that the sample size is 7,043, but Table 1 shows that the sample size is 7,042. Which is correct? Please clarify.
4. According to the template, citations should follow the IEEE style. However, the current article uses two citation styles, namely APA and IEEE. Please revise the citations to follow the IEEE style as per the template.
5. The evaluation of the resulting model is based on several metrics: accuracy, precision, recall, and F1 Score. However, the explanation of these evaluation methods is not provided in the article and only appears suddenly in several tables (Table 10 to Table 18). Please include an explanation of the evaluation methods used.
One review comment remains unaddressed:
1. The structure of the English language needs improvement. It is recommended to use a professional translator. Please also correct the grammar throughout the article.
Kindly address the provided feedback accordingly.

[JOIV] Editor Decision

From Alde Alanda
To Mr. Willy Wijaya
Date 2025-01-21 17:11

Mr. Willy Wijaya:

We have reached a decision regarding your submission to JOIV : International Journal on Informatics Visualization, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection".

Our decision is: Revisions Required

Alde Alanda
(Scopus ID: 57203718850); Politeknik Negeri Padang, Sumatera Barat
Phone 81267775707
Fax 81267775707
aldealanda@gmail.com

Alde Alanda

Reviewer A:

- Ensure that all tables and figures are properly referenced in the article.

- Adjust the formatting to align with the target journal's guidelines. Use consistent margins, spacing, and fonts. For tables, consider creating cleaner grids and more descriptive column headings.

- Correct any typographical and grammatical errors. If necessary, we recommend using a third party for improved writing quality.

- Provide a stronger justification for the selection of methods and parameters.

- Include a discussion on how the resulting model can be applied in real-world scenarios (e.g., in other telecommunication companies beyond the IBM Telco dataset). Explicitly mention the limitations of the study's findings.

parameters.

- Include a discussion on how the resulting model can be applied in real-world scenarios (e.g., in other telecommunication companies beyond the IBM Telco dataset). Explicitly mention the limitations of the study's findings.

- Summarize the conclusion by emphasizing the key contributions and how the research can be enhanced or applied in the future. Avoid including references or citations in the conclusion section.

Reviewer B:

The review findings for this article have been addressed, as follows:
1. The abstract should consist of objectives, materials, methods, results, and implications for further research, with a word count of approximately 230–250 words. However, the current abstract does not clearly include implications for further research. Please revise the abstract according to the template.
2. Reduce the size of the displayed images to ensure they remain clear while not taking up excessive space in the document.
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4. According to the template, citations should follow the IEEE style. The current article uses two citation styles, APA and IEEE. Please revise to ensure consistency with the template.
5. The evaluation of the model is based on several metrics: accuracy, precision, recall, and F1-Score. However, the explanation of these evaluation methods is missing in the article and appears abruptly in several tables (Table 10–Table 18). Please add an explanation of these evaluation methods.
6. The English structure needs improvement. It is recommended to use a professional translator.
The language used in the article is already well-structured, with each section interlinked, making the content easy to understand.

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[JOIV] Editor Decision

From Alde Alanda
To Mr. Willy Wijaya
Date Wed 21:46

Summary Headers

Mr. Willy Wijaya:

We have reached a decision regarding your submission to JOIV : International Journal on Informatics Visualization, "Optimizing Artificial Neural Network for Customer Churn: Advanced Data Balancing and Feature Selection".

Our decision is to: Accept Submission

Publication fees shall be implemented to all accepted papers. For more details, please email to alde@sotvi.org.
This journal charges the
following author fees (Article Publication Fee):

- Indonesian authors: 8.000.000 IDR per article
- International authors: 500 USD per article

This fee includes:
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