



SDI Review Form 1.6

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| Journal Name: | Asian Journal of Research in Computer Science |
| Manuscript Number: | Ms_AJRCOS_41468 |
| Title of the Manuscript: | A Stacking Approach to Direct Marketing Response Modeling |
| Type of the Article | Original Research Article |

General guideline for 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 guideline for Peer Review process, reviewers are requested to visit this link:

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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) |
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| Compulsory REVISION comments | 1. The contribution of this paper is not very clear since you do not compare your work with the most similar one given by google scholarship. 2. When authors describe the proposed schemes, the main steps should be elaborated. 3. The experiment results are lack of analysis. | A new subsection title "Comparison with Results from Previous Work" has now been added to the end of section IV "Experiments And Results". Here, we have compared the results obtained in the new scheme with results obtained by others in previous studies. The stacked models approach is now explained. Each phase has been described clearly following Figure 1. The results of the experiments have been statistically analysed. Significance tests were undertaken for both AUC and Lift in section IV. |
| Minor REVISION comments | 1. The contribution of this paper is not very clear since you do not compare your work with the most similar one given by google scholarship. 2. When authors describe the proposed schemes, the main steps should be elaborated. 3. The experiment results are lack of analysis. | A new subsection title "Comparison with Results from Previous Work" has now been added to the end of section IV "Experiments And Results". Here, we have compared the results obtained in the new scheme with results obtained by others in previous studies. The stacked models approach is now explained. Each phase has been described clearly following Figure 1. The results of the experiments have been statistically analysed. Significance tests were undertaken for both AUC and Lift in section IV. |
| Optional/General comments | | |