



SDI Review Form 1.6

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:

(<http://www.sciencedomain.org/page.php?id=sdi-general-editorial-policy#Peer-Review-Guideline>)

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)
<u>Compulsory</u> REVISION comments		
<u>Minor</u> REVISION comments		
<u>Optional/General</u> comments	<p>The article is written in a coherent and comprehensible scientific language. In this work, author proposed investigate the viability of the stacked generalization approach in predictive modeling of a direct marketing problem. We compare the performance of individual models created using different classification algorithms, and stacked ensembles of these models</p> <p>Author again demonstrated a significant improvement in the AUC and lift values when the stacked generalization approach is used viz a viz the single-algorithm approach. We conclude that despite its relative obscurity in marketing applications, stacking holds great promise as an ensembling technique for direct marketing problems.</p> <p>The article is written in a coherent and comprehensible scientific language. Its theme is relevant in the field of optimization</p>	

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