

SU-ISERC CORRECTIONS MATRIX

Name of PI	ADELINE MAKOKHA
Title of Study	Predicting Customer Churn in the Telecommunications Industry using Machine Learning Techniques
Reference Number	SU-ISERC3196/25
Date Of Submission	03/12/2025

Dear SU-ISERC,

Thank you for your feedback regarding my application to conduct the above-mentioned study. As requested, please see below my responses to the comments and references of the changes made in the protocol.

#	Reviewer Comments #1	Response	Reference
1	The list of Acronyms should be in alphabetical order without numbers for ease of reference.	List of Acronyms are in alphabetical order and without numbers.	Acronyms Page: ii
2	You have a problem in the numbering of the Chapters' and it MUST be resolved to scientific documentation and communication.	I have numbered the chapters in a scientific documentation.	Chapters Page:1, 5, 16
3	For ease of measurement, the objectives should only have one verb.	The objectives have one verb.	Research Objectives Section: 1.3 Page: 3
4	The listing of the objectives etc. should use the roman numerals to minimize confusion with Chapter numbers: just check the confusion as given in your documentation.	Objectives are in Roman numbers.	Research Objectives Section: 1.3 Page: 3
5	Avoid the use of bullet points in this documentation: it is not a PPT presentation.	Bullets points have been removed in the documentation.	Research Questions Section: 1.4 Page: 3
6	There is a missing conceptual framework at the end of Chapter 2 and further you will need to complete operationalization of the variables to make it easier to collect and analyze the information.	Conceptual framework has been added at the end of chapter 2	Conceptual Framework Section: 2.5 Page: 13
7	Research Design is missing in your documentation and MUST be added.	Research design has been added.	Research Design Section 3.1 Page: 16
8	You have a lot of content in Chapter 3 that should be part of the Chapter 2.	Most of the Chapter 3 content has been added to Chapter 2	Literature Review Section: 2.1.1 Section: 2.1.3 Section: 2.1.4 Page: 5- 15
9	Chapter 4 is not expected in this documentation: is the work complete?	Chapter 4 has been removed.	N/A

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10	You have reviewed scanty literature and MUST improve the review further.	More content has been added to literature review.	Literature Review Section: 2.1.4 Section:2.2.1 Section:2.2.2 Section:2.3 Section 2.4 Page: 5 -15
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Thank you for your continued cooperation and support.

Yours Faithfully,

ADELINE MAKOKHA

Principal Investigator