**CCT College Dublin**

MSc in Data Analytics

Integrated CA2 – Individual

Big Data and Agribusiness

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**Declaration**

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1. **Abstract**

In general technological advancement alludes to the disclosure of better methods of producing goods. Changes in innovation lead to an expansion in the efficiency of work, capital, and different variables of production. The use of software algorithms created an avalanche of modernization in the Agriculture business. As the global population increase is decisive to leverage productivity, the profitability of businesses, food production, and the well-being of rural and urban society.

Buying rural areas is a very profitable investment than investments in foreign currency, fixed income, and gold especially in the period since 2008. This research paper is a comparative study of the price and size of the land designated for farming and the price the relation to the increase in milk productivity versus the quantity of fertilization used in the last years.

All data were collected on government and open websites, which we understand as a reliable sources. as Agricultural Production is a very specific topic and not linked to being part of our daily routine conversation, this research was not used web scrapping, instead was made a programmatic request for Sentimental analysis.

Performance was compared using evaluation machine learning linear regression prediction. Upon successful completion of experiments, results show that regression-based machine learning models generally showed better results for modeling with lengthier historical data (more than three years). It was used different Datasets for training and test, we found good performance in almost all models (RandomForest Regressor, KNeighbors Regressor, AdaBoost Regressor, Linear Regression, MinMaxScale).

1. **Introduction**

Since the Farmers began to cultivate the land with the support of technology in agriculture, farming has never been the same. Instead, the open data available shows that, from time to time, technological innovations in agriculture provide a paradigm shift in the agricultural production model.

This means that the innovations in agriculture that characterize technologies such as Big Data on internet mobility, soil analysis, biofortification, and GPS become part of life in the countryside, revolutionizing modern agriculture.

For us the majority of people living in the big cities, it may seem obvious but the wireless and high-speed connection has allowed the introduction of numerous new technologies in agriculture. Now farmers can monitor the farm in real-time, follow machines during work, manage staff, and access data, KPIs, and plantation information on their smartphone screens. All business details can be seen through the cloud, making it much easier to manage the production. The use of technology in the management agriculture industry to change the production system vision, reduce costs, increase productivity and reduce environmental damage.

Every year new technologies, software(weather forecast, grain price, price of livestock markets), and machines(GPS, tractors), soil analysis( fertilizers ) to accelerate the production process, new management procedures have been developed to face the sector's competitiveness.

In this research, we choose to try to find a correlation between, the price of the land for farming, the use of fertilizers, and an increase in the amount of agricultural production in the same period.

Given the huge variety of agricultural products, as defined in our research analysis of a single product cow milk, and then choose others to products work on. The reason for that was to create a challenging learning process. Instead, look for one single product, where we had much more guaranteed correlation if for example, cattle and pasture land price only, or looking for a date on cereal production. We prefer to work with products from a view of a part without immediate correlation for a person with no knowledge in the agricultural sector.

So, this paper analysed the Price of Land, Type, Ages of Cows, and Price of Fertiliser. The main challenge was to show the possibilities within Data Analysis in Machine Learning and that the most important thing is not the amount of data, but what is done with it.

*Sub RQ: “What Machine Learning approaches are best suited to modelling different types and lengths of data (in terms of model accuracy and processing time), and how to analysis the correlation between apparently different topics.”*

The following sections of the paper are organized as follows. Section 3. presents the review of relevant literature in the field of Agriculture Industry. In section 4. the research methodology is described all process of data manipulation with corresponding outputs in section 5. Machine Learning experiment results and evaluation are presented in section 6, while section 7 presents further discussion of results. Section 8 concludes the research with references.

1. **Literature Review**

Many believe that Big Data is a large volume of information that circulates in the digital environment. Big Data, however, also exists in the data analysis part, in extracting relevant facts and applying the data transforming it in information.

Currently, the Big Data is stored in the cloud, the data can be consulted from anywhere, from the farm's seating room or in the middle of the field, and transferred to wherever the business is. In short, Big Data serves the purposes of traceability, prediction, and management of production software systems. With the ability to handle any type of digital record, some subjects are indispensable, and Big Data can record helping Farmers and Agriculture producers, such as geolocation videos, soil characteristics, and the history of water consumption and crop rotation.

Based on 5 principles (of speed, volume, veracity, variety, and value), Big Data uses diverse information collected in real-time to generate expertise. Applied to Machine Learning, data analysis provides information to farmers and machines ensuring the optimization of fertilizers, seeds, and others. It is also possible to identify threats and vulnerabilities and planning preventive actions that avoid losses.

Some of the benefits that agricultural technology provides are:

1. Productivity: with improved advances, it detects production bottlenecks and increases the number of plants per hectare, or the livestock thus increasing the productivity of the farm.
2. Reducing consumption of water, fertilizers, and pesticides, which, in addition to increasing profit, reduces the value of the product.
3. The action of environmental impacts on their land and the decrease in the production of chemicals that go in rivers and groundwater, make the business more sustainable.
4. Increased efficiency in the application of Fertiliser technology, for all types of Agriculture production
5. Detects soil quantity of nutrients that need to be added to the use as pasture for livestock.

One of the aspects that interfere with good agricultural productivity is the soil, consequently, its manipulation and capacity for production through the correct application of nutrients and fertilization is very important. In this context, fertilizers stand out as a technology whose function is to replace and provide the soil with the main nutrients essential for plant growth to expand the productive potential of crops and for grazing cattle, sheep, and swine, as well as guarantee an appreciation of the price of the farm.

In our process of Data Preparation and Visualization was tried different types of charts and graphics to locate the most common type (compound) of Fertiliser and from there to test the relation between the Price of Land, Productivity, and Fertiliser.

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| In the graphics, you can see there are many input attributes, which it makes difficult to visualize the data. It creates a concern that this dataset with big numbers of attributes will negatively affect the accuracy and training time of the machine learning model.  After research the Principal Component Analysis (PCA) shows to be one way to solve this problem and is used for better data visualization.  *Figure 1* |  |

Here we stipulated two main types of Fertiliser in Ireland and France to be used in the Machine Learning Models and the Statistics and Data Visualization process together with other datasets regarding Cattle Breed, Cattle age, Milk production, and Land prices.

Also, in the figure above we can see the correlation between Fertilisers (compounds) that shows the majority of the producers in the same period using the same Fertilisers. It is not for a feeling or tradition, it is Big Data has been used effectively in improving soil management and consequently increasing agricultural production.

We can see the correlation between the use of land that uses more Fertilisers has the last chance to be used as Dairy Farming, which means the last chance to be used in the production of milk.

With the inclusion of Big Data into the Agriculture Industry using cloud data to improve productivity in agriculture, we can also ask ourselves how this technological integration should be managed, and the advantages it offers. The Literature Review and Data Raw collection process showed the need to care with quantity and important quality over the data collected through different devices and technologies that make up the software and codes used in modern agriculture. Because, it will make a difference for those who seek better results, which can achieve more effective productions and greater profitability for the sector.

This research process presented us with the challenge of working data in a very specific market, but at the same time with very detailed data without a common structure for data collection. In this scenario we used different datasets within different Jupyter Notebooks, using PCA technique, functions such as ‘drop’, ‘index’, ‘insa’, ‘arima’, ‘merge’,’ pivot’, more than we anticipated. But allowed us to work with different Machine Learning Models and confirmed that one Machine Learning Model is not always the best for everything.

In Resume, in the research literature we learned that when we discuss the today’s Agriculture management system, we are relating data referring to production costs that range from the inputs themselves, labour, soil analysis, weather forecast, big data, cloud data, machinery, charges, taxes, commercial contracts, stock, transport, land price and much more. All this data can be related to data obtained in the field in your area, in our country, and even in opposite side of the world, to seek better productivity linked to greater operational efficiency.

1. **Methodology**

4.1 Data Collection (Secondary Data)

In this research, we used secondary dataset collection, it means the dataset have already been researched by other organizations. This type of research is also named desk research. The main advantages of secondary data collection are the agility and the broad scope of the research. In this stage of our process, the Agriculture Business presented itself as very broad industrial sector, with very diversity, demanding, and temporal data.

Despite the scenario chosen (Agriculture) had a large number of open databases available, we had great difficulty finding compatibles datasets between Ireland and other Countries, because each Country, organization (governmental or not) or website had a different approach for the same product or technology. There was no need of authorization to collect the data, and all data was collected from governmental organizations which led us to believe in the reliability and security of the source.

We used a programmatic data collection by requesting data in text format (string) for Sentimental analysis, through Tweet, as we were not successful in our web scrapping attempts. Nor do our collection attempts realize that Agriculture Industry is not a topic that the population had the habit of discussing on social media, what was found were data regarding the environment, and health eating, among others data with a poor relationship with our research.

4.2 Data Exploration and Visualization

In the process of exploring the chosen datasets we identified the main tasks that were used in all data frames; 1. check for duplicates, and delete when there is two or more variables had the observations and there were two types of duplicates found(see Fig. 2). 1.1. different variables labels but with same observations ., 1.2. different variables labels with different observations names but with the same value for the research(*e.g. name fertilizer code and fertilizer name*(see Fig. 3))., 2. check importance of the variable for our research., 3. find missing values (NAN) and exclude them., 4. find and delete illegal character., 5 identify and check the variable types and change to the correct one, from string to float. (see Fig. 4)., 6. Change the format of the data frame, the value that was variables become observations and vice-versa(see Fig. 5).

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| *Figure 2* | *Figure 3* |
| *Figure 4* | *Figure 5* |