

**Project Title: Estimate the Crop Yield Using Data Analytics**  
**Project Design Phase-I - Solution Fit**  
**Team ID: PNT2022TMID16746**

Define CS, fit into CC	<b>1. CUSTOMER SEGMENT(S)</b> <b>CS</b>  Farmers are the customer who wants to yield a crop in field.	<b>6. CUSTOMER CONSTRAINTS</b> <b>C</b>  Less knowledge and development towards the current environmental changes and technologies, they follow ancient methods, which is also worthy but, the climatic changes and new kind pesticides.	<b>5. AVAILABLE SOLUTIONS</b> <b>AS</b>  <ul style="list-style-type: none"><li>• Traditional ways of prediction.</li><li>• Precision farming.</li></ul>	Explore AS, differentiate
Focus on J&P, tap into BE, understand RC	<b>2. JOBS-TO-BE-DONE / PROBLEMS</b> <b>J&amp;P</b> <ul style="list-style-type: none"><li>• Help them understand the usage of prediction and software application for good results in agriculture.</li><li>• Data report should to be created to reduce the loss of the crop and earn more profit in agriculture fields.</li></ul>	<b>9. PROBLEM ROOT CAUSE</b> <b>RC</b> <ul style="list-style-type: none"><li>• Various disease on the plants can lead to reducing the quality of the crops productivity.</li><li>• The insects on the plants can spread the disease.</li></ul>	<b>7. BEHAVIOUR</b> <b>BE</b> <ul style="list-style-type: none"><li>• Try to get help from agricultural experts.</li><li>• Try to take up non-natural means of cultivation for quicker harvest.</li></ul>	Focus on J&P, tap into BE, understand RC

Identify strong TR & EM	<b>3. TRIGGERS</b> <b>TR</b> <ul style="list-style-type: none"> <li>Seeing their crops are being infected by disease and facing huge loss in quality.</li> </ul>	<b>10. YOUR SOLUTION</b> <b>SL</b> <ul style="list-style-type: none"> <li>The solution for the problem, creating data report using past datasets.</li> <li>Creating IBM Cognos dashboard could make them better understand easily.</li> </ul>	<b>8. CHANNELS of BEHAVIOUR</b> <b>CH</b> <ul style="list-style-type: none"> <li>Trying to use pesticides and fertilizers that increase gain but cause harm.</li> <li>Irrigation channel changes.</li> </ul>	Identify strong TR & EM
	<b>4. EMOTIONS: BEFORE / AFTER</b> <b>EM</b> <ul style="list-style-type: none"> <li><b>Before :</b> Most of the famers in India have Stress, Loosing Self Confidence.</li> <li><b>After :</b> Gain of Self Confidence.</li> </ul>			

