

What do they THINK AND FEEL?

what really counts
major preoccupations
worries & aspirations

consumer
behavior
towards the
finished
goods

factor-in
inflation

can help
them predict
the market
conditions

particularly in
countries that
depend on
agriculture as their
main source of
economy.

What do they HEAR?

what friends say
what boss say
what influencers say

To increase
quality and
yields

Crop yield
estimation has
an important
role on
economy
development

yield is
determined
by the area
and
production

Random
Forest
classifier is
used for
prediction

It will attain the
crop prediction
with best
accurate v
alues.

What do they SEE?

environment
friends
what the market offers

What do they SAY AND DO?

attitude in public
appearance
behavior towards others

Count the
number of grains
in at least 20
heads or pods
and average

Do this 5
times to get
an average
of the crop

Yield in t/ha
 $= (A \times B \times C) / 10,000$

PAIN

fears
frustrations
obstacles

Crop yield
prediction is of
great importance
to global food
production

Requires
Your
Valuable
Time

Crop yield prediction is of great importance to
global food production

The
Difference
in Growing
conditions

GAIN

"wants" / needs
measures of success
obstacles

variety of crops
can be grown for
meeting the
domestic needs
of farmers and
livestock

reduce risk
of market
fluctuations

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