Estimation of crop yield using data analytics

Finances and monetary support

Heavy losses that are unexpected

The proper Yield of crop

What do they
THINK AND FEEL?
what really counts
major preoccupations
worries & aspirations

Influence of affluent land buyers

Self doubt and fright

What do they
HEAR?
what friends say
what boss say
what influencers say

To quit agriculture

USER

Ever changing natural and man made setup

Difficulty to move from traditional farming to modern digital farming

What do they
SEE?
environment
friends
what the market offers

Digital ways and solutions

they tend to stay strong for the land and people

Subtle, soft and socio-economically weak

What do they
SAY AND DO?
attitude in public
appearance
behavior towards others

Non- affordability of high end strategies to market

Financial Issues

Repayment of loans and borrowed money

Changes in climatic Conditions

PAIN
fears
frustrations
obstacles

GAIN
"wants" / needs
measures of success
obstacles

Surety of the yearly harvest

Returns of Investment

Proper Market Sales