

Project Design Phase-II

Customer Journey Map

Date	17 October 2022
Team ID	PNT2022TMID08893
Project Name	Estimate The Crop Yield Using Data Analytics
Maximum Marks	4 Marks

Customer Journey Map :

- A customer journey map is a **visual representation of the customer journey** (also called the buyer journey or user journey).
- Customer journey map helps to tell the story of your **customers' experiences** with your brand across all touch points.
- A customer journey map is a diagram that depict **the stages customers go through when interacting with a company**, from buying products online to accessing customer service on the phone to airing grievances on social media.

