PROBLEM -SOLUTION FIT

Estimate the crop yield using data analytics.

1. CUSTOMER SEGMENT(S) `CS` Farmers can be sub segmented. There are three categories namely, micro, small, or marginal; emerging and large; or commercial farmers either based on farm surplus, gross revenue, or land under cultivation.	**6. CUSTOMER** `CC` The customer can easily shows the crop production details in cart visualization or any other type of visualization. The customer can know about the state wise production and district wise production, they can also understand the, what type crop would cultivate on particular region. Then farmers can clearly know what type of seeds or crop should planting on the soil.	**5. AVAILABLE SOLUTIONS** `AS` Farmers should know the data about crop yield production. It can shows better results to the farmers, customer and company managers. This type of data shows the crop production details with state wise, district wise also. There are many sites to shows the crop yield data at better way.
2. JOBS-TO-BE-DONE / PROBLEMS `J&P` The farmers wants to increase the crop production and they export them all over the world. But their problems are they should not have proper guideless to export the crop and how to cultivate the crop	**9. PROBLEM ROOT CAUSE** `RC` The customer do not have proper transport facilities. They search so many crop but they wouldn't got wanted crop list details. They couldn't have correct location. The farmers shouldn't have a proper level of water, soil wealth is unhealthy they couldn't maintain the crop at correct way.	**7. BEHAVIOUR** `BE` If the customers wants to search some particular crop details on the data it can shows if the details are matches to any one of the particular data set it can shows the correct results to the users. It behaves user friendly.
3. TRIGGERS The cultivation crop are sales at market in better cash, they are again and again will interested to cultivate the crop `TR` **4. EMOTIONS: BEFORE / AFTER** `EM` The production will increase they are happy. The customer are most interested to buy the crop at cheapest rate at any market.	**10. YOUR SOLUTION** `SL` Both of them customer and farmers to know about the crop yield details in given dataset. It can shows the clear visualization and they can get some ideas about crop production. The given dataset can shows the year production in India by each state it will useful to both. It will update data at up to date. There many sites provides many details about crop yield.	**8. CHANNELS of BEHAVIOUR** `CH` We get different type of pathway. If the customers know the apples details they can know all about the apples. It can shows best results path on the particular region. If the famer want to cultivate some crop on their own land they must know about the soil type and then water level etc., then they will to cultivate they crop.

Left margin: Define CS, fit into | Focus on J&P, tap into BE, understand | Identify strong TR & EM

Right margin: Explore AS, | Focus on J&P, tap into BE, understand | Extract online & offline CH of BE