

Project Design Phase II

Customer Journey Map

TEAM ID	PNT2022TMID20275
PROJECT NAME	Estimate the Crop Yield using Data Analytics
MAXIMUM MARKS	4 MARKS

<div> <div>SCENARIO</div> <div>Estimate the crop yield using data analytics</div> </div>	Awareness	Consideration	Decision	Retention
<div> <div>Motivation</div> </div>	Information about researched data report	Compare the past data	Try to overcome loss	Comparatively gain the past loss
<div> <div>Goals</div> </div>	Data report	More profit for Farmers	Make them work smart	More profit and accurate result
<div> <div>Interaction</div> </div>	Agriculture Camp & Social Media	Camp Website and Advertisement	Direct Information the farmer	Seasonal period Support
<div> <div>Opportunities</div> </div>	Advertisement and Creating camp	Show Advantages	Enhance crop yield and decrease loss	Loyalty data and report & visuals