



## What do they THINK AND FEEL?

what really counts  
major preoccupations  
worries & aspirations

**Predicting  
the rainfall  
will cost less  
damage to  
crops**

**Reduces  
cost to  
save crops.**

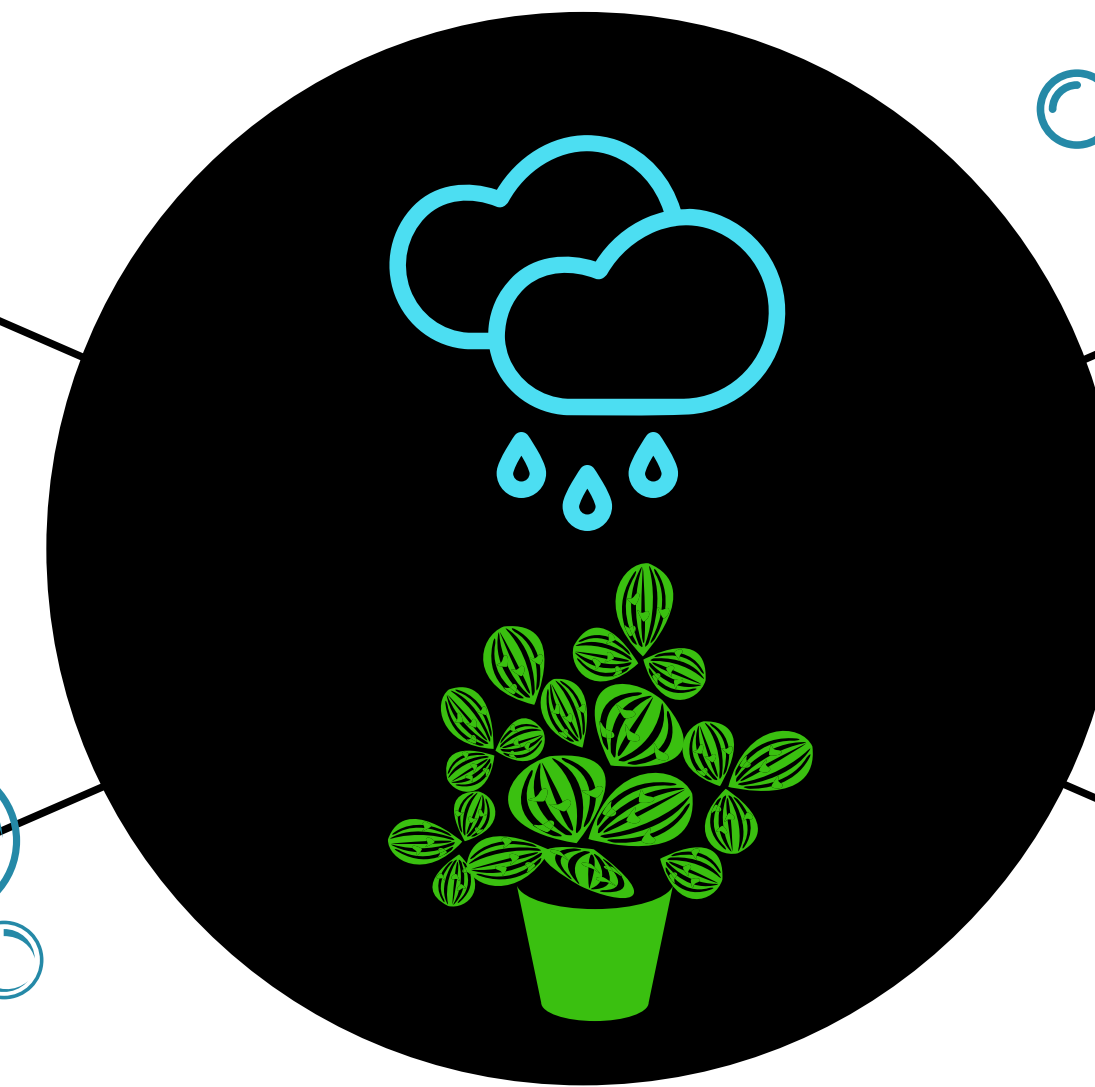
**Losses and  
damages to  
the  
agricultural  
lands.**

**Large amount of  
chemical usage in  
agriculture  
might cause  
various side  
effects.**



## What do they HEAR?

what friends say  
what boss say  
what influencers say

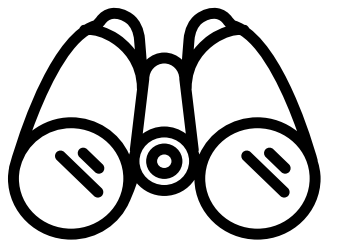


**It may  
help us to  
predict  
Rainfall**

**Concepts  
of deep  
learning is  
used.**

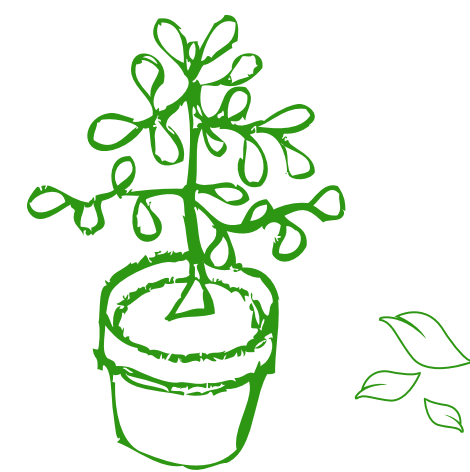
**Increase in  
crop  
production.**

**Ready for  
harvesting.**



## What do they SEE?

environment  
friends  
what the market offers



**For setting up  
the servers and  
configuring  
them for your  
optimal usages.**

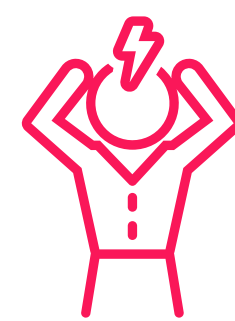
**Engineering  
involves  
creating the  
infrastructure,  
tools and  
products.**

## What do they SAY AND DO?

attitude in public  
appearance  
behavior towards others

**By drawing a  
flowchart, we  
can find a  
easy path**

**By test and  
train data,  
we can  
show best  
results.**



## PAIN

fears  
frustrations  
obstacles

**Data  
science is  
not so easy  
to learn.**

**Individuals  
should require  
a large amount  
of domain  
knowledge.**

**Prediction  
may go  
wrong**

## GAIN

"wants" / needs  
measures of success  
obstacles



**If prediction  
becomes  
success, then  
huge loss is  
prevented**

**It will  
yield more  
income.**

**Weather  
factors  
could be  
predicted.**