Explore AS, differentiate

fit into

1. CUSTOMER SEGMENT(S)

Farmers are the customers who face CS issues in crop production due to various conditions. Data Analytics is widely applied to agricultural problems.

6. CUSTOMER CONSTRAINTS

CC

- The agricultural yield primarily depends on weather conditions.
- Climatic changes and global warming play an important role in the decreased production of crop. Rainfall and soil influence the rice
- cultivation.
- Yield prediction is important for estimation of crop.
- Lack of Awareness.

5. AVAILABLE SOLUTIONS

A C

- Multiple Linear Regression technique
- Density-based clustering technique
- Smart-Agricultural System

2. JOBS-TO-BE-DONE / PROBLEMS

J&P

- Using minimum resources and increasing productivity
- Help them to use software tools and applications to improve the crop production.
- Encourage organic farming.

9. PROBLEM ROOT CAUSE



- Soil erosion
- Climate change
- Bio-diversity loss
- Feeding a growing population
 Low use of farming technologies
 Decrease of soil fertility due to
- fertilization
- Deforestation

7. BEHAVIOUR

BE

Analytics is used to solve farmers problem and create user friendly digital tools and apps which help the farmers to easily understand the conditions, act accordingly and provide the people with good group sufficients. with good crop cultivation.

3. TRIGGERS

- Soil and crop Analysis
- Weather prediction
- Benefits of communication methods
- Natural way for higher yield



4. EMOTIONS:

BEFORE

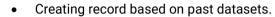
Most of the farmers lost hope and stressed.

AFTER

Gain self-confidence.



10. YOUR SOLUTION



- Using machine learning techniques on doing data analytics on agricultural sectors.
- Create user-friendly platform for the easy access of farmers.
- Prediction of weather using data mining.

8. CHANNELS of BEHAVIOUR



OFFLINE

SL

Collecting the information of crop yield in offline.

ONLINE

Uploading it in an online portal as dashboard or story or report for users to make use of the data.