

# PROBLEM SOLUTION FIT

Project Name: Estimate The Crop Yield Using Data Analytics

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	<b>1.CUSTOMER SEGMENTS</b>  Who's your customer Agronomist	<b>2.PROBLEMS / PAINS</b>  What problem do you solve for your customer? Farmers deal with problems including high production costs and low profits, excessive taxes on agricultural inputs, etc. Explanation: Farmers currently deal with a variety of issues.	<b>3.TRIGGERS TO ACT</b>  What triggers customer to act?  What prompts consumers to take action?  for instance,seeing their neighbour install solarpanels or reading in the news about a more effective method.
	<b>4.EMOTIONS</b>  How do clients feel both during and after an issue or a job?  Use the contrast—for example, lost, insecure versus confident, in charge—in your communication strategy and design.	<b>5.AVAILABLE SOLUTIONS</b>  What kind of solution of agriculture?  Farmers are given access to adequate education. Provision of a large Land Area to Farmers lowering the price of farmer inputs for farmers. Encouragement of Age and Gender in Agriculture Encourage farmers to join cooperative societies.	<b>6.CUSTOMER LIMITATIONS</b>  Farmers need to limitation factors for example?  Farmers markets are well known for their significant contributions to the growth of local food systems, the encouragement of small farms, the stimulation of local economic activity, the addressing of issues relating to food access and security, and the creation of opportunities for community building.

	<p><b>7.BEHAVIOR</b></p> <p>How often does this related behaviour happen?</p> <p>The majority of small-scale, family farmers choose agriculture as a career because they enjoy growing things. Their passion and motivation come from the hands-on, daily production activities. in terms of marketing.</p>	<p><b>8.CHANNELS OF BEHAVIOR</b></p> <p>8.1:ONLINE-where does this behaviour happen? 8.2:OFFLINE-what kind of action do customers take offline?</p> <p>8.1: Nil 8.2: Farmers who want to boost their fields' average crop production per acre must have a well-organized irrigation system on standby.</p>	<p><b>9.PROBLEM ROOT CAUSE</b></p> <p>What is the cause of every problem on the list?</p> <p>India's agriculture still faces challenges such as the adaptation to climate change disturbances, fragmented landholdings,low farm productivity, and high food price volatility.</p>
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