

# Estimate The Crop Yield Using Data Analytics

## Project Phase II-Customer Journey

Customer journey map:

- A customer journey map is a visual representation of the customer journey .
- Customer journey map helps to tell the story of your customers' experiences with your brand across all touch points.
- A customer journey map is a diagram that depict the stages customers go through when interacting with a company, from buying products online to accessing customer service on the phone to airing grievances on social media.

