**Estimate the Crop Yield using Data Analytics**

**Ideation Phase**

A well-known fact that the majority of population (≥55%) in India is into agriculture. Due to variations in climatic conditions, there exist bottlenecks for increasing the crop production in India. It has become challenging task to achieve desired targets in Agri based crop yield. Various factors are to be considered which have direct impact on the production, productivity of the crops. Crop yield prediction is one of the important factors in agriculture practices. Farmers need information regarding crop yield before sowing seeds in their fields to achieve enhanced crop yield. The use of technology in agriculture has increased in recent year and data analytics is one such trend that has penetrated into the agriculture field. The main challenge in using big data in agriculture is identification of effectiveness of big data analytics. Efforts are going on to understand how big data analytics can agriculture productivity. The present study gives insights on various data analytics methods applied to crop yield prediction and also signifies the important lacunae points’ in the proposed area of research.