

# MYAGRO - FARMER LOYALTY

## TEAM 1 - SECTION B

Lokendra Singh Badgujar  
Sarmad Kahut  
Srujana Gali  
Xingyu Yao



# TABLE OF CONTENTS

1.

## INTRODUCTION

MyAgro Introduction and problem statement

2.

## DATA DESCRIPTION

Details of datasets

3.

## DATA CLEANING

Process that lead to working on problem statement

4.

## EDA

Steps taken to answer the question posed by myAgro

5.

## INTERESTING FACT

Some interesting takeaways from EDA

6.

## CONCLUSION

Summary and future steps



# INTRODUCTION



**Farming Practices and  
Processes**



**Economic and  
Agricultural Growth**

**Equipment and  
Fertilizers**



**Training and  
Education**



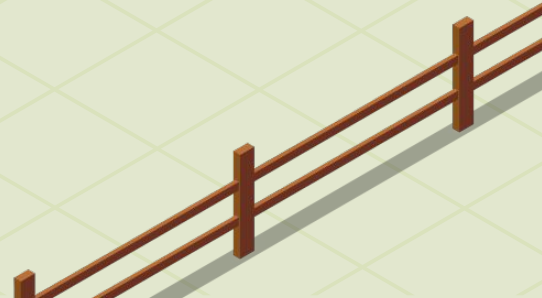
*myAGRO*



# PROBLEM STATEMENT

Farmer Loyalty

Yield



# DATA DESCRIPTION



## Client

**Duplicate code  
IDs**

**Inconsistent  
Information**

## Harvest

**Nulls for main  
fields**

**High skewness**

## Package

**Variable  
season info**

## Payments

**Multiple  
payments**

**Variable  
season info**



# DATA CLEANING





# CHALLENGES

- Too many null values making information inconsistent
- Tables were merged to extract meaningful information
- Dropped columns with unrealistic outliers and nulls



# DATA EXPLORATION



# TIDBITS FROM THE EDA

## MAIZE

Only crop with increasing  
yield in 2022



62.3%

Customers returned in 2021

OVER 117K

Packages remained undelivered in  
2021

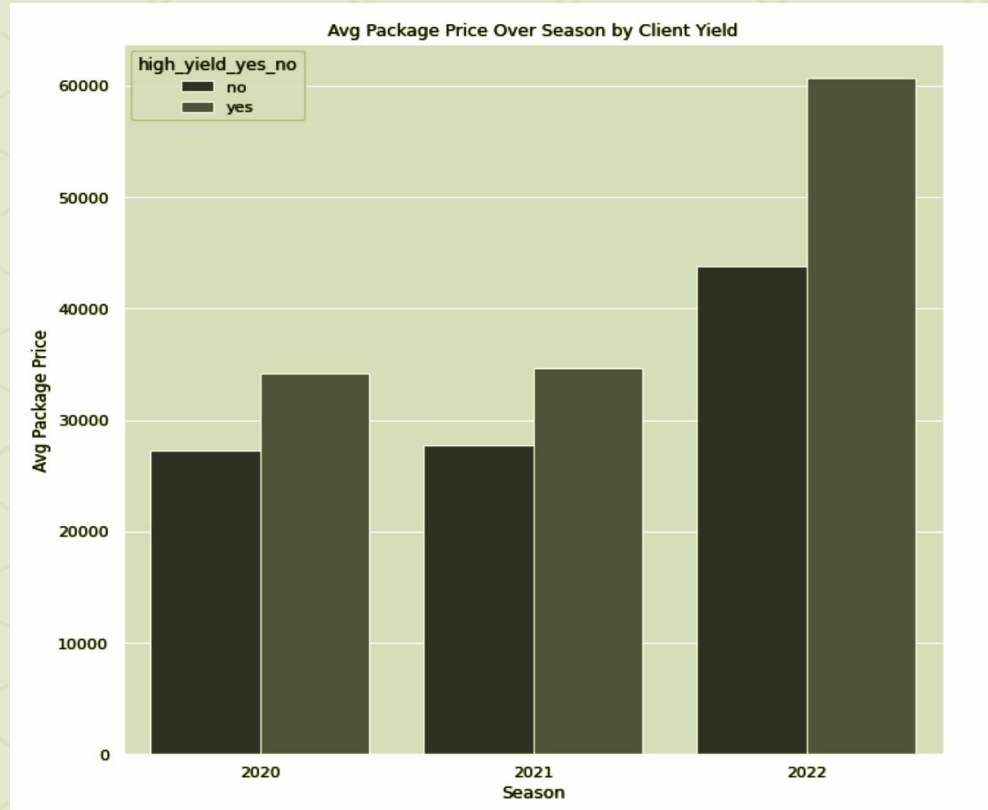


# WHAT IS HIGH YIELD?

- Each farmer/client cultivates a certain crop type each season
- Yields from different crop types can not be compared
- 75th percentile value and above for each crop type taken as the threshold for high yield



# PURCHASE BEHAVIOUR



High yield clients consistently bought more MyAgro packages



# TRAINING ATTENDANCE BEHAVIOUR



**HIGH YIELD CLIENT**

**2.29**

sessions attended

**LOW YIELD CLIENT**

**2.34**

sessions attended



# MYAGRO SEMOIR

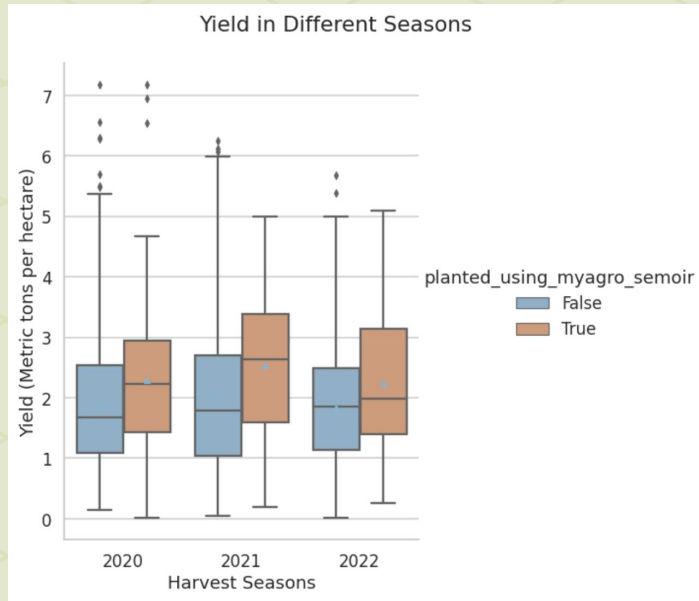
## IMPROVING EFFICIENCY

Seeding machine developed to address the shortage of labor and time to plant and cultivate farmland



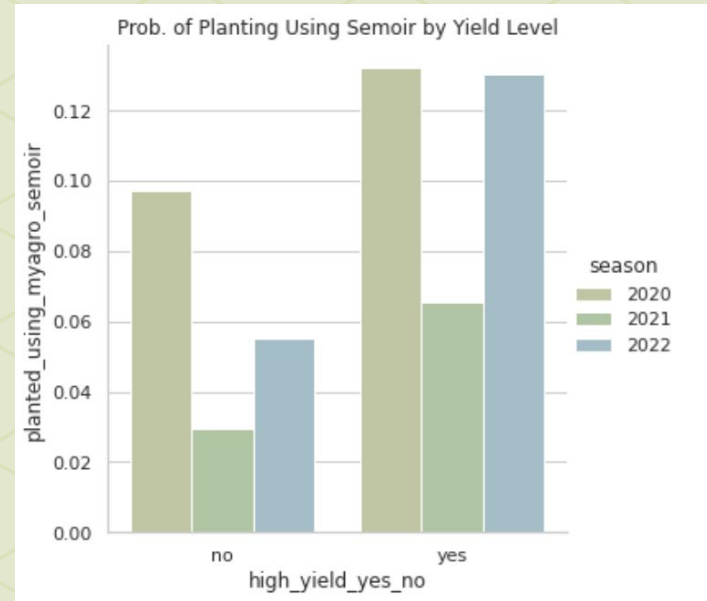
# SEMOIR

## AVG YIELD OVER SEASONS



There is a significant increase in clients yield if planting with the semoir

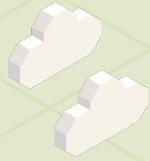
## HIGH YIELD OR NOT



Clients are more probable to continue using the semoir when getting a high yield





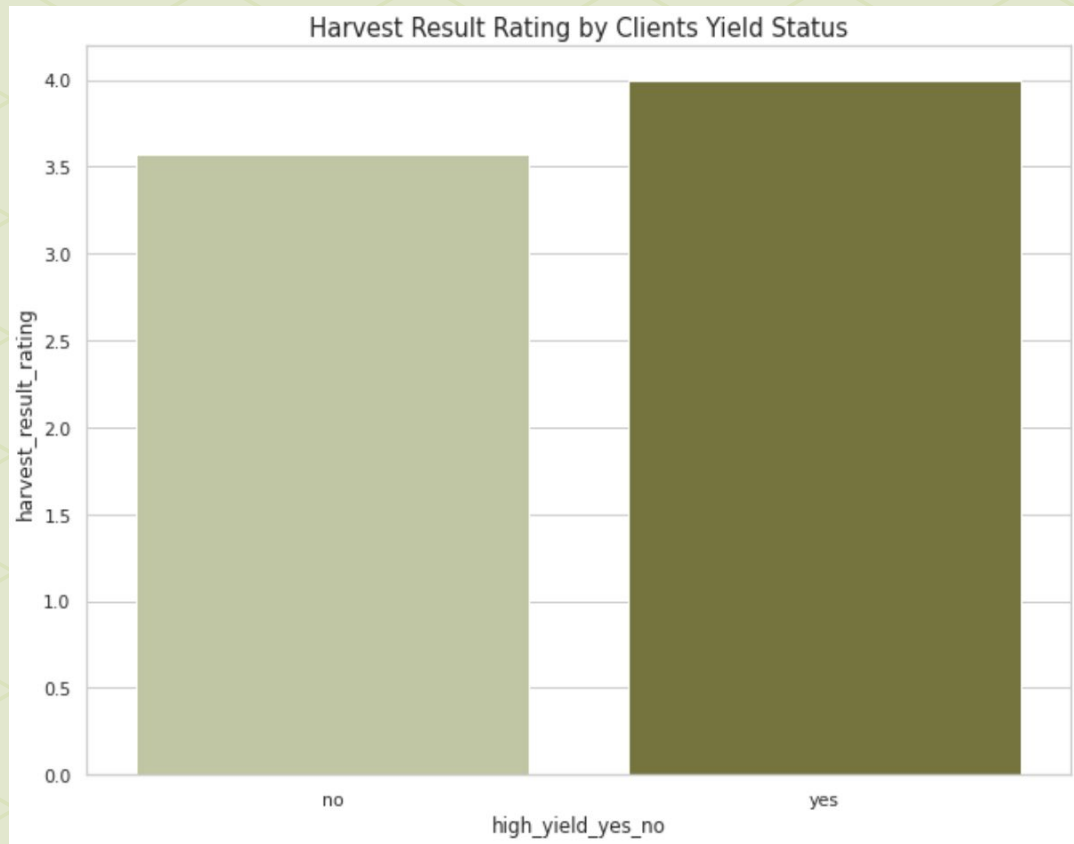


# HARVEST RATINGS

## FARMER SATISFACTION



## Average Rating Score of **High-Yield Clients** vs **Not-High-Yield Clients**



# CONCLUSION

- High yield farmers continue to use myAgro semoir
- High yield farmer tend to buy more packages
- Training did not have impact on the loyalty



# RECOMMENDATIONS

- Training content could be improved
- Streamlining things for farmers in remote villages by Improving logistics
- Short time span to gauge loyalty
- Ratings per crop harvest should be taken into account



# THANKS!



Does anyone have any questions?  
Ping us on Slack

**ANY  
QUESTIONS**