

Exploratory Analysis of Rainfall Data for Agriculture: Customer Journey Map in India

Legend
High Rainfall
Low Rainfall



Awareness



Weather Trends



Rainfall Patterns

Understand rainfall trends and climate patterns.

Consideration



Crop Suitability



Water Resources

Evaluate crop choices & water availability.

Decision



Planting Planning



Irrigation Strategy

Develop strategies for optimal farming.

Action



Crop Management



Market Planning

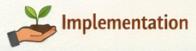
Implement and monitor farming activities.



Data Analysis



Strategy Planning



Implementation



Performance Review