



Says

What have we heard them say?
What can we imagine them saying?



Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Persona's name
Short summary of the persona

These visualizations enable intuitive analysis, allowing stakeholders to uncover patterns, identify areas of growth or concern, and make data-driven decisions.

Through the visual representations, readers can gain valuable insights into crop production, seasonal variations, regional distribution, and overall production trends

This report delves into the captivating realm of India's agricultural cultivation, providing a comprehensive visual exploration of key aspects and trends in the agricultural sector

By harnessing the power of Tableau, this report not only presents the data in a visually appealing manner

(a) achieving high growth by raising productivity; (b) inclusiveness by focusing on lagging regions, small farmers and women; and (c) sustainability of agriculture.

but also provides an interactive experience for readers to explore the intricacies of India's agricultural cultivation.

To Extract the Insights from the data and put the data in the form of visualizations, Dashboards and Story we employed Tableau tool.

fair prices for their produce and better agricultural infrastructure, including adequate extension services and efficient transport for getting their food to markets.

agriculture (crop production), plantation, animal husbandry (milk, meat, egg etc), forestry & logging and fishing

India's arable land area of 159.7 million hectares (394.6 million acres) is the second largest in the world, after the United States

Agricultural activities are defined as income-producing activities or uses that are characterised by the crop cultivation, not all of which are restricted to floral, fruits and veggies, vegetation, graze, and wood, and farming or raising livestock activities or uses that are connected to livestock farming, fish farming, ...

- Unreliable rainfall.
- Lack of irrigation facilities.
- Soil erosion.

- Irrigation problems. ...
- Lack of high quality seeds. ...
- Lack of infrastructure in the agriculture sector. ...
- Biocides, fertilisers, and manures.

- Inadequate transport. ...
- Lack of capital. ...
- Agricultural marketing. ...
- Soil erosion.

It provides employment opportunity to the rural agricultural as well as non-agricultural labourers

Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?