INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Case Study

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Crop Recommendation Using Predictive Analytics

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Abstract:

Krish is a farmer in rural India who has been struggling to make ends meet for the past few years. Despite his hard work and dedication, Krish needs help to achieve the expected yields and profits, and he finds himself increasingly frustrated and discouraged. To address this problem, Krish reaches out to a consultant, a team of experts in predictive analytics and agriculture, for help. The consultant collects multiple data points on Krish's farm and other relevant information. Using this information, the team runs a series of analyses to determine the optimal crop selection for Krish's farm.

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