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# Agricultural Business Intelligence

...or how to really know stuff from the information you gathered



# Information Challenges

- Lots of information (data) not being collected
- Available data are fragmented and difficult to pull together for a meaningful conclusion
  - Often becomes a “so what”
- Comfortable with what I have
  - A little bit of data and some gut feel = good enough, right?
- Too much focus on lagging metrics (reactive / the past)
  - Knowing quite a bit about what happened, but not as much about what will happen

# RECAP



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# WW1 Fighter



# Boeing 747-400 Panel



# It's nice, but is it essential?

- How long can you sustain changing landscape by “seat of the pants” flying?
- Your trusted senses can (and will) be misleading
- Important to find the inconvenient truths
  - Information (data) and its analysis is needed on a continual basis
- Sounds like a lot of extra work – but can be made almost effortless (and enjoyable!) with correct systems

# Farm Management Systems

- Having lots of different subsystems from different providers/platforms - No problem => Good approach
- Puzzle comes together
  - when subsystems are integrated,
  - information is properly interpreted, and
  - displayed/communicated on “dashboards” intuitively





# Allesbeste's systems examples

- Excel -> Google Sheets
- Internal email / WhatsApp -> Slack
- Managing processes/projects -> Trello
- Irrigation and in-field operations -> Aquarius
- Real-time time-series graphing -> Grafana
- Dashboards, fact-finding, insights -> Qlik Sense
- Daily operations -> Root
- Financial -> Acumatica ERP



# Metric Classes

- Lagging (Reactive / Informative)
  - Past performance
  - Easier to measure
  - Examples:
    - Crop yield
    - Pest/Disease incidence
    - Water usage
    - Profit Margins
- Leading (Proactive / Actionable)
  - Future performance
  - More challenging
  - Examples:
    - Soil moisture levels
    - Tree health
    - Plant growth stage
    - Weather forecast data

# Takeaways

- Make it your mission to start collecting data about everything – even if not using it yet - start building the “war chest” and iterate to improve
- Move toward systems that can make their data *automatically* available to other systems
- Shift focus towards leading metrics (actionable)
- Start building dashboards with what you have – even if it doesn’t seem impressive now, then iterate!