

**Service ID** S00323

**Location** Spain



## Testing and Data Analysis for Agritech Solutions

### Provider service

HISPATEC

### Link to content

<https://agrifoodtef.eu/services/testing-and-data-analysis-agritech-solutions>

### Type of Sector

Arable farming, Greenhouse, Horticulture, Tree Crops, Viticulture

### Accepted type of products

Data

### Type of service

Business modelling, Data analysis, Market research, Test setup

### Description

This experimental service focuses on the provisioning and analysis of customer data for agrotech companies, enabling them to better understand client behavior, optimize service offerings, and improve customer satisfaction. The service involves data collection, cleansing, and advanced analytics, providing insights into customer preferences, usage patterns, and future needs. The goal is to help agrotech companies make data-driven decisions to enhance their products, services, and operational strategies. Interested in this service? Contact us at [innovation@hispattec.com](mailto:innovation@hispattec.com)

## **How can the service help you**

The service enables agrotech companies to harness the full potential of their customer data, providing valuable insights that help in refining service delivery, optimising resource use, and enhancing customer engagement. By understanding customer behaviour and trends, companies can make informed decisions to improve client satisfaction and retention while also identifying new business opportunities.

## **How the service will be delivered**

The service can be customised to include specific data types and sources (e.g., customer transaction data, usage data, feedback), and analytics models can be tailored to focus on key business objectives such as customer segmentation, churn prediction, or service usage optimisation. Clients can also define the frequency of data updates and reports according to their needs.

## **Service customisation**

The service is delivered remotely through a secure data platform. It begins with data provisioning, including customer data collection, cleansing, and preparation for analysis. Once the data is prepared, advanced analytics techniques are applied to generate reports on customer behaviour, preferences, and usage patterns. Clients will receive actionable insights through regular reports and dashboards, allowing them to monitor customer trends and make strategic decisions. The service includes periodic reviews and consultations to ensure data alignment with business goals.