





# Sound Agriculture

A fertilizer manufacturing co. that used AI to increase crop yield, eventually increasing sales by 11.2%

 <b>Problem</b> Predict yield for a farmer if they use Sound AG's fertilizers	 <b>Solution</b> Data Scientist built an AI model that predicts crop yield	 <b>Result</b> Increased crop yield by 5-10 bu/acre and sales by 11.2%	 <b>Impact</b> Farmers can know yield even before they buy a fertilizer
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 Agri-Tech    
  100-500    
  \$170M Series D

Sound AG is a cutting edge agricultural company backed by the National Science Foundation that produces fertilizers designed to dramatically improve crop yield.

Farmers across the US use Sound AG's fertilizers today to increase their crop yield and grow their overall sales and income.

**Services used**

 Regression Models	 Data Standardization	 Class Balancing	 Outlier Management
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## The Problem

Sound Agriculture's biggest challenge was predicting the different yields a farmer is likely to get if they use their fertilizer with different CEC (Cation Exchange Capacity), OM (Organic Matter) and pH levels.

These prediction needed to be accurate then, relayed to sales so their product knowledge is enhanced. In turn increasing sales success.

**Sound AG already has an in-house data science team!**

However, their internal team is super backlogged and was finding it difficult to take on new projects.

They did not want to add big budgets on hiring new data scientists and engineers.

## The Solution

Sound AG turned to Ellington Digital to build out their AI models. They were assigned a data scientist with a background in agriculture and chemistry.

The Dedicated Data Scientist instantly understood their use case, industry and the dataset they were using to predict crop yield. They recommended how they would proceed with building an AI model to predict churn.


Once the Sound AG team approved, their Dedicated Data Scientist was able to prep the data and build an AI model in just 1 day!

After which Sound AG's team incorporated the model into their landing page. Each time a farmer visited their website, they could accurately predict yield even before they buy the fertilizer.


## The Outcome

Helping farmers pick the right fertilizer, increased crop yield by 5-10 bu/acre.

**This in turn increased sales by 11.2%**



**"Working with the Ellington Digital team has transformed our sales and farmer experience"**



**Shawn Stricklin**  
Director of Data Science @ Sound AG