**Hass Avocado Sales by Month in 2017**

Like most people, I love avocados, so the dataset that included weekly Hass avocado sales for the nation caught my attention. I decided that monthly sales would be the best format for my visualizations. After concluding the assignment, I would rank the visualizations as follows:

Most Effective: Line Chart

Moderately Effective: Bar Chart

Least Effective: Pie Chart

**Here’s Why:**

While the pie chart provided the percentage of sales by month, a piece of data not included on the other charts, that data could just as effectively be presented in a table. Because the slices of the pie chart were all nearly the same size, the pie chart provided no visual advantage. I would deem it pretty much useless.

The bar chart had moderate effectiveness displaying each month as a column and the total number of avocados sold from zero to over 500 million. However, the bar chart seemed a little cluttered because each bar was quite large making it hard to visualize the difference from month to month.

The line chart was the winner-winner chicken dinner here, removing the negatives of the other charts. The line chart provided a clean, non-cluttered visualization of avocado sales by month. What made this chart so effective was that the chart was zoomed in on the important information, reducing the visual noise. Since monthly avocado sales almost always reach 300 million and above, there is no real need to display data from zero to 300 million for each month. By zooming in on where the fluctuations happen, the differences in monthly sales stand out quickly to the eye. If this chart were used in a PowerPoint presentation during a meeting, I have no doubt that everyone in the room would understand the data provided within seconds.

References:

Kiggins, J. (2018, June 5). Avocado Prices. Kaggle. Retrieved from https://www.kaggle.com/neuromusic/avocado-prices.