Avocados 2015-2018
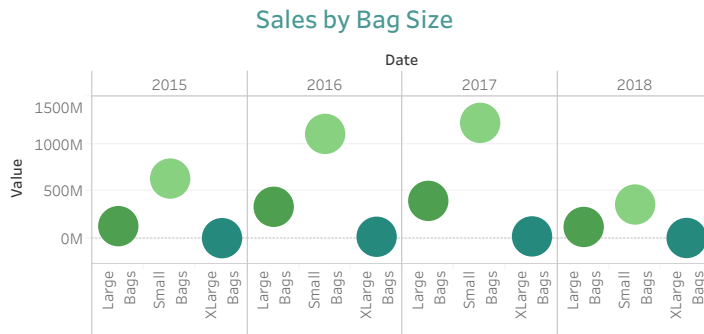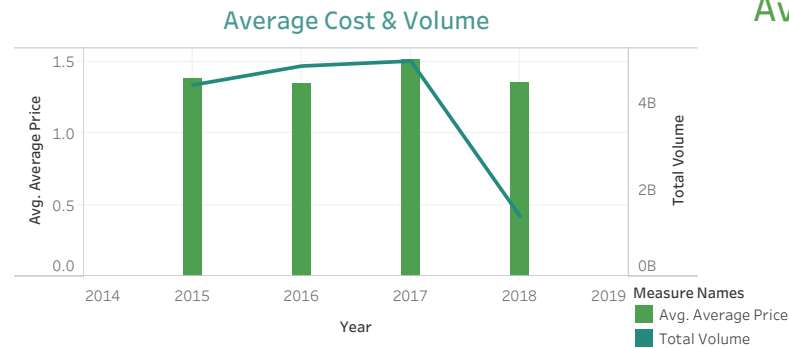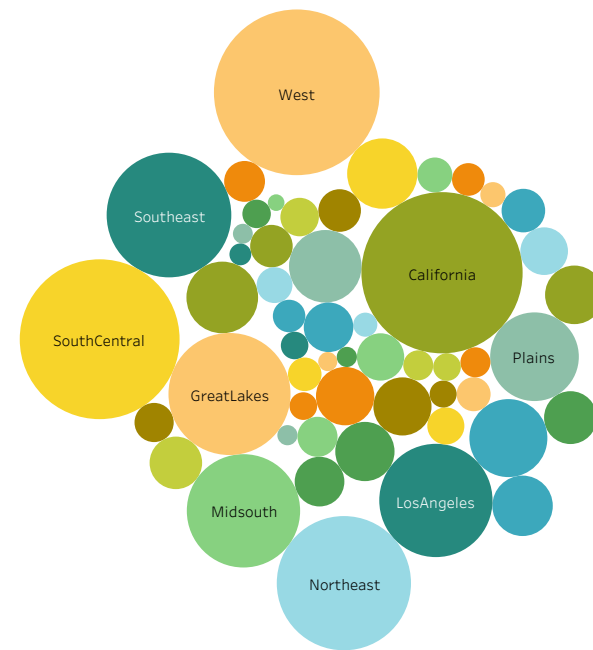
Average Cost & Volume

Sales by Bag Size

Region Consumption

I have imagined that I work for a company that sells avocados and they have asked for information on sales between 2015 and 2018.

I have chosen a bar graph to show the average price because it is easy to see that there is little variation every year and then I have used a line graph over it to show the total volumes sold because I think it is a good comparison to see that prices have remained similar even though there was a big fall in volume in 2018.

I have chosen to use the dots to show the sales of different bag sizes and have them in different colours so that it is possible to see the trends of each size individually. We can see that small bags are the most popular every year with there being a growth year on year until 2018 when there has been a massive drop. We can see that the large and Xlarge bags are less popular.

Both graphs show that there was a drastic drop in sales in 2018 so this would be a good insight so the business could look into any reasons this might have happened.

I have chosen the bubbles to represent the regions that consume the most volume because it's easy to see the regions that have the biggest volume. I think this could be useful for the business to know where their biggest sales come from to help with supplies and where they need more stock.