The Seasonality of Avocados

Avocados have boomed in popularity in recent years. A day barely passes without some mention in the news of millennials and their love of avocado toast and who has not heard, "guac is extra" at the ever-popular Chipotle restaurant. But has this newsworthy fruit really seen a rise in sales and or price, has its popularity spread across America or is it still the coastal living, millennials who are consuming all the avocados.

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Is there any area where organic avocados outsell conventional ones?



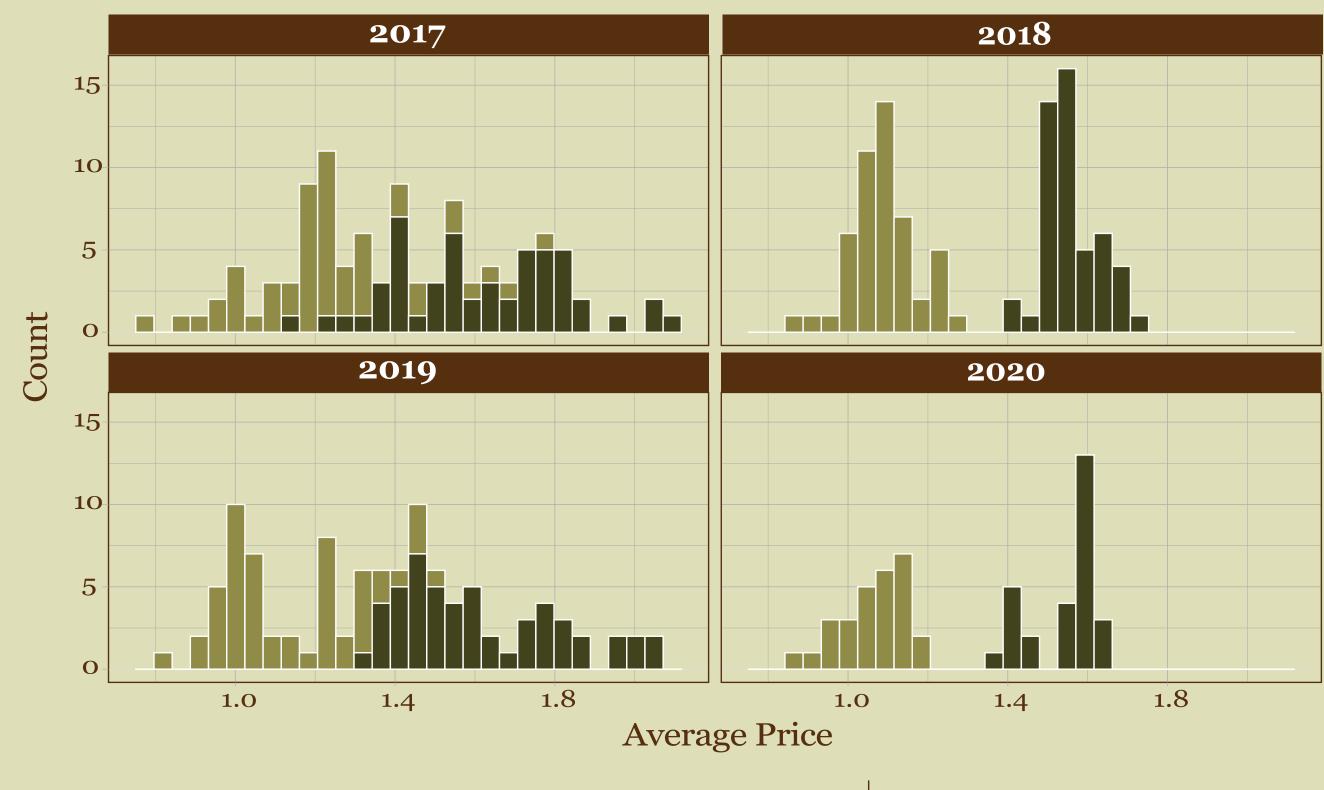
Has the rise in popularity of avocados translated to an increase in sales, specifically in new regions?

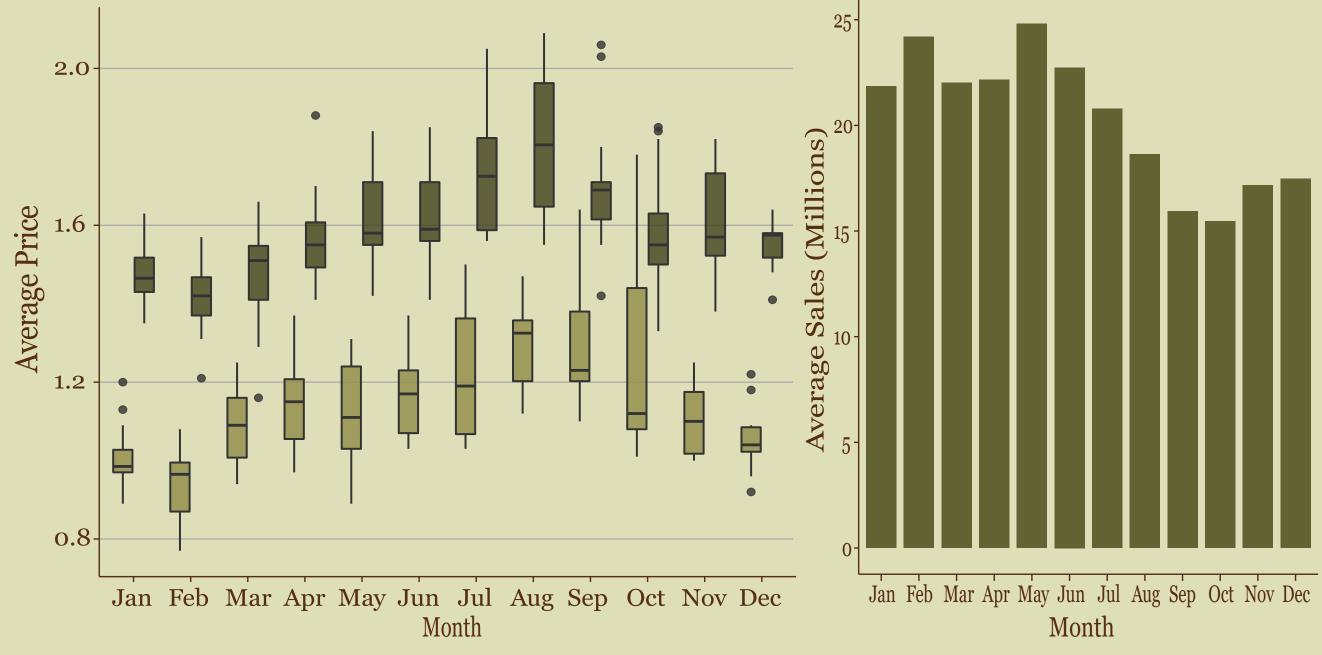
Conventional

Organic

Pricewise, what is the best time of year to buy avocados?

As to be expected, organic avocados demand a higher price than the conventional avocados. However, in both 2017 & 2019 there is a significant overlap in pricing for both the organic & conventional avocados. The histogram does not show an increase in price over the years but does show there is a range in price in each year. When we look at the months, we can see the price rises in the fall/winter seasons, for both organic and conventional avocados, we can also see that these months also have more variability in price.





Dataset:

The avocado dataset was downloaded from the Haas avocado board for each of the four years and combined into a single data frame. The dataset includes weekly grocery store sale data regarding total avocados sold, type of avocado and average sale price per avocado. The weekly data was grouped into Total US, Regional and City data. The full data frame included 15 variables and 16,290 rows of data for the years 2017-2020.

Audience

It is important for avocado producers to stay up to date on how well their crops are selling and whether it is still a profitable crop. As well as grocery stores to understand the seasonality of avocados and what is the best time to stock up on this product.

