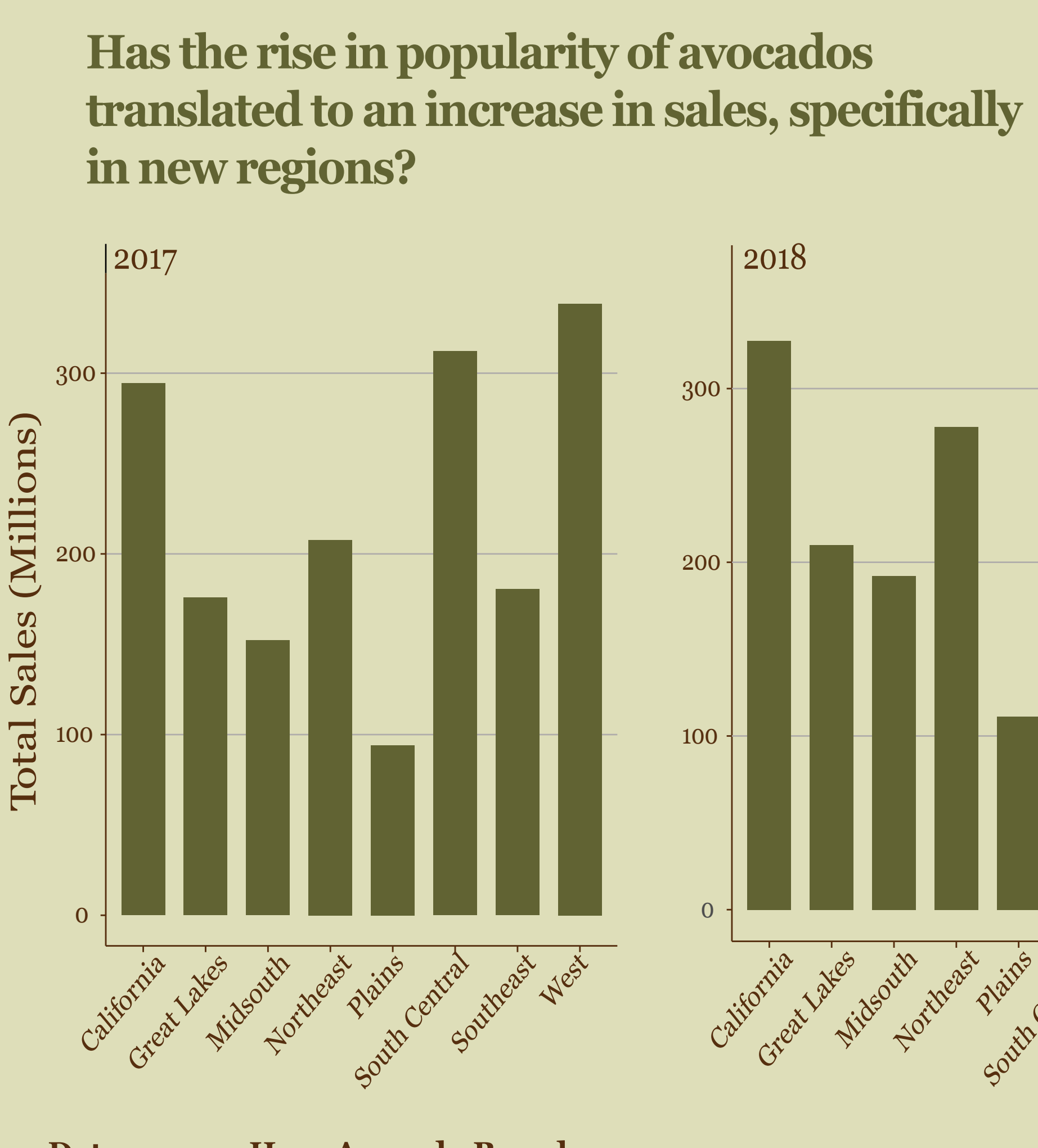
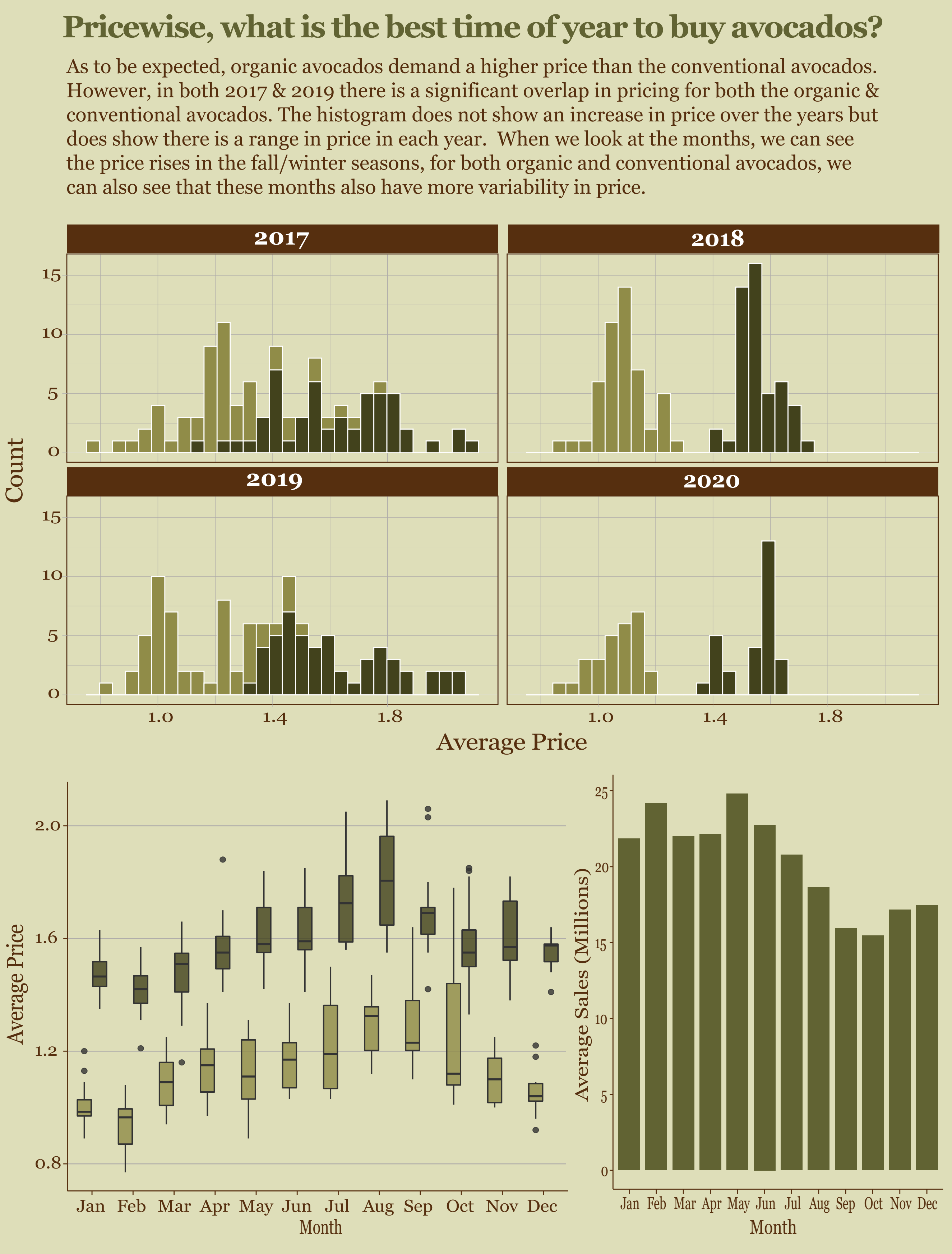
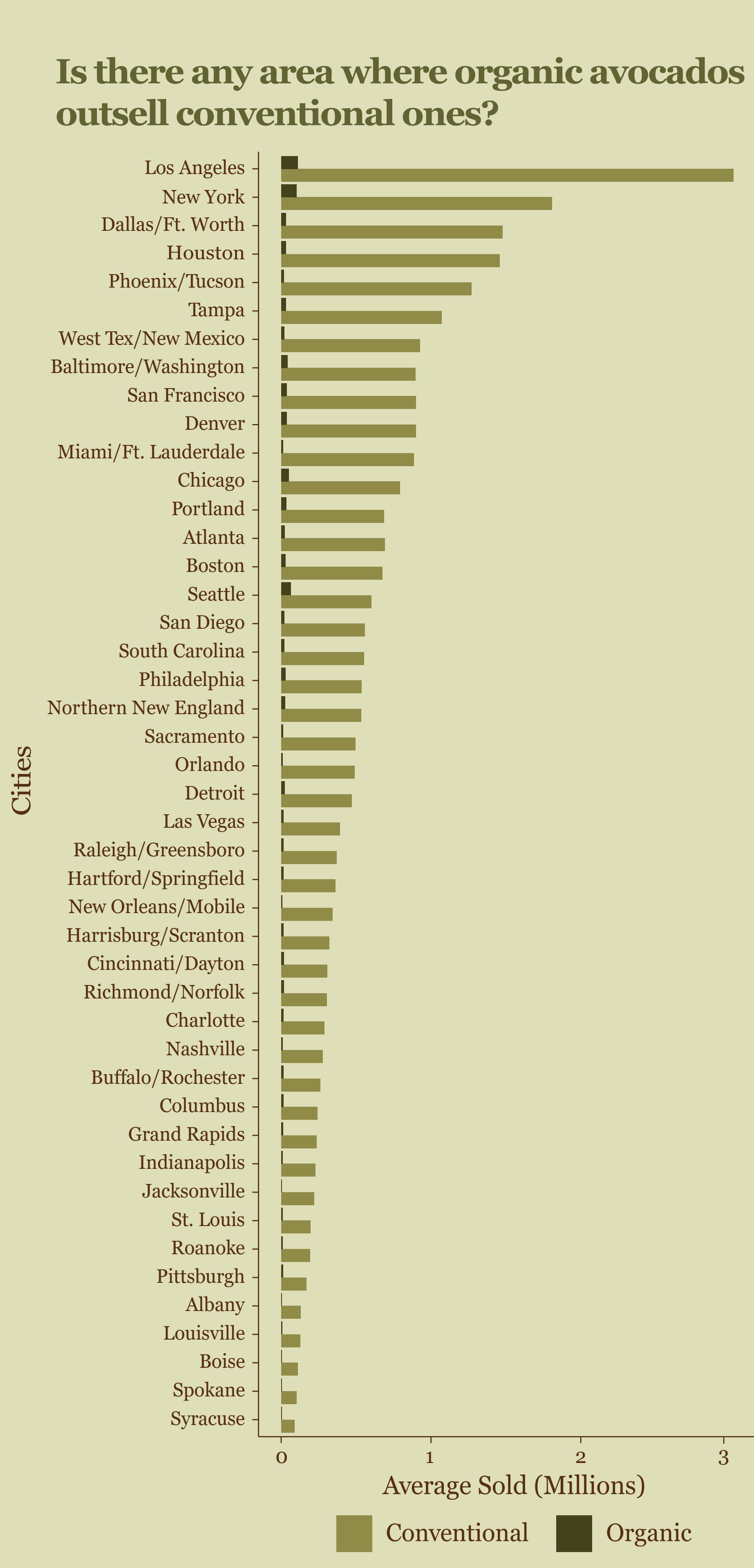


# The Seasonality of Avocados

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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**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.

\* Only includes Jan-Aug