

# Avocado Pricing

## Dataset Description:

This avocado price dataset was downloaded from Kaggle.com, however it was initially downloaded from the Hass Avocado Board website in May of 2018. The data represents weekly scan data from 2015 – 2018, that shows retail volume and price of avocados. Some data attributes are date, average price (price per avocado), type, year, region and total volume. 2018 data only contains the first 3 months of the year, so this data will be dropped when looking at any seasonal or yearly data. Also, some regions include “Total US” and “West” or “Plains”, these will also be dropped as to not duplicate data when looking regionally.

## Compelling Story:

Who doesn't love avocados, they boomed in popularity with the fad of avocado toast, chipotle and their “guac is extra”, but they can be hard to find and extremely pricey at times. By analyzing the seasonality of avocado prices in various regions, we could determine when and where is the best time to buy reasonably priced avocados. You can also see in which regions avocados have really started trending, but analyzing the change in volume sold and price for that region.

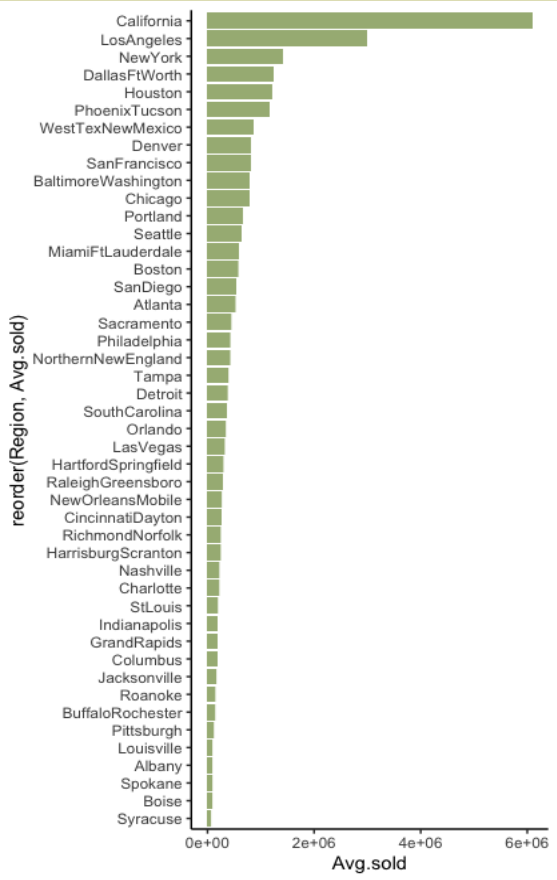
## Audience:

My audience would be people living in the United States as my data only features amount sold and price for the United States. You could drill down specifically to people who characterize themselves as foodies or millennials, types that have popularized avocados recently.

## Questions:

- What is the distribution of avocado pricing? (page 5-8)
- Which regions buy the most avocados? (page 10)
- What is the best time of year to buy avocados, price wise? (page 11-12)
- Do organic avocados sell more than conventional ones? (page 8)

# avocado's

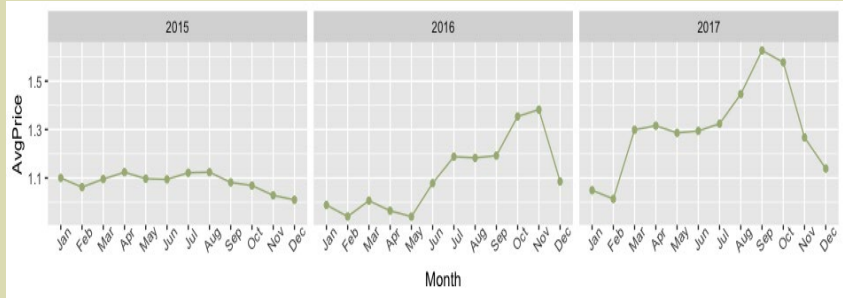


Dataset

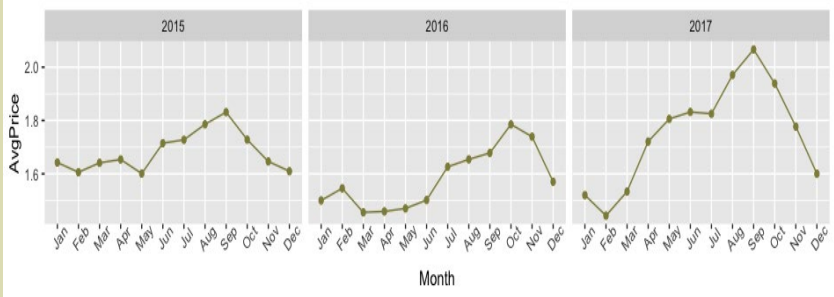
Questions

Questions

Story



Plot



Audience

# Hex, RGB and CMYK Color Details

Very Light  
Yellow Green

Light Forest  
Green

Light Nile  
Green

Very Light  
Avocado  
Green

Medium  
Yellow Green

Very Dark  
Avocado  
Green



**HEX**  
#dbdbb2

**RGB**  
219,219,178

**CMYK**  
0,0,19,14



**HEX**  
#a6b784

**RGB**  
166,183,132

**CMYK**  
9,0,28,28



**HEX**  
#bedab1

**RGB**  
190,218,177

**CMYK**  
13,0,19,15



**HEX**  
#908c48

**RGB**  
144,140,72

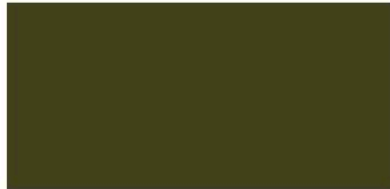
**CMYK**  
0,3,50,44



**HEX**  
#73793b

**RGB**  
115,121,59

**CMYK**  
5,0,51,53



**HEX**  
#42421c

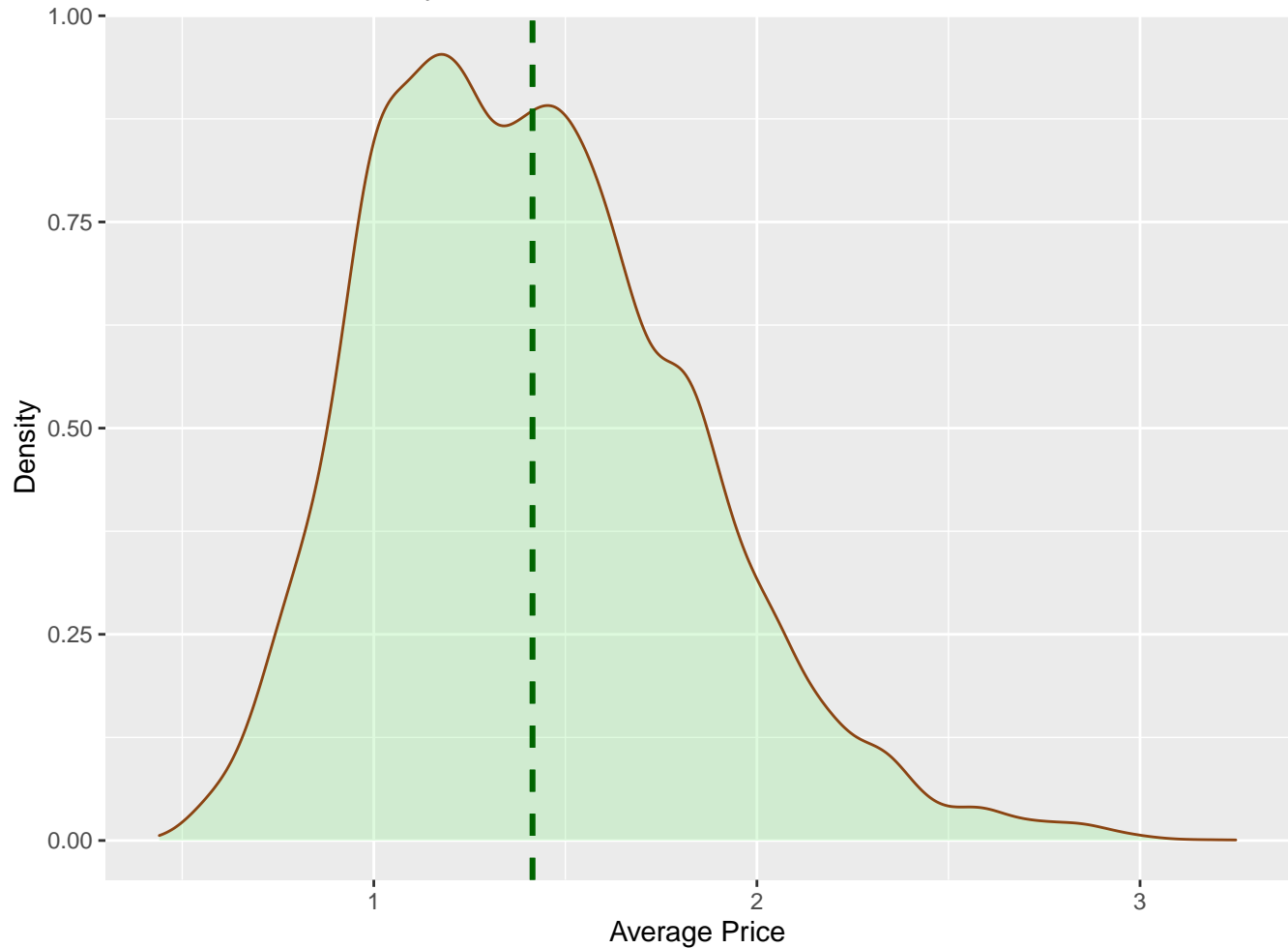
**RGB**  
66,66,28

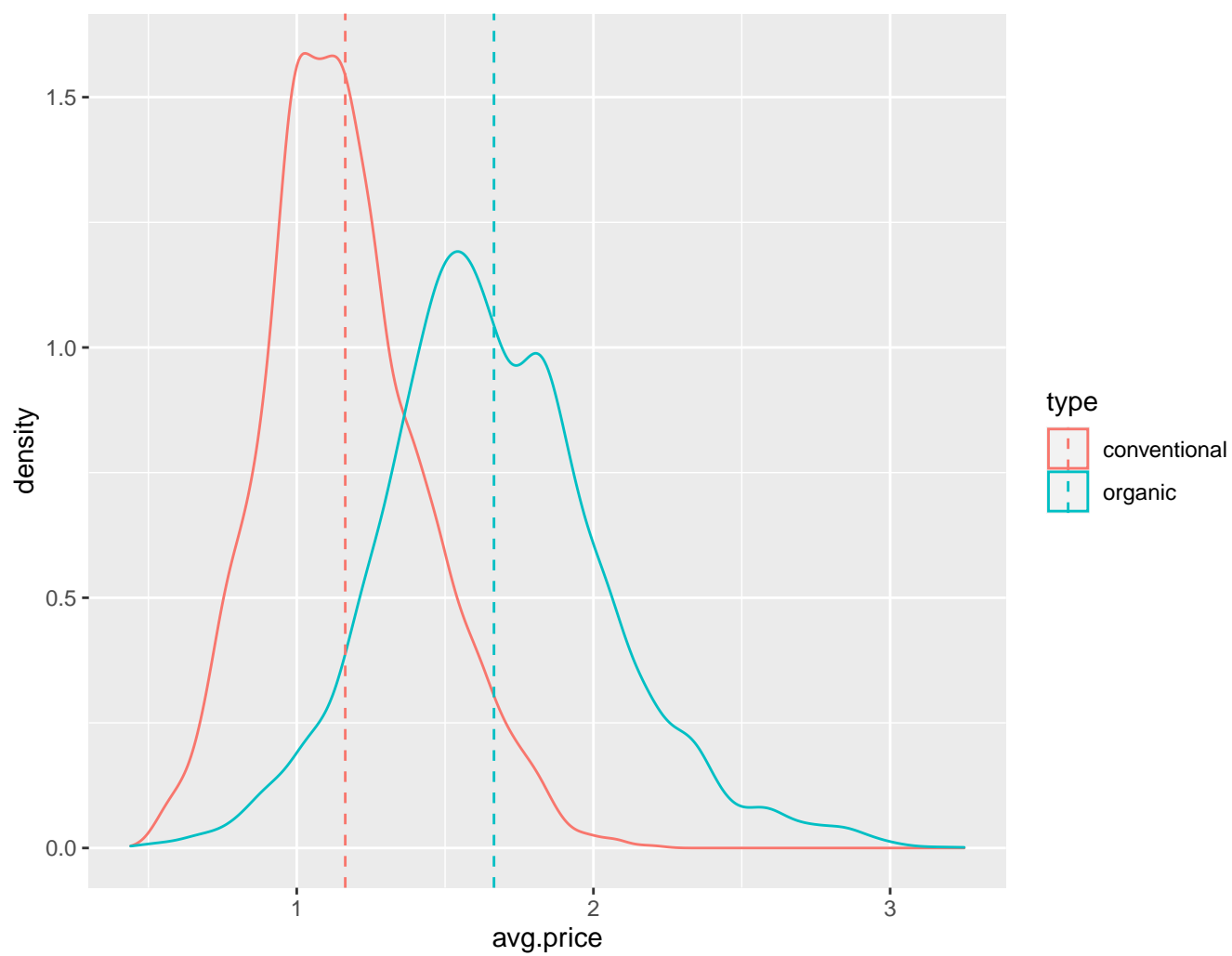
**CMYK**  
0,0,58,74

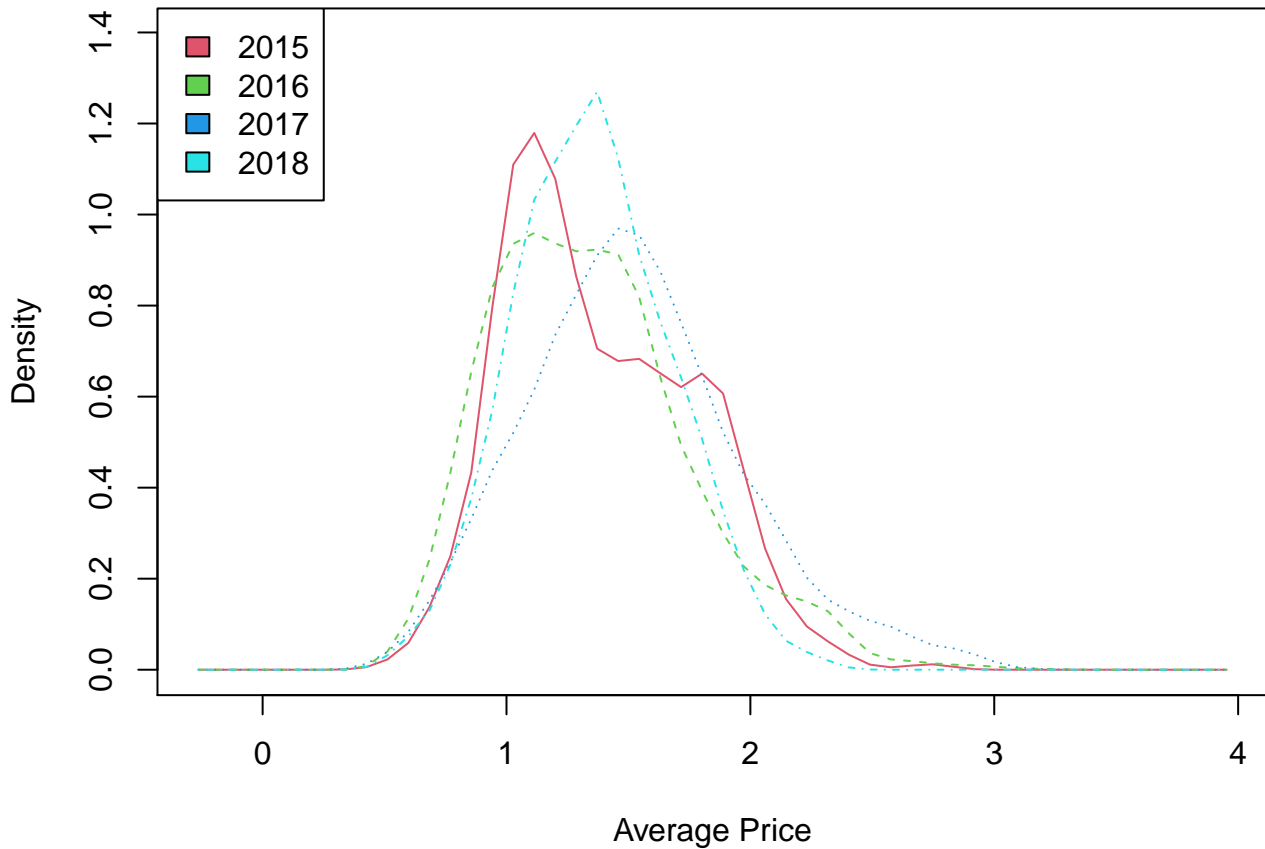
## Total Avocados Sold by Year

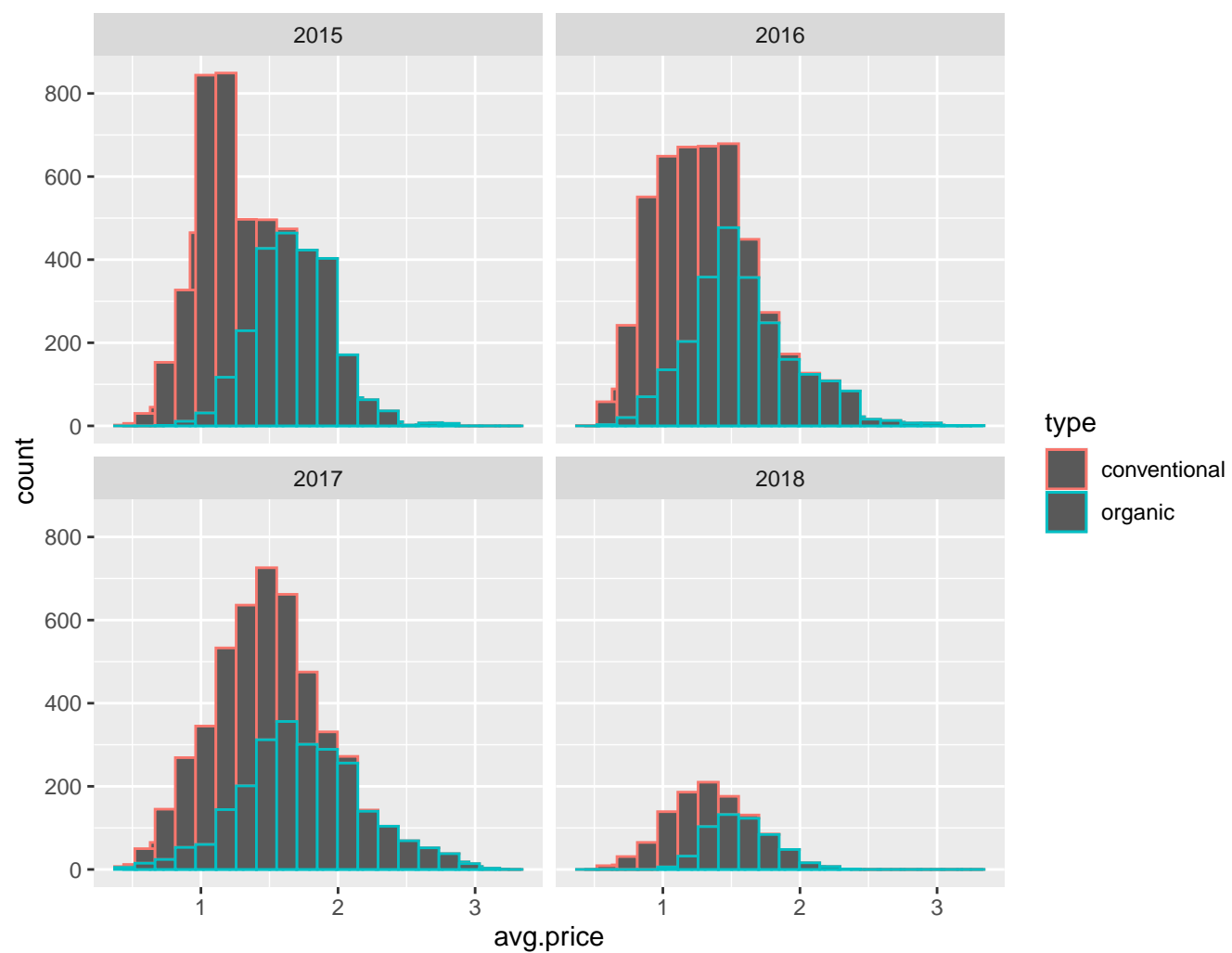


Avocado Price Density

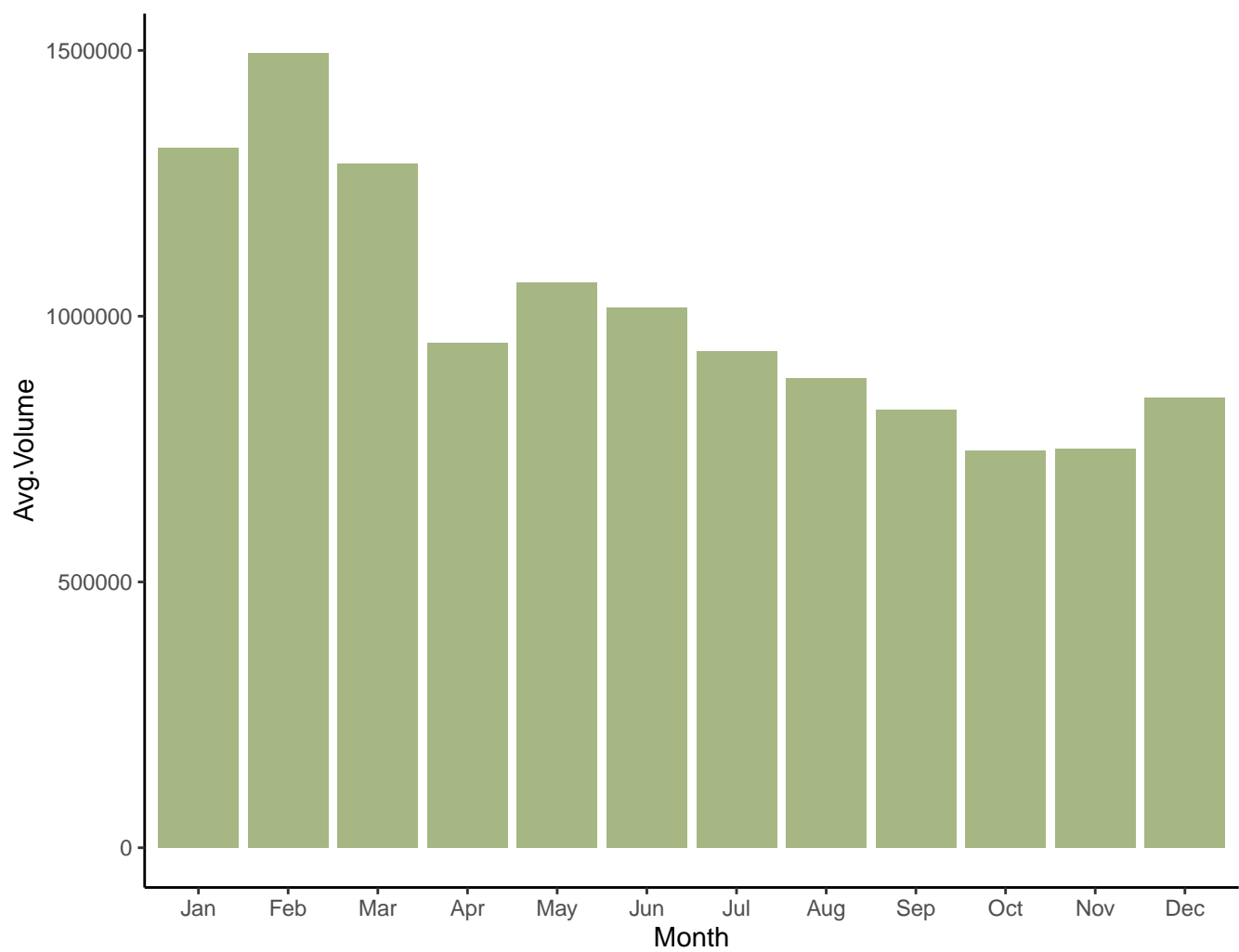


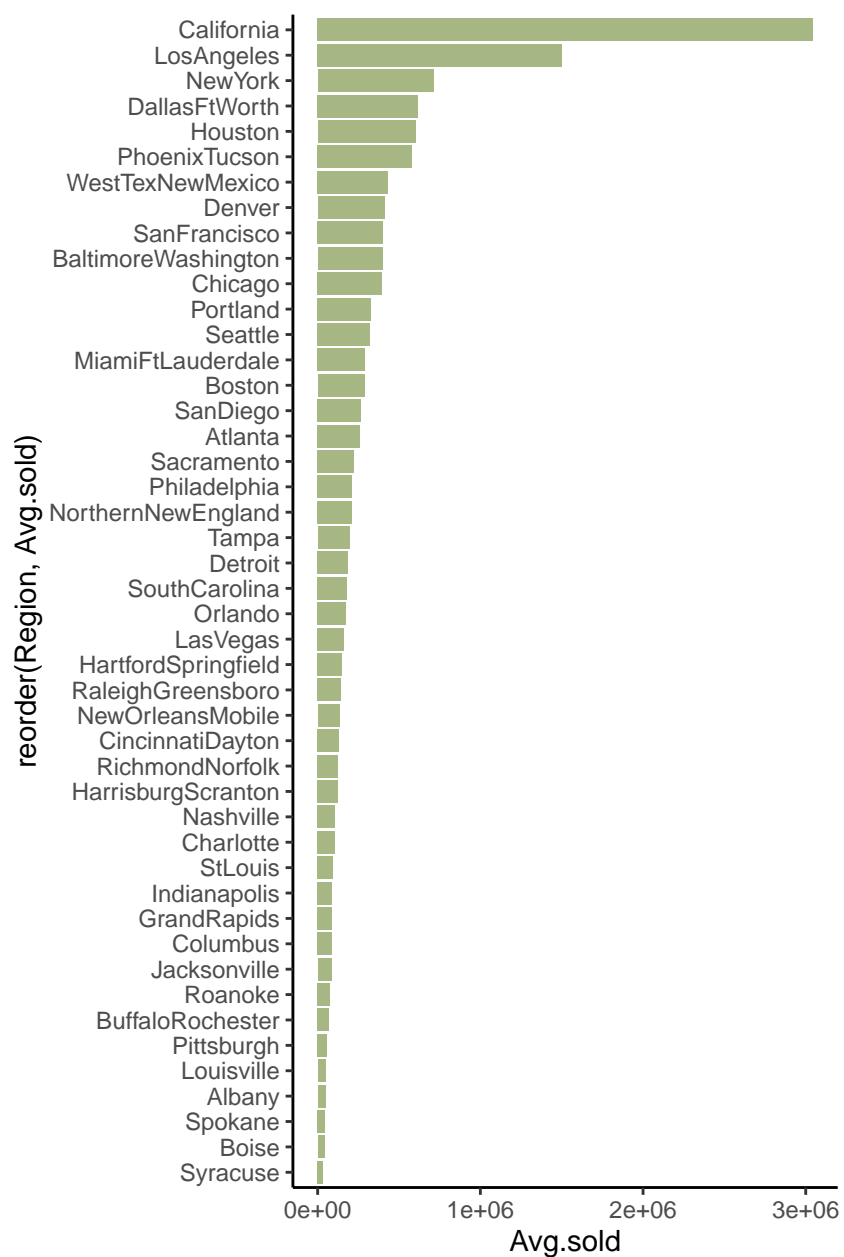




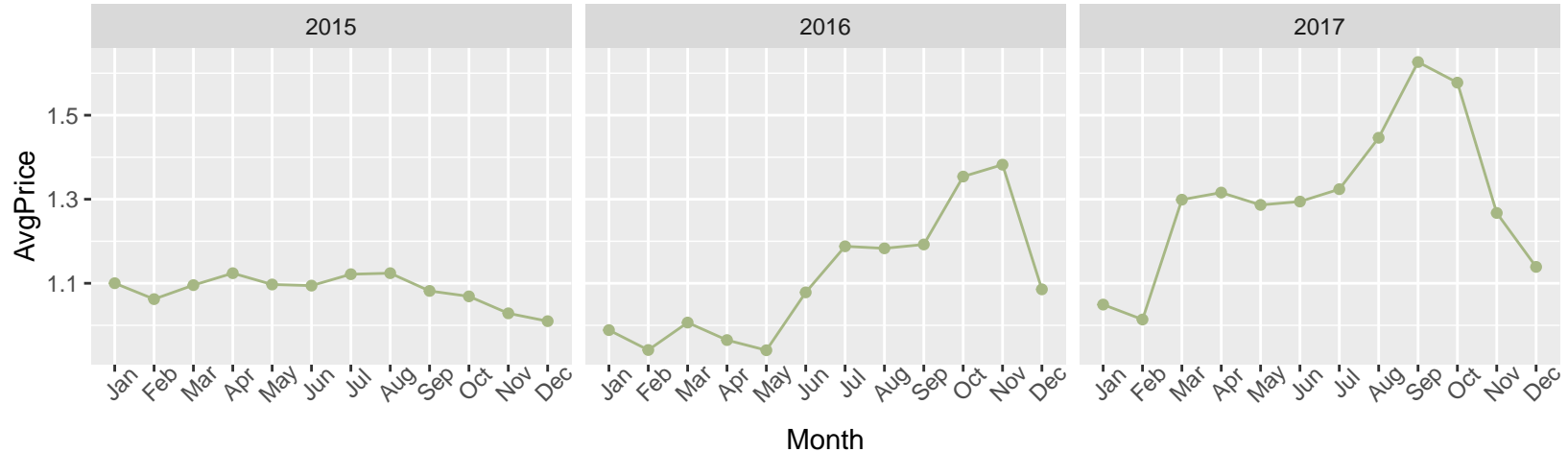








# Conventional Avocado's Average Price



# Organic Avocado's Average Price

