



Excel Technical Delivery Task - WIDL Avocado Sales Analysis

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➤ **Is there a difference in demand for conventional vs organic avocados?**

- ❖ **Yes conventional demand has almost 96% demand more than organic which is 4%.**

Conventional Avocados: With **96% of total demand**, conventional avocados dominate the market. This could be due to:

- Lower prices compared to organic avocados.
- Greater availability across regions and retailers.
- Consumer preference for affordability over premium products.

Organic Avocados: Organic avocados account for only **4% of the total demand**, which may result from:

- Higher prices, making them less accessible to price-sensitive consumers.
- Limited supply in certain regions.
- A niche market catering to health-conscious or environmentally-aware buyers.

➤ **If the price of avocados is higher, how does this impact demand?**

- ❖ The correlation between Average Price and Total Volume is approximately -0.16, which indicates a weak negative relationship. As prices increase, demand tends to decline slightly, but not strongly.

Weak Negative Correlation (-0.16):

- The weak negative correlation suggests that **demand (Total Volume)** tends to decrease slightly as the **Average Price** increases, but the effect is not strong or dramatic.
- This implies that avocados are somewhat **price inelastic**, meaning consumers are less sensitive to price changes, possibly due to the perceived value of avocados as a healthy food choice.

Consumer Behaviour:

- **Core Buyers:** Many avocado consumers might continue purchasing despite price increases, especially those who view avocados as a staple or luxury.
- **Price-Sensitive Consumers:** A segment of consumers may reduce purchases when prices rise, contributing to the slight decrease in demand.

Factors Mitigating Price Sensitivity:

- **Seasonal Trends:** Certain times of the year (e.g., holidays and peak seasons) might see stable demand regardless of price.
- **Marketing Campaigns:** Promotions or brand loyalty could offset the impact of higher prices on demand.

➤ **Are there any macro trends over time relating to avocados across all regions?**

❖ I build a trend chart that shows the trend between regions. it shows that the trend will go Higher Between Tampa region and west region. There are several potential reasons why avocado sales might be trending higher in the Tampa and West regions of the U.S. For instance:

- **Health Consciousness:** Both Tampa and the West region, including areas like California and the Pacific Northwest, have large populations that are highly health-conscious. Avocados are considered a superfood due to their high nutritional value, including healthy fats, vitamins, and minerals. As more consumers prioritize health and wellness, the demand for avocados has likely increased in these regions.
- **Dietary Trends:** Diet trends such as keto, paleo, and plant-based diets, which emphasize healthy fats and whole foods, could be driving avocado consumption. The West region, in particular, is known for its strong culture of health-focused eating, which may result in more avocado consumption. Tampa may be seeing a similar increase as healthy eating becomes more mainstream.
- **Better Distribution in the West:** The West region benefits from highly efficient distribution networks, especially in California, where avocado production is abundant. These logistical advantages could ensure consistent supply and competitive pricing, further driving demand.

➤ **Which regions had the highest demand for avocados in 2018?**

- West, California, North East, South central, South East, Great Lakes has the highest demand for avocado.

The regions with the highest demand for avocados in 2018 were influenced by factors such as the local food culture, demographics, health trends, and availability. California and the West had the advantage of local production, while the other regions saw increasing consumption due to rising health consciousness, dietary trends, and cultural shifts.