**Case description**

Our client, Avocado King, is an avocado supplier that sells conventional and organic avocados all over the U.S. The client has given you historical data on the avocado prices/sales in the US market and they want to know how they could use this data and predictive models to gain a competitive edge. They are particularly interested in predicting the prices of avocados and the number of avocados sold.

**Exercise**

You are expected to analyze the data, build a predictive model and give a presentation on how you will deliver value to Avocado King.

**Deliverables**

More specifically you should deliver:

* A notebook with your predictive model (preferably Python or R, i.e. a Jupyter Notebook)
* A slide deck where you lay out your findings and why they are relevant (i.e. a small power point presentation or something similar)

**Data**

There are four datasets attached:

* *Price and sales data*: Data on the average prices and volumes sold
* *Google search data*: Data on the relative number of searches performed in the U.S for “avocado …” on Google
* *Feature explanations*: Data dictionary with more detailed info on each variable

**Guidelines**

Tips for the notebook:

* Your code will be reviewed, please make the notebook structured and add comments.
* Pay extra attention to train/test split and error metric, explain your choices in the presentation.
* It is not given that this data can be used to predict anything, thus if you find that your models are not very accurate, that is not necessarily bad.
* There are a lot of different modelling choices to test out in this task, try to select a few of them and do those properly. Quality over quantity.

Tips for the presentation:

* Have a clear structure and agenda for the presentation. An example agenda can be:
  + Problem statement (what problem does the model address/solve?)
  + Data & Modelling (What model is used, which features etc.)
  + Results & Discussion (Present the result, model scores and business application)
* Clearly explain the choices you did and your findings.
* If your conclusion is that the dataset is too small to obtain a prediction accuracy of any value, make suggestions for new types of data.
* Make it short and concise and don’t spend a lot of time on the aesthetics.

**Questions**

In case you have question about the assignment or data send an e-mail to the Accenture contact who reached out to you.

**Remark**

Good luck and have fun! 😊