Avocado Madness Summary

# Avocado Consumption Trends by age

* Based on the data, the avocado consumers age range is between 36 and 40 and does not change in the three years

# Avocado Consumption Trends by region

* According to the data used, Los Angeles is leading city in avocado consumption. Dallas, Houston, and New York are close behind.
* Avocado consumption does not change drastically in the three years presented

# Organic vs Conventional Avocado Consumption

* Organic Avocado Consumption has almost doubled from 2015 to 2017
* In 2017, there were 25 times more conventional avocados consumed than organic.
* The highest priced avocado recorded was in San Francisco for $2.23 for an organic avocado.
  + The cheapest avocado recorded was an organic avocado from Cincinnati $0.44
* California consumed the most conventional avocados with 922 millions. Syracuse consumed the least with 9.51 million
  + California consumed the most organic avocados with 23 million. Albany consumed the least with 320,000

# Avocado Consumption based on socio-economic status

* Based on the heat maps, there is a correlation between income per capita and avocado purchase in the west and east coast
* Heat maps maintain the same trend for all three years of data studied.

# Changes in price by region/city

* The top 5 regions in average price of avocados were Hartford, New York, Philadelphia, Sacramento, San Francisco.
  + Of the top 5 cities from consumption and region, only New York ranks in the top 5 in both.
* The 5 cities with the lowest priced avocados were Cincinnati, Phoenix, Detroit, Houston, Nashville
  + The 5 cities with the highest priced avocados were Las Vegas, Miami, Raleigh, San Francisco, and Tampa
* The 5 cities with the biggest price shifts in minimum and maximum prices were Jacksonville, Las Vegas , Miami, San Francisco, Tampa, and West Texas / New Mexico region.
* The top 5 cities with highest average conventional avocado prices were Hartford, New York, Philadelphia, San Francisco, and Syracuse
  + The 5 cities with the highest average priced organic avocados were Charlotte, Hartford, New York, Sacramento, and San Francisco
* The 5 cities with the lowest average conventional avocado prices were Dallas, Houston, Los Angeles, Phoenix, West Texas / New Mexico
  + The 5 cities with the lowest organic average prices were Cincinnati, Nashville, Denver, Roanoke, and Houston
* The two cities with the biggest differences in prices were St. Louis and Seattle with $2.26 each
  + The city with the most consistent region was Dallas with a price difference of $0.65

# Do avocados follow national inflation rate or are they independent?

* Organic Avocados closely follow the national inflation rates
  + Conventional avocados similarly follow the natural inflation rates for 2015 – 2017.