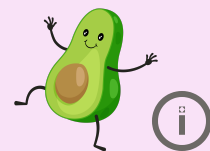


# Avocado Sales Analysis



Total Sales

\$7bn

Total Units Sold

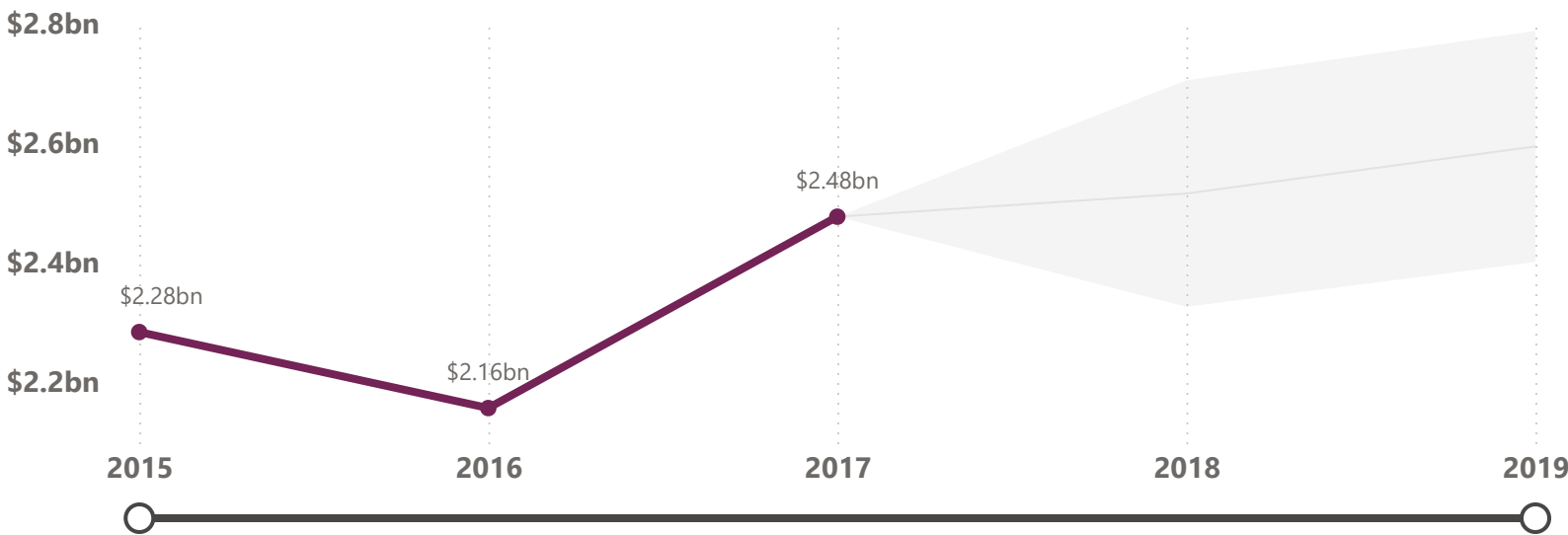
6.4bn

Total Bags Sold

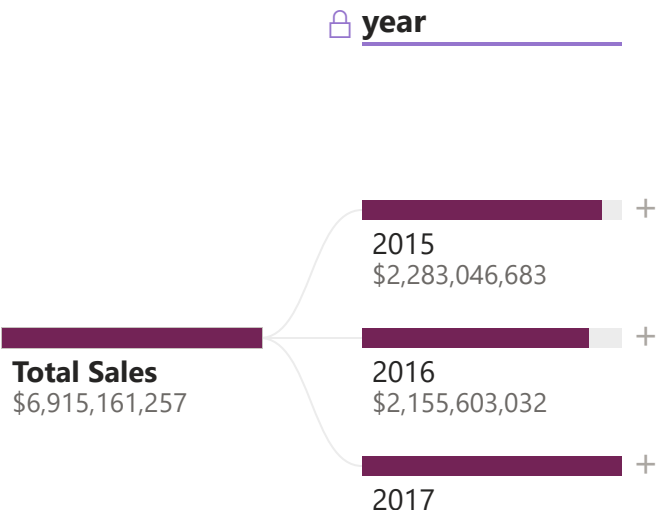
2.4bn



Sales Trending



Expand to see sales breakdown by year, region, and avocado type.



Monthly Type Sales versus Target



Year & Mo...

- ☐ Select all
- ☐ 2015
- ☐ 2016
- ☐ 2017

Monthly Total Sales



Avocado T...

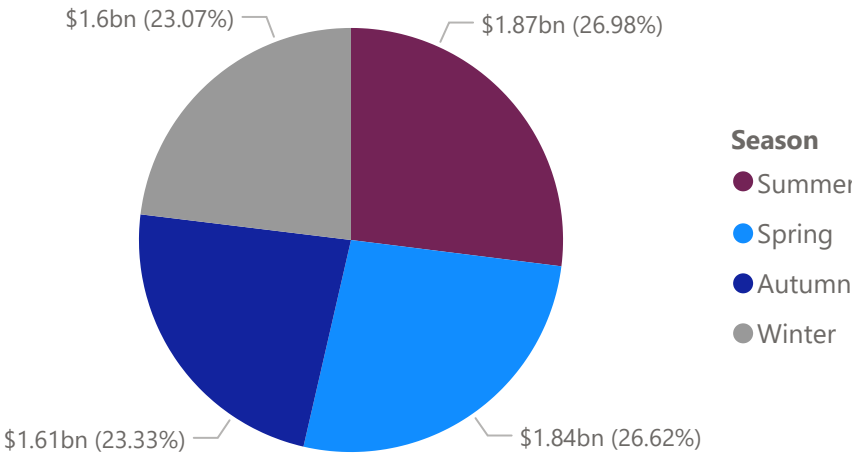
- ☐ Select all
- ☐ conventional
- ☐ organic



Seattle's avocado sales exhibit a substantial drop in Q4 across all years. Organic avocados are predominantly sold in large bags, with a proportion of 93%. This indicates a strong consumer preference for bulk purchases, likely due to cost savings.

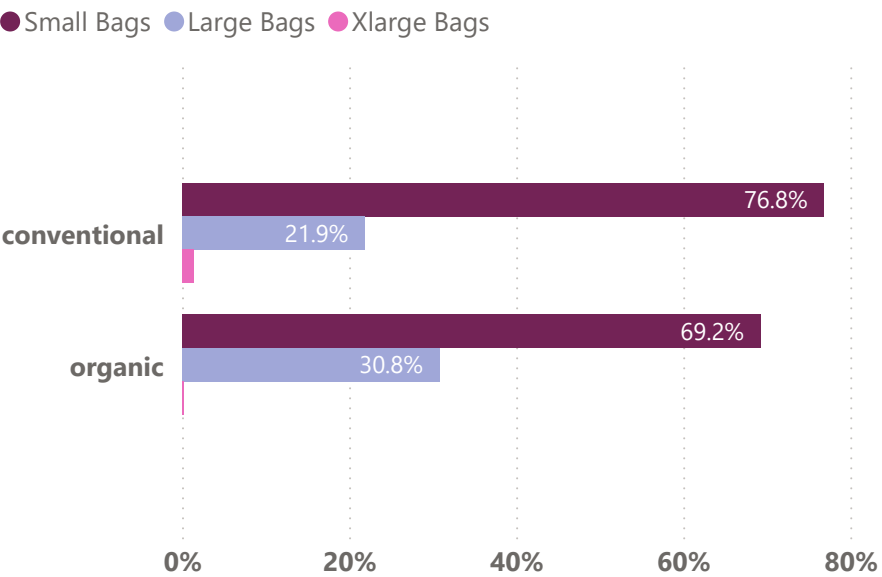
Regions	Total Sales	Average Price	Avg Sales Benchmark
WestTexNewMexico	\$83,992,620	\$1.3	✓
West	\$648,700,762	\$1.3	✓
Tampa	\$48,668,697	\$1.4	✓
Syracuse	\$8,543,495	\$1.5	✓
StLouis	\$19,139,267	\$1.4	✓
Spokane	\$9,616,807	\$1.4	✓
Southeast	\$448,402,696	\$1.4	✓
SouthCentral	\$619,656,978	\$1.1	✓
SouthCarolina	\$44,195,644	\$1.4	✓

Total Sales by Season



Click for Avocado Sales by Type.

Proportion of Bags Sold per Avocado Type



Large Bags > Small Bags

6

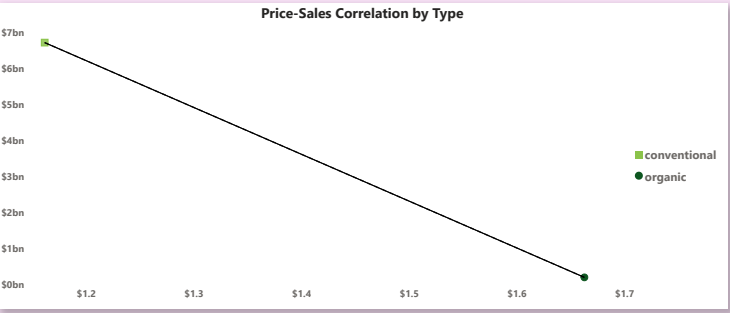
Large Bags > XLarge Bags

51

XLarge Bags > Small Bags

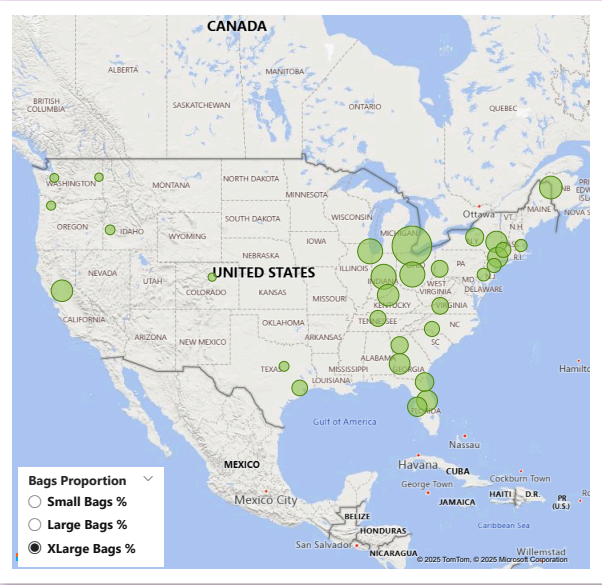
No region

Region	Type	Small Bags %	Large Bags %	XLarge Bags %	Large Bags Sold > 50%
WestTexNewMexico	conventional	56.6%	42.5%	0.9%	✗
	organic	83.5%	16.5%	0.0%	✗
West	conventional	64.1%	35.7%	0.2%	✗
	organic	37.2%	62.8%	0.0%	✓
Tampa	conventional	53.1%	45.5%	1.4%	✗
	organic	85.5%	14.5%	0.0%	✗
Syracuse	conventional	93.3%	5.5%	1.2%	✗
	organic	72.1%	27.9%	0.0%	✗
StLouis	conventional	83.3%	15.1%	1.6%	✗
	organic	28.8%	71.2%	0.0%	✓



conventional

organic



# Performance Insights.



**Conventional avocado** sales are **vastly higher** than **organic avocado sales**, with a total of \$6.72 billion compared to \$0.19 billion for organic avocados, which translates to a 3,440% difference.



General **positive growth trajectory** in avocado sales over the three-year period from 2015 to 2017, despite **a slight setback in 2016**.



The **average price** for organic avocados is higher at **\$1.70** compared to **\$1.20** for conventional avocados. As the **price decreases, sales volume increases**, indicating a **strong price sensitivity among consumers**.



A **higher proportion of large bags** are sold for organic avocados (31%) compared to conventional avocados (22%), possibly due to consumers buying in **bulk to save on cost**.