Total Sales

\$7bn

Total Units Sold

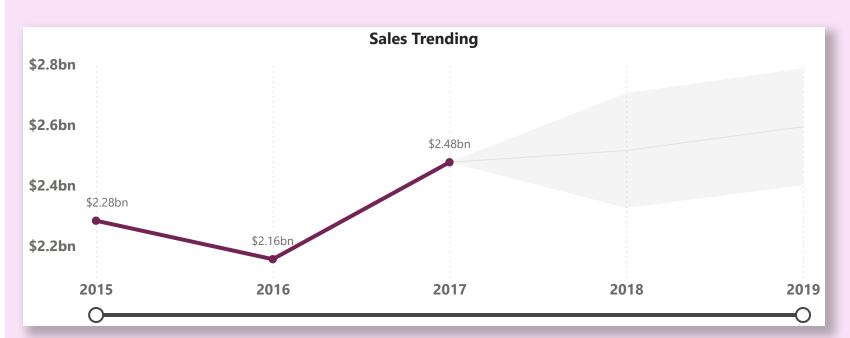
6.4bn

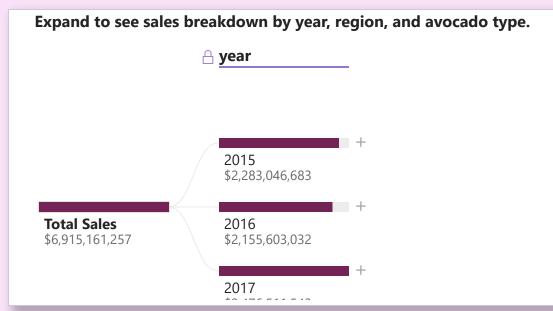
Total Bags Sold

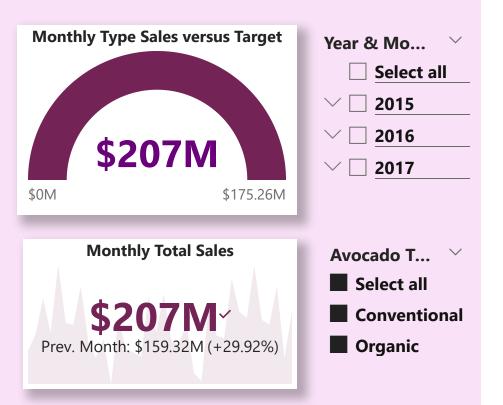
2.4bn

Avocado Sales Analysis 4





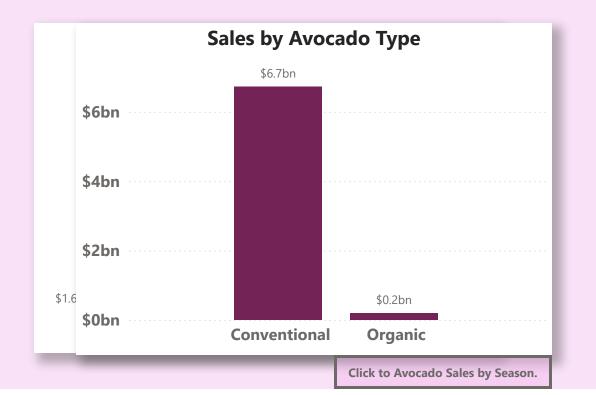


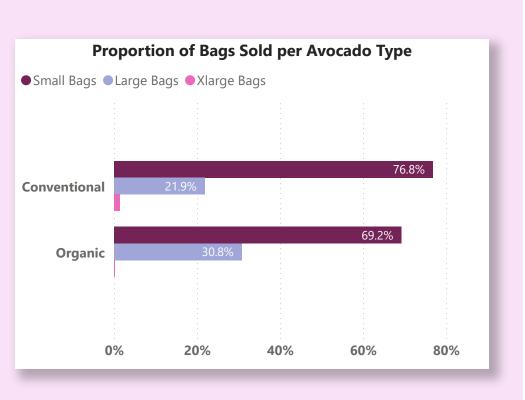




Seattle's avocado sales exhibit a substantial drop in Q4 across all years. Organic avocados are predominantly sold in large bags, with a proportion of 93%. This indicates a strong consumer preference for bulk purchases, likely due to cost savings.

Regions	Total Sales	Average Price	Avg Sales Benchmark
Albany	\$16,376,231	\$1.6	×
Atlanta	\$58,975,223	\$1.3	×
Baltimore-Washington	\$1 21,067,503	\$1.5	×
Boise	\$8,889,968	\$1.3	×
Boston	\$88,470,263	\$1.5	×
Buffalo-Rochester	\$14,238,214	\$1.5	×
California	\$786,962,352	\$1.4	✓
Charlotte	\$27,983,853	\$1.6	×
Chicago	\$1 42,691,488	\$1.6	<u> </u>





Large Bags > Small Bags

6

Large Bags > XLarge Bags

51

XLarge Bags > Small Bags

No region

Region	Туре	Small Bags %	Large Bags %	XLarge Bags %	Large Bags Sold > 50%
Albany	Conventional	82.3%	15.7%	1.9%	×
	Organic	100.0%	0.0%	0.0%	×
Atlanta	Conventional	61.0%	38.0%	1.0%	×
	Organic	28.9%	71.1%	0.0%	✓
Baltimore- Washington	Conventional	96.6%	2.7%	0.7%	×
	Organic	93.1%	6.9%	0.0%	×
Boise	Conventional	93.1%	6.8%	0.2%	×
	Organic	23.8%	76.1%	0.0%	✓
Boston	Conventional	94.0%	5.6%	0.4%	×
	Organic	93.2%	6.8%	0.0%	×
					A A





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**.