

Total Sales

\$7bn

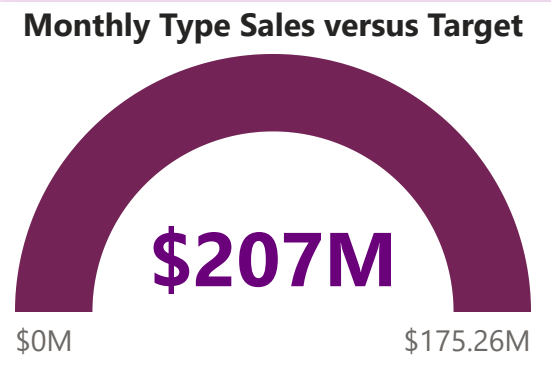
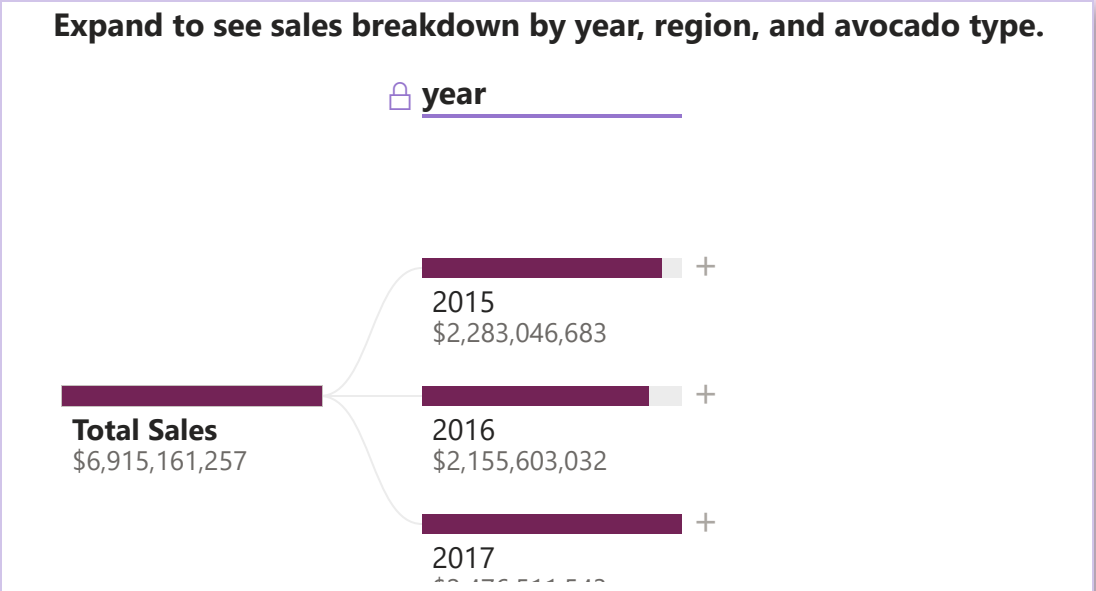
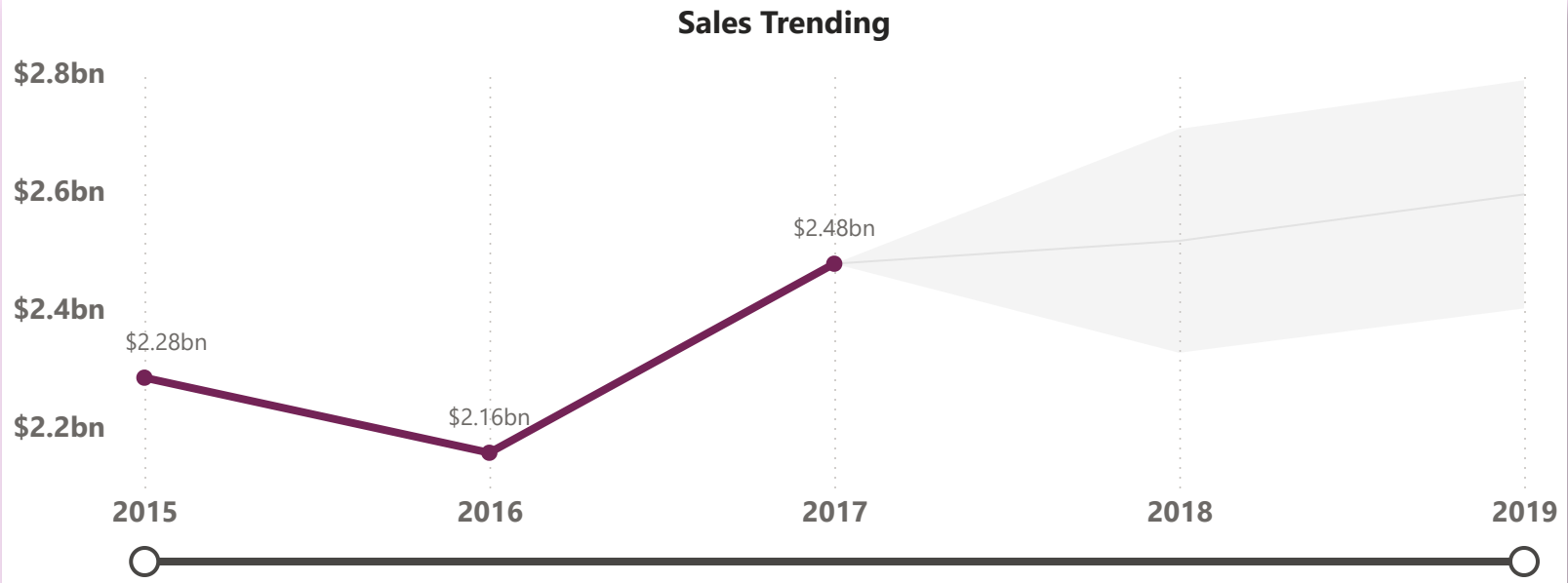
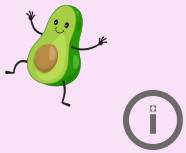
Total Units Sold

6.4bn

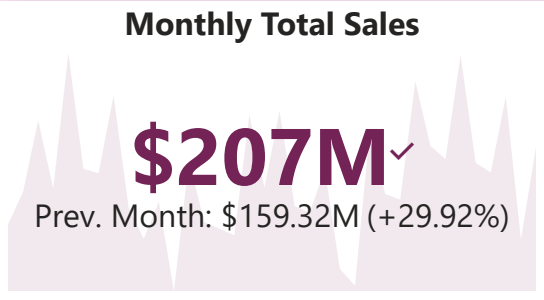
Total Bags Sold

2.4bn

Avocado Sales Analysis



- Year & Mo...
 - Select all
 - 2015
 - 2016
 - 2017

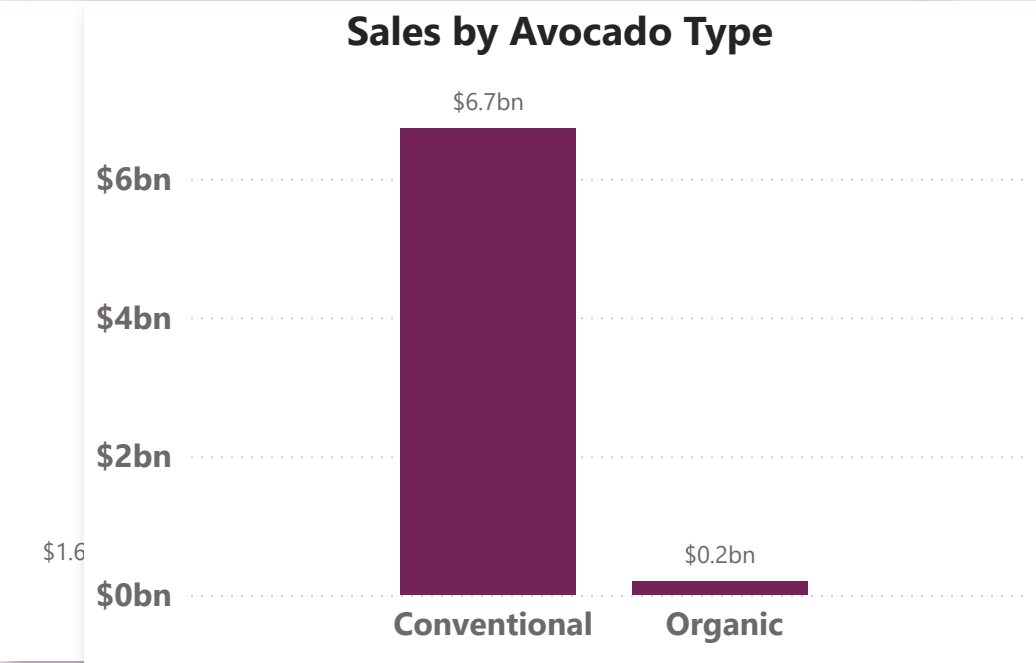


- Avocado T...
 - Select all
 - Conventional
 - Organic

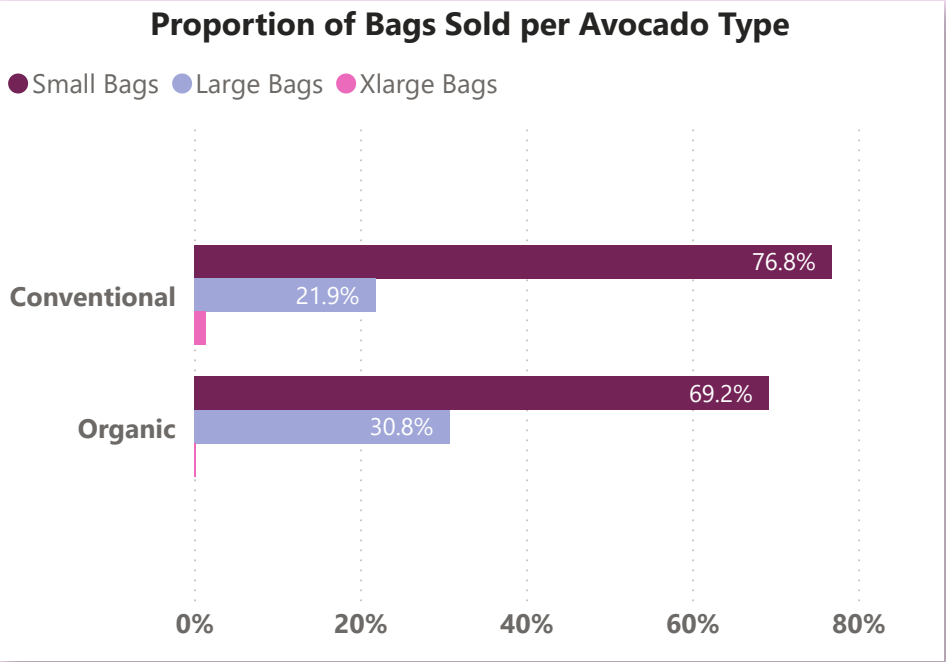


Seattle's avocado sales exhibit a substantial drop in Q4 across all years. Organic avocados are predominantly sold in large bags, with a proportion of 93%. This indicates a strong consumer preference for bulk purchases, likely due to cost savings.

Regions	Total Sales	Average Price	Avg Sales Benchmark
California	\$786,962,352	\$1.4	✓
West	\$648,700,762	\$1.3	✓
Northeast	\$626,263,921	\$1.6	✓
South Central	\$619,656,978	\$1.1	✓
Southeast	\$448,402,696	\$1.4	✓
Great Lakes	\$438,723,694	\$1.3	✓
Midsouth	\$389,141,696	\$1.4	✓
Los Angeles	\$301,193,639	\$1.2	✓
Plains	\$245,464,177	\$1.4	✓



Click to Avocado Sales by Season.



Large Bags > Small Bags

6

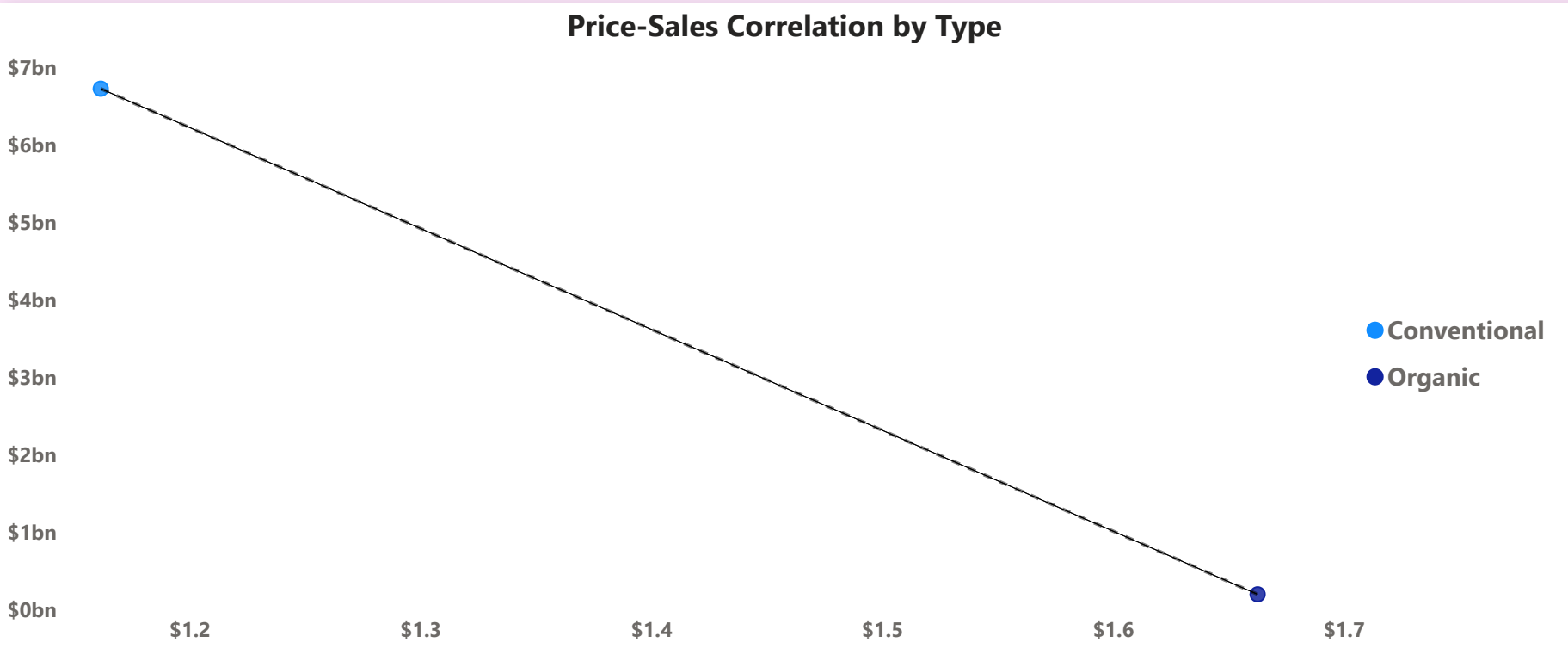
Large Bags > XLarge Bags

51

XLarge Bags > Small Bags

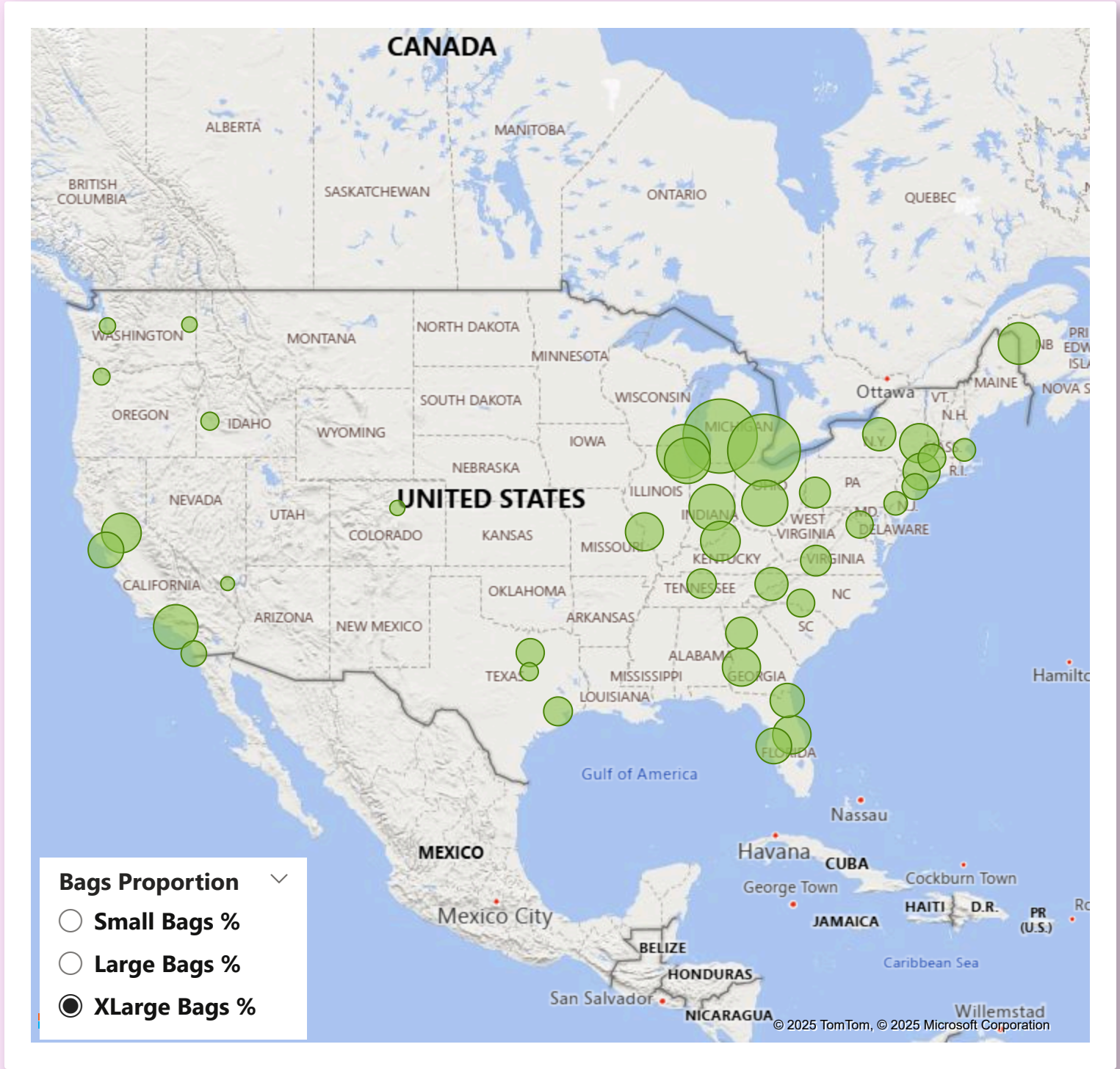
No region

Region	Type	Small Bags %	Large Bags %	XLarge Bags %	Large Bags Sold > 50%
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%	✗



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**.