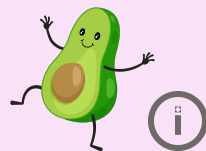


Avocado Sales Report



Total Sales

\$6.92bn

Total Units Sold

6.4bn

Total Bags Sold

2.4bn

Year & Month

Select all



Avocado T...



Select all

conventional

organic

Region



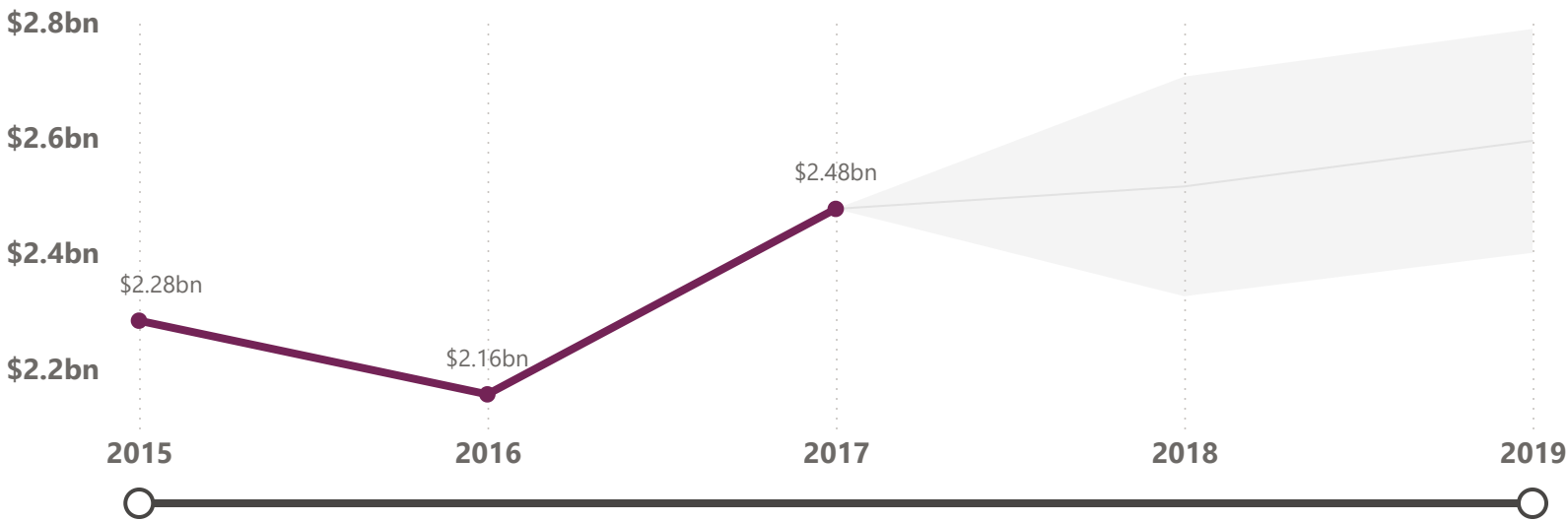
Select all

Albany

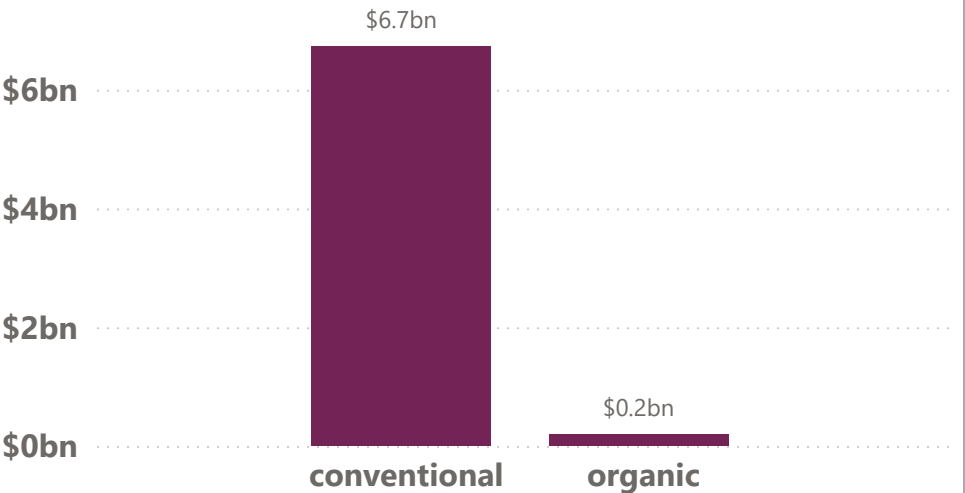
Atlanta

Baltimore

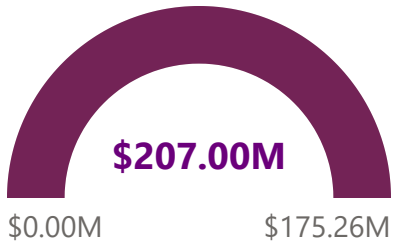
Sales Trending



Sales by Avocado Type



Monthly Type Sales versus Target



Monthly Total Sales

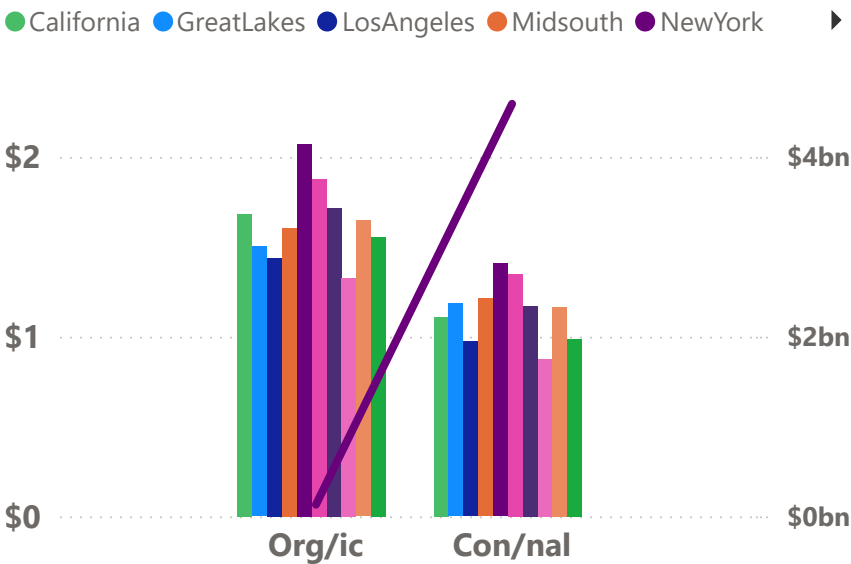
\$207.00M ✓

Prev. Month: \$159.32M (+29.92%)

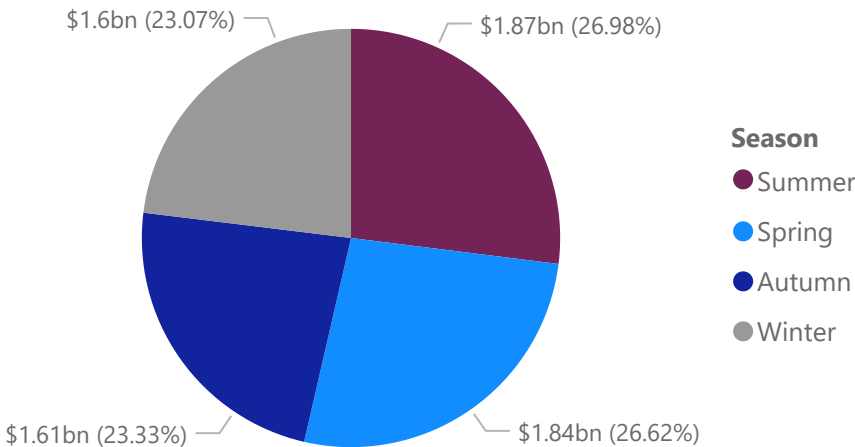


Seattle's avocado sales exhibit a substantial drop in Q4 across all years. Organic avocados are predominantly sold in large bags, with a proportion of 0.93. This indicates a strong consumer preference for bulk purchases, likely due to cost savings..

Av. Price & Total Sales by Type & Region



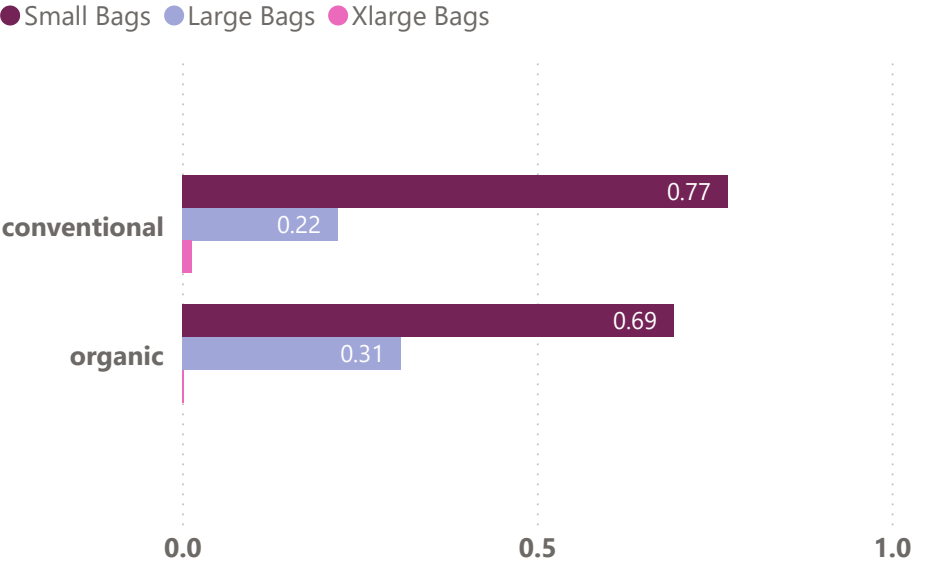
Total Sales by Season



Top 10 Regions Total Sales

California	\$786,962,351.96
West	\$648,700,761.84
Northeast	\$626,263,921.36
SouthCentral	\$619,656,978.09
Southeast	\$448,402,696.28
GreatLakes	\$438,723,694.28
Midsouth	\$389,141,696.46
LosAngeles	\$301,193,639.02
Plains	\$245,464,177.11
NewYork	\$215,159,946.82

Proportion of Bags Sold per Avocado Type



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**.