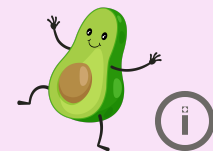


# Avocado Sales Report



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



Monthly Type Sales versus Target

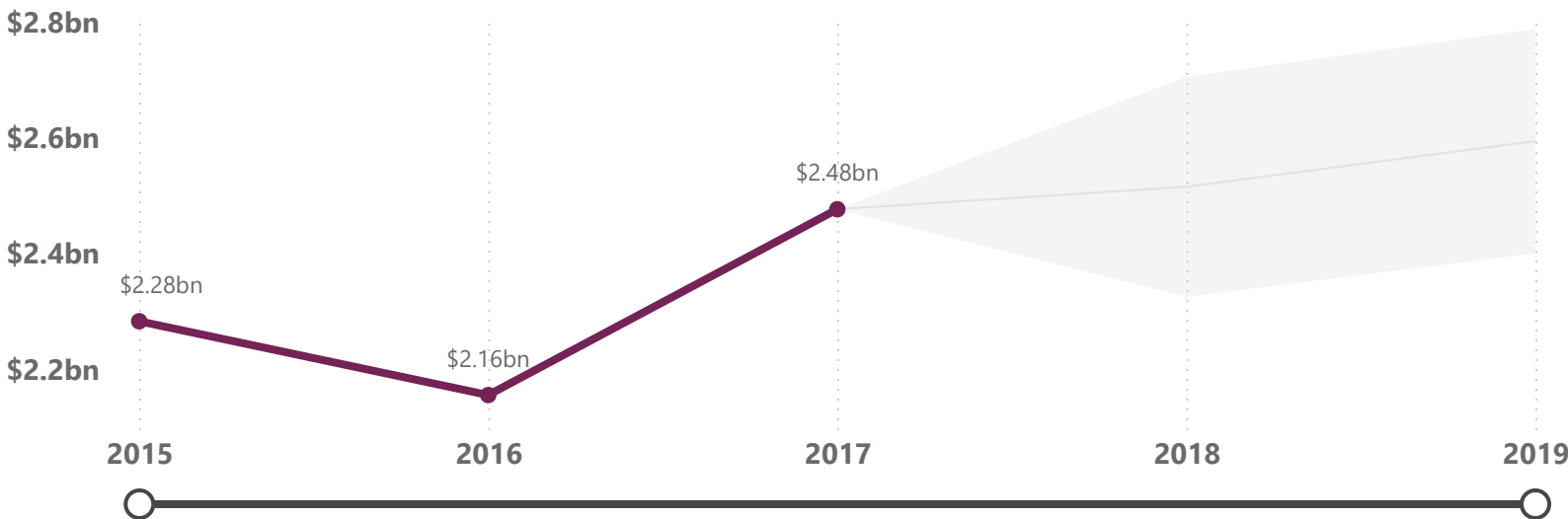


Monthly Total Sales

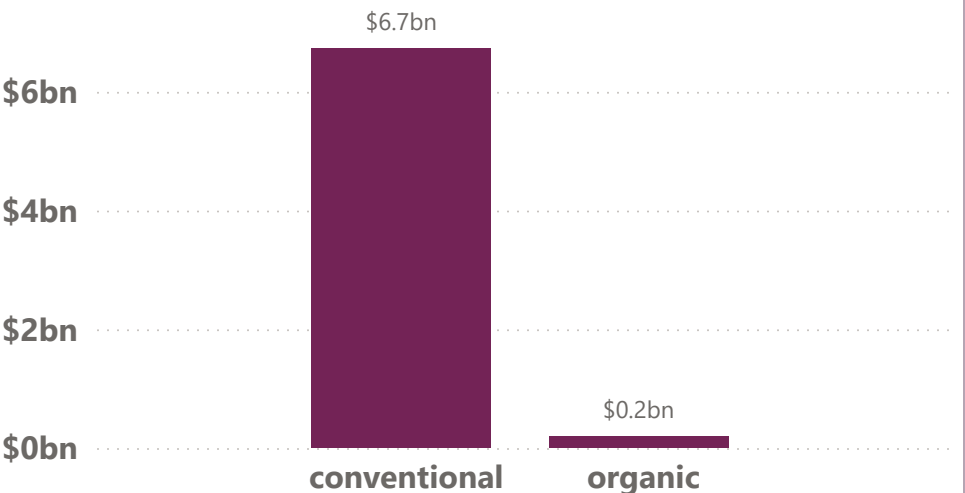
\$207.00M ✓

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

Sales Trending

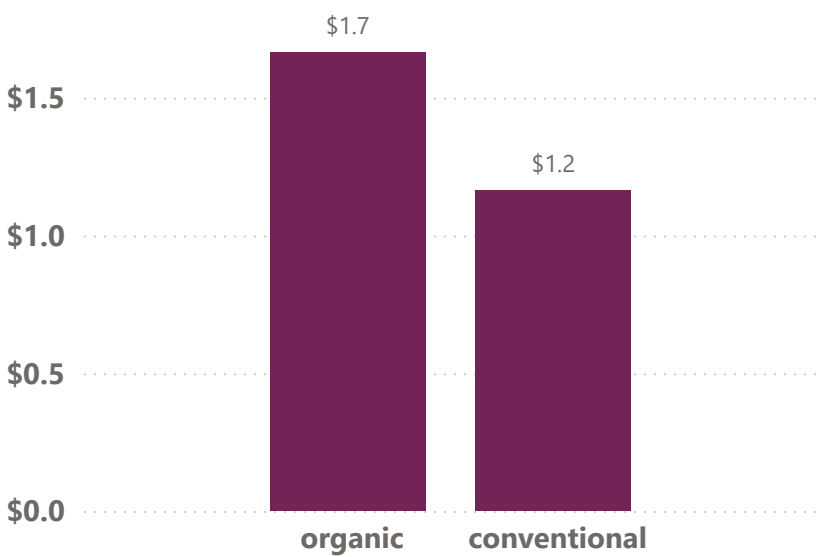


Sales by Avocado Type

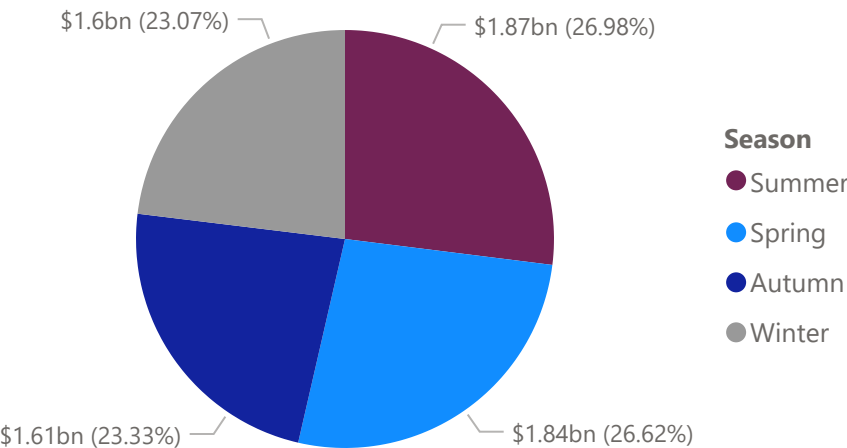


Seattle's avocado sales exhibit a substantial drop in Q4 across all years. Organic avocados are predominantly sold in large bags, with a proportion of 0.93. This indicates a strong consumer preference for bulk purchases, likely due to cost savings..

Average Price by type



Total Sales by Season

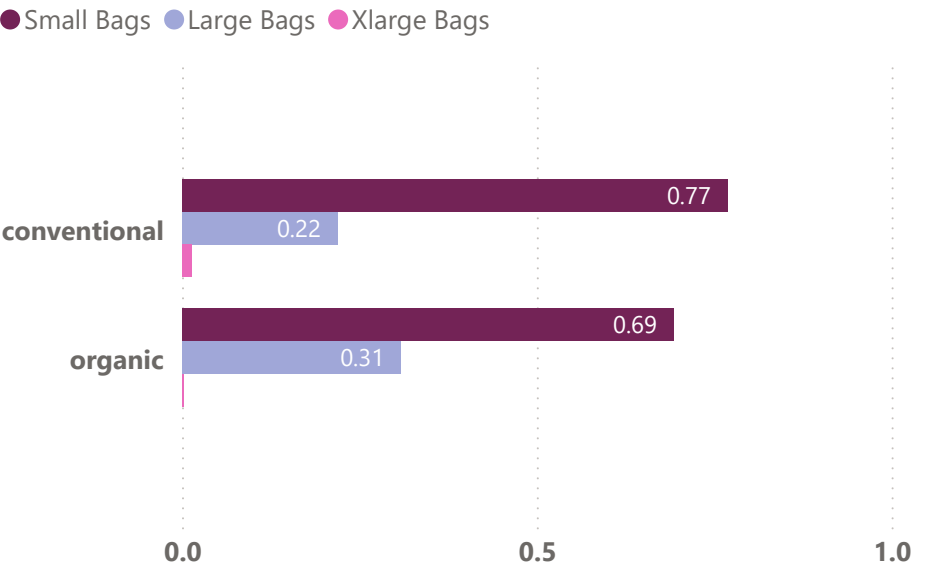


Top 10 Regions

Total Sales

California	\$786,962,325.60
West	\$648,700,760.97
Northeast	\$626,263,942.81
SouthCentral	\$619,656,982.44
Southeast	\$448,402,680.98
GreatLakes	\$438,723,686.59
Midsouth	\$389,141,724.77
LosAngeles	\$301,193,623.51
Plains	\$245,464,183.89
NewYork	\$215,159,903.43

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.



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**.