

Avocado Project

Overview



Conclusion

Analysis

Prediction

Overview : the actors



Producers



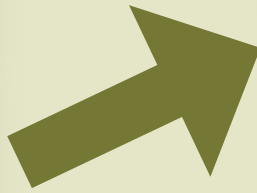
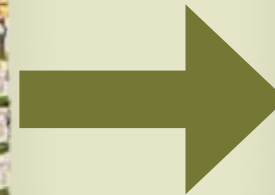
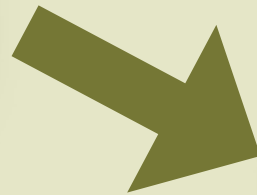
Importers



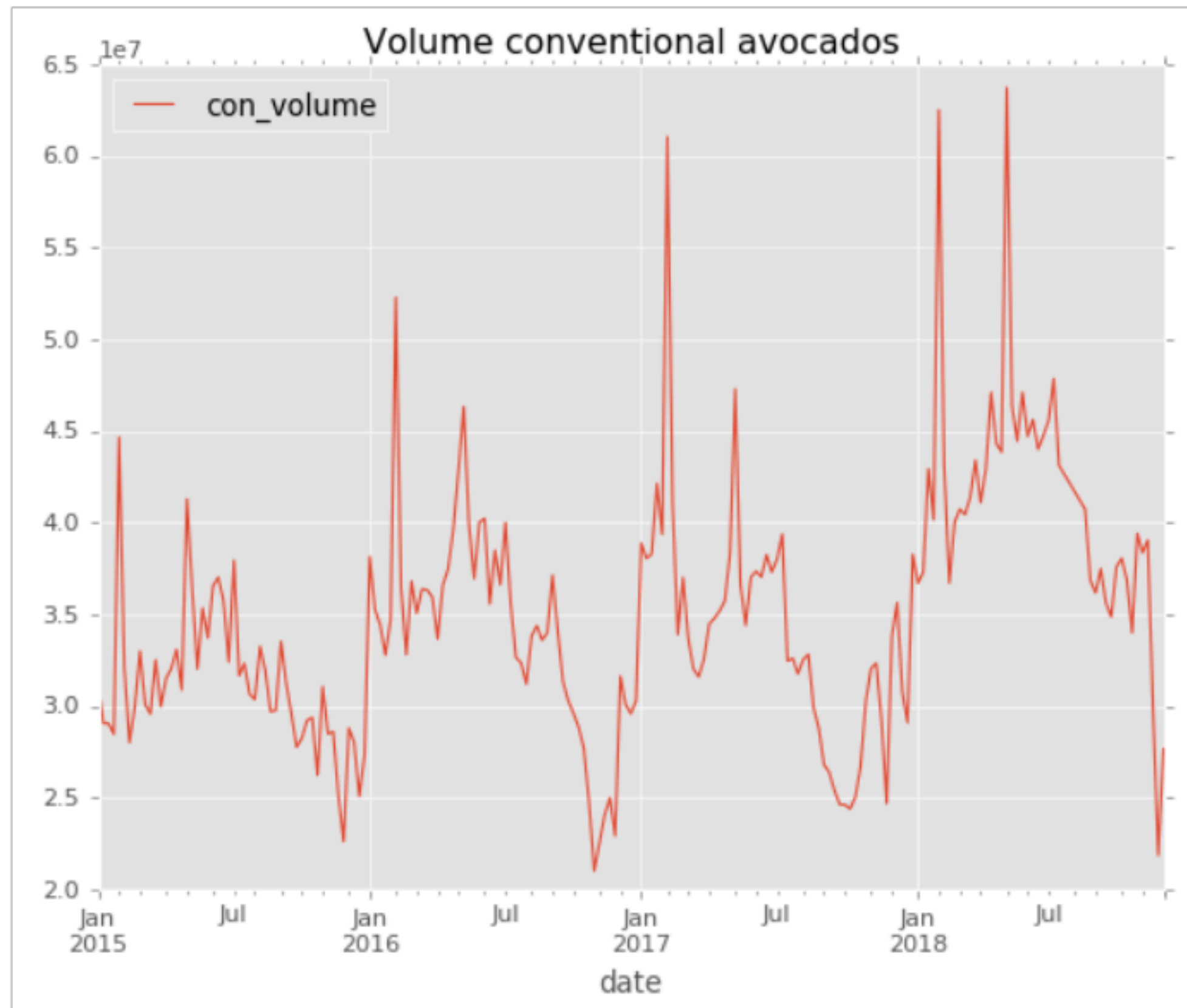
Wholesalers



Retailers

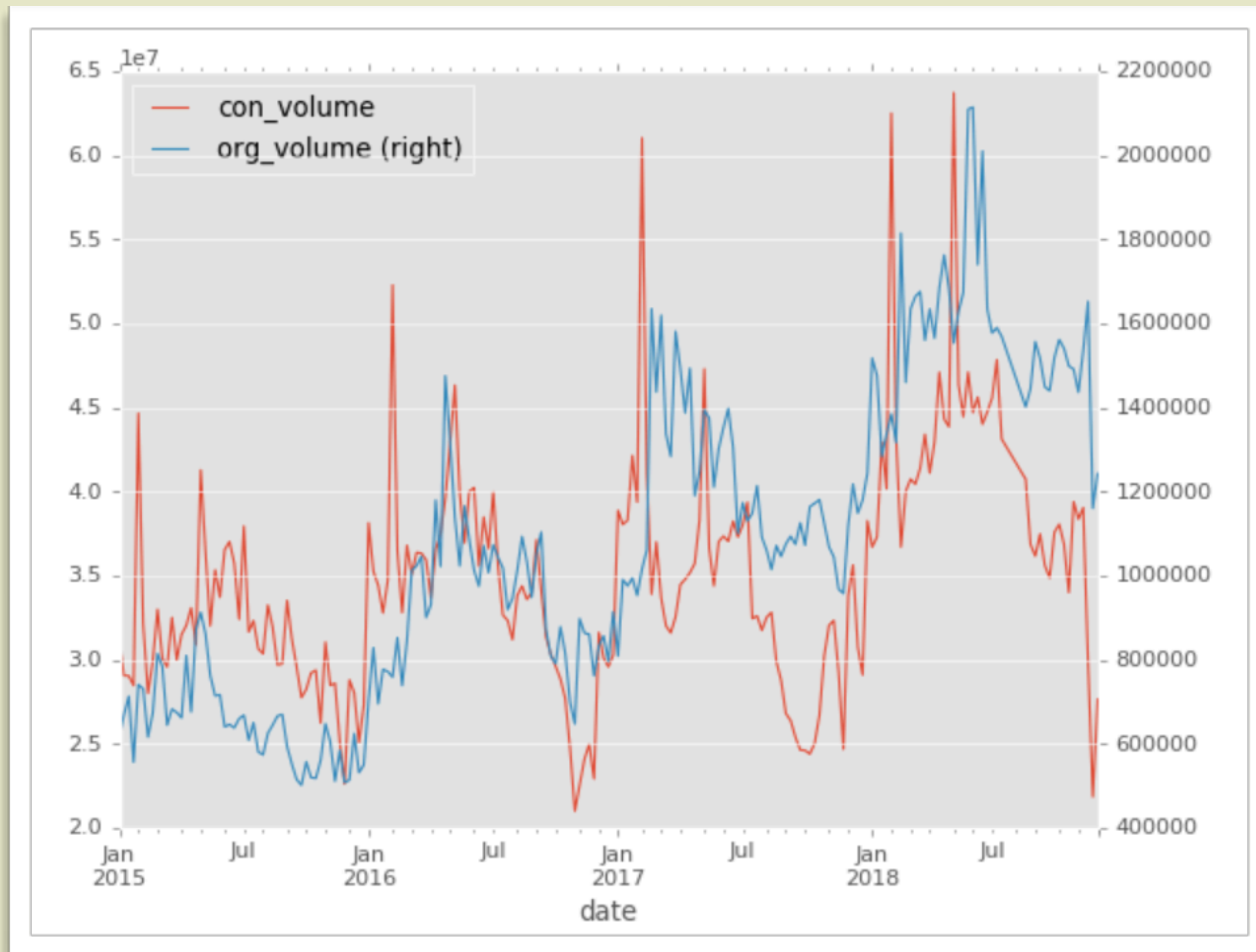


Analysis : volume



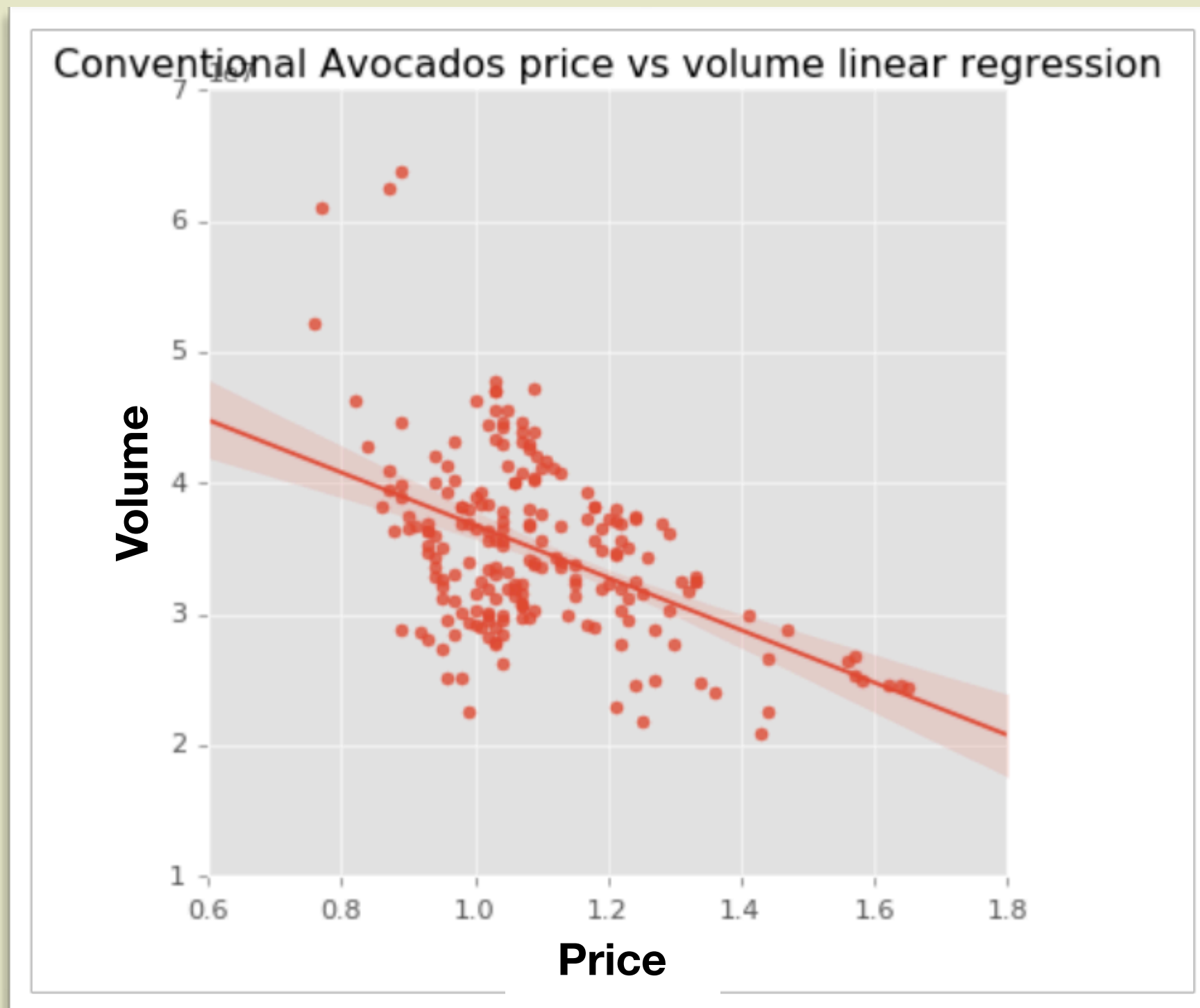
Analysis : conventional vs. organic

**Average
conventional
sales:
36 million/w**

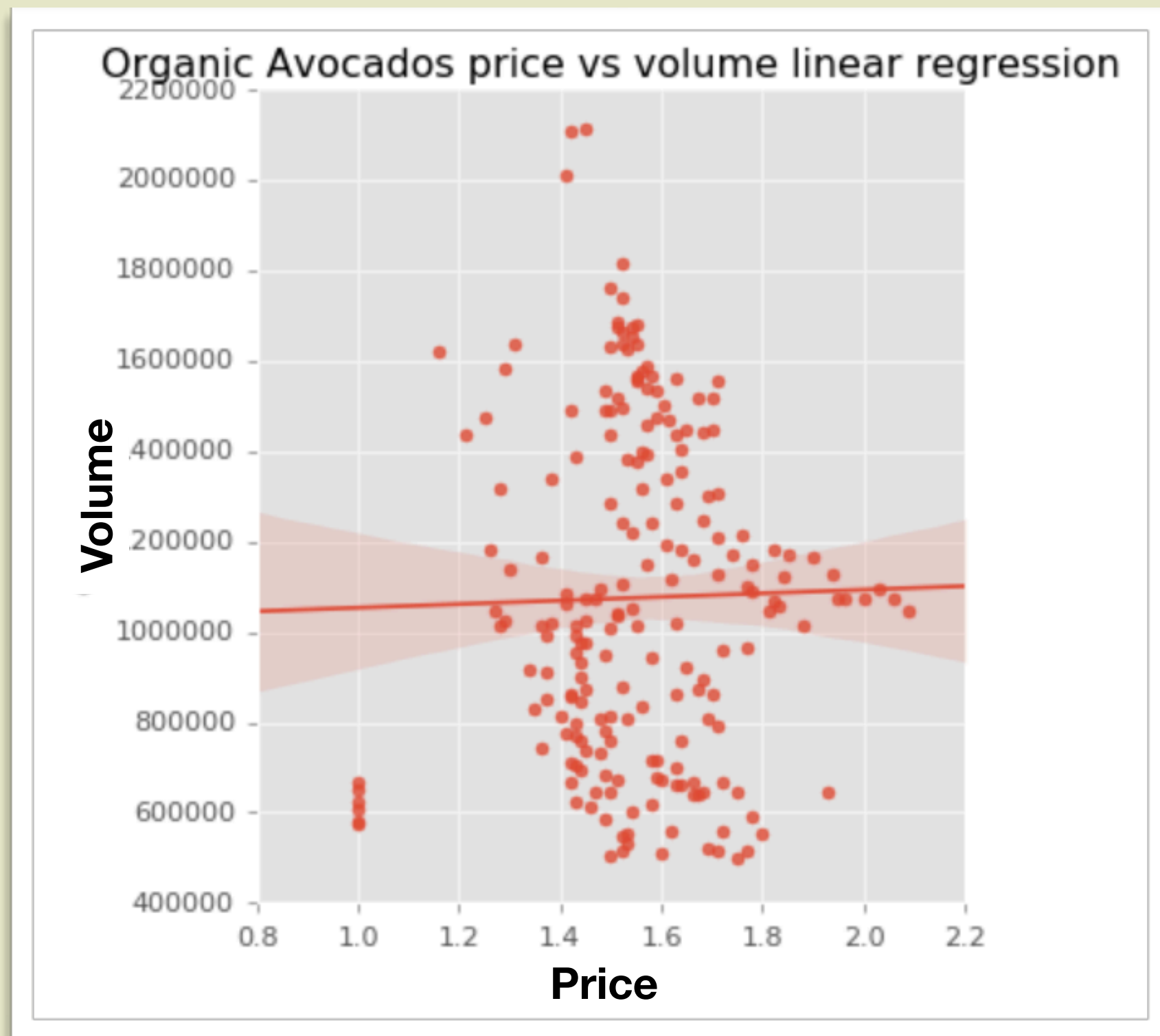


**Average
organic
sales:
1.1 million/w**

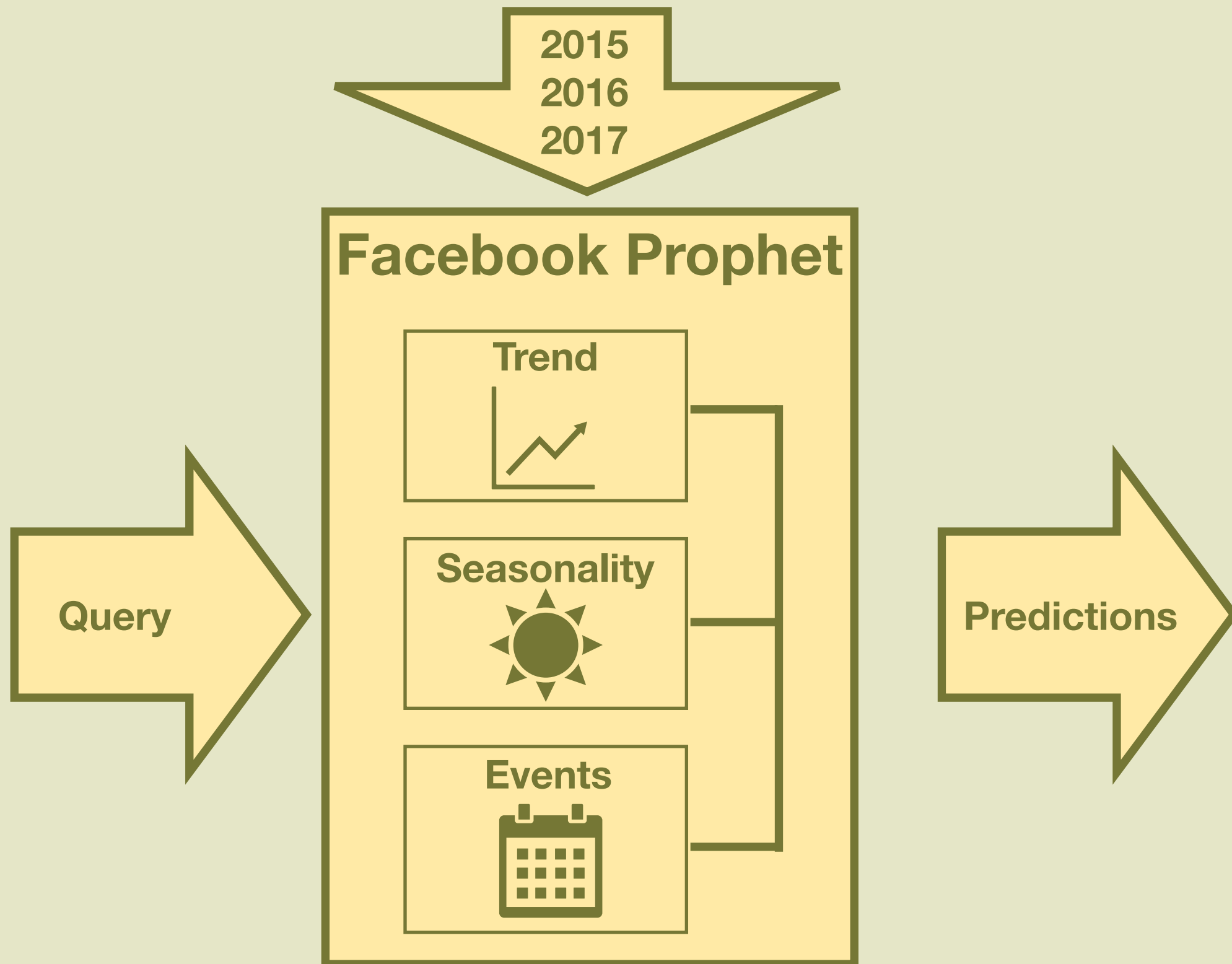
Analysis : conventional avocados price



Analysis : organic avocados price

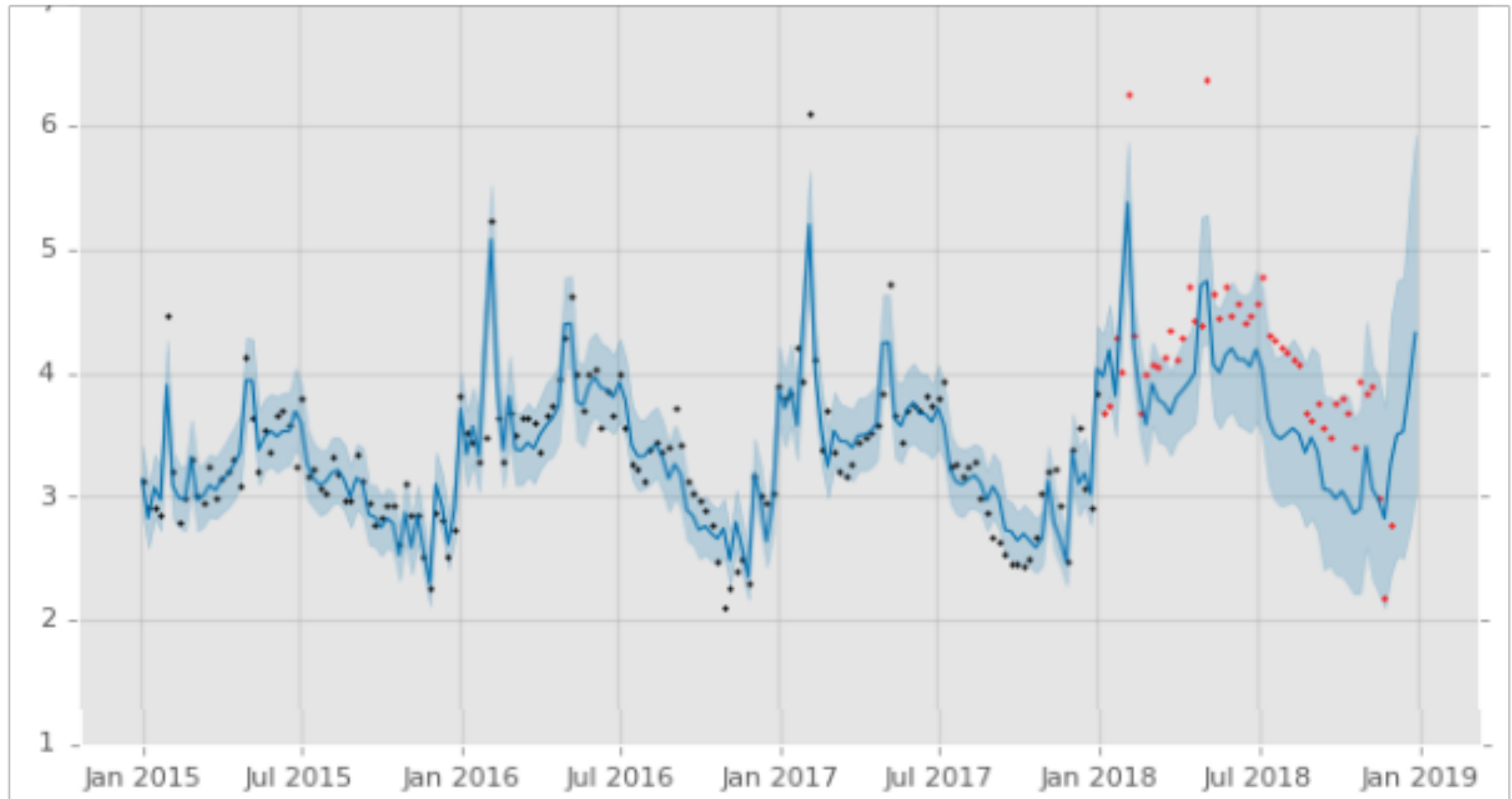


Prediction : process



Prediction : results

Conventional avocados volume prediction using FB Prophet



$\leq 10\%$ error within 22 weeks horizon
 $< 20\%$ error within 52 weeks horizon

Conclusions



Trend going up, with acceleration in 2018



Volume fluctuates with seasons (fewer volume in winter) and events (Super Bowl, Cinco de Mayo)



Price and volume are correlated (especially for conventional avocados)



Facebook Prophet is a good model to predict the volume