

IoT and Feather Report for Digi-Key

Feb 2019

Created 2019-03-04

Purpose

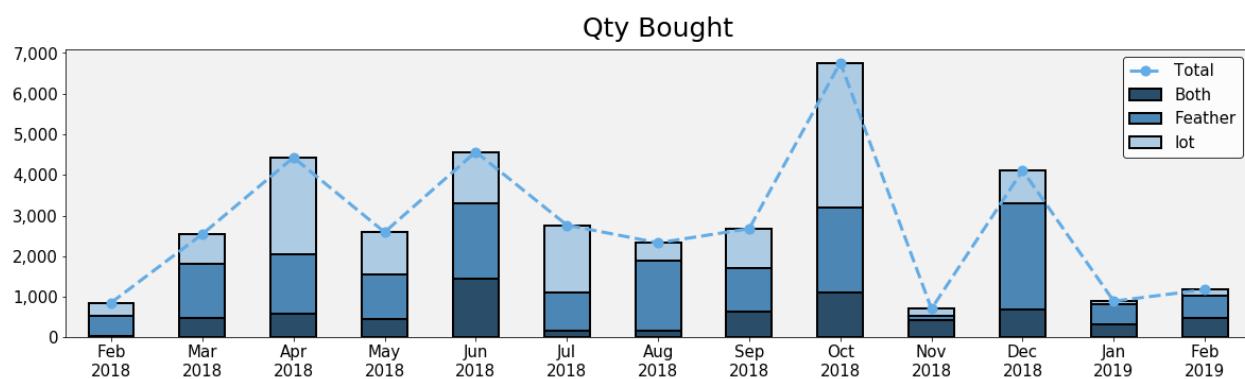
This brief report shows the year over year changes in the quantity sold and revenue generated from the sale of Adafruit Feather and IoT parts to Digi-Key. If you'd like to see the specific parts that are considered in this report, check out this [link](#).

Summary

Year over year, the overall quantity sold increased 37.3%, revenue increased 255.3% and the overall avg price increased 158.8%. See below for in-depth numbers and charts.

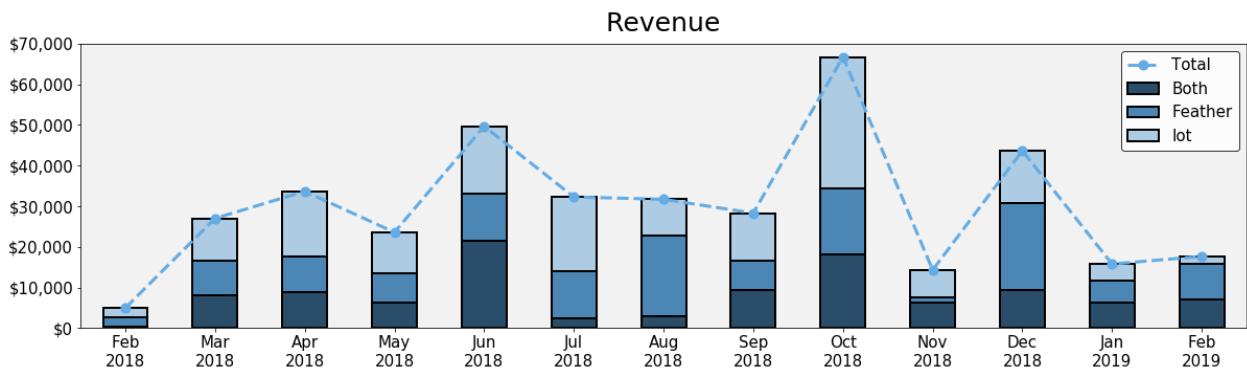
Qty Bought

	Both	Feather	IoT	Total
Feb 2018	33	509	316	858
Feb 2019	476	542	160	1,178
Yoy % Change	1,342.4%	6.5%	-49.4%	37.3%



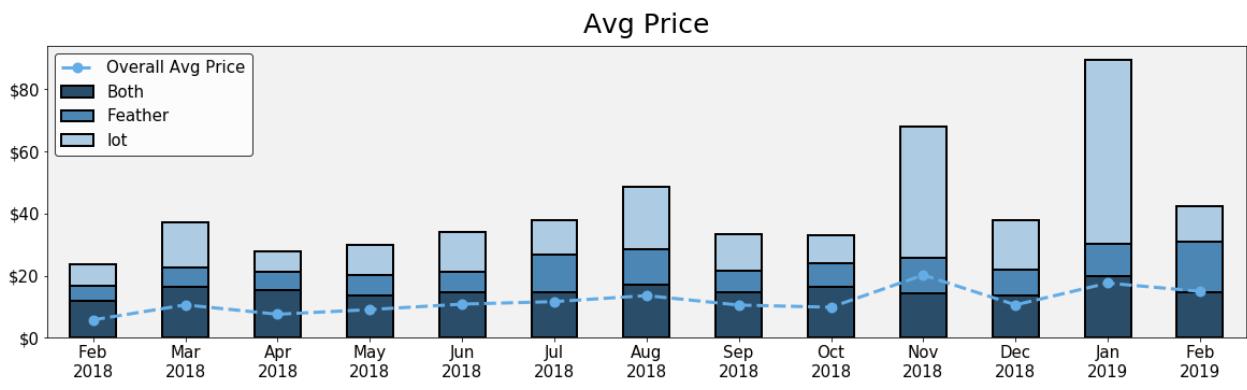
Revenue

	Both	Feather	lot	Total
Feb 2018	\$395	\$2,367	\$2,208	\$4,970
Feb 2019	\$7,074	\$8,795	\$1,793	\$17,662
Yoy % Change	1,690.8%	271.5%	-18.8%	255.3%



Avg Price

	Both	Feather	lot	Overall Avg Price
Feb 2018	\$11.97	\$4.65	\$6.99	\$5.79
Feb 2019	\$14.86	\$16.23	\$11.21	\$14.99
Yoy % Change	24.2%	248.9%	60.4%	158.8%



End of report