IoT and Feather Report for Digi-Key Mar 2019

Created 2019-04-01

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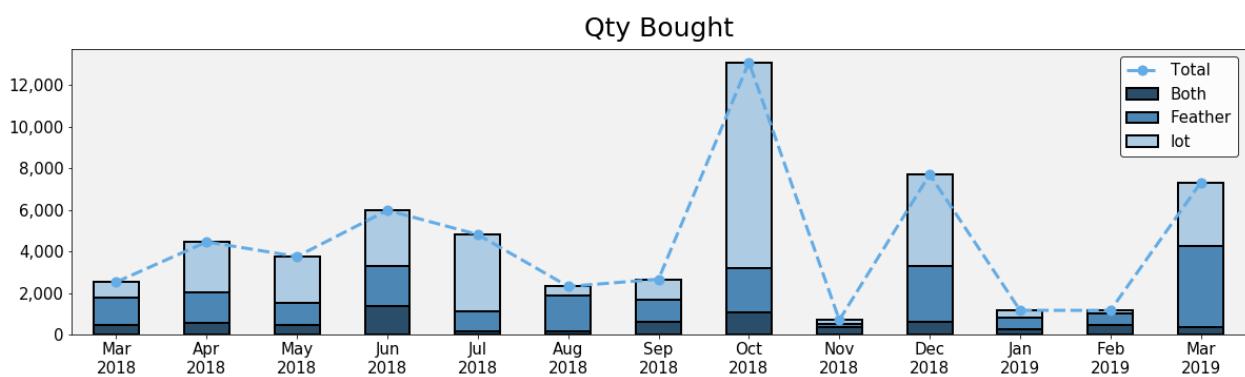
This brief report shows the year over year changes in the quantity sold and revenue generated from the sale of Adafruit Feather and IoT parts to Digi-Key. If you'd like to see the specific parts that are considered in this report, check out this link.

Summary

Year over year, the overall quantity sold increased 187.9%, revenue increased 111.8% and the overall avg price decreased 26.4%. See below for in-depth numbers and charts.
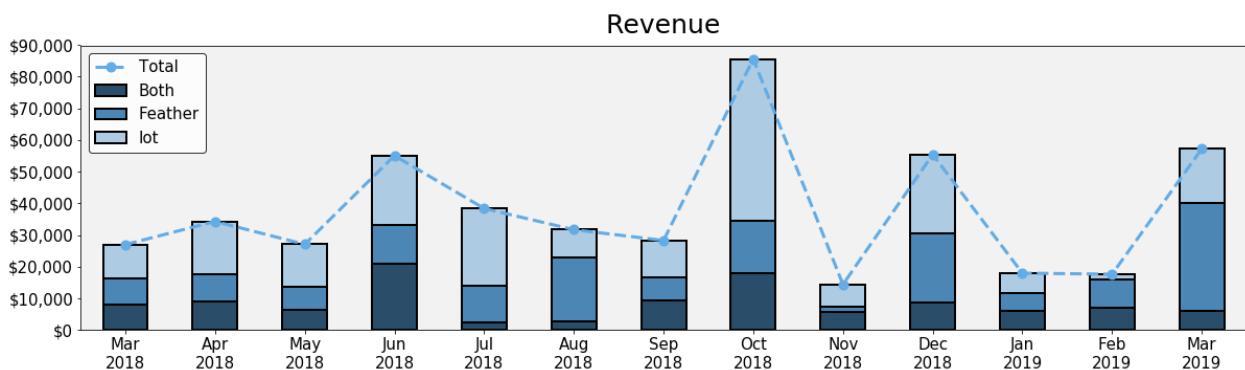
Qty Bought

	Both	Feather	Iot	Total
Mar 2018	489	1,325	730	2,544
Mar 2019	369	3,884	3,072	7,325
Yoy % Change	-24.5%	193.1%	320.8%	187.9%
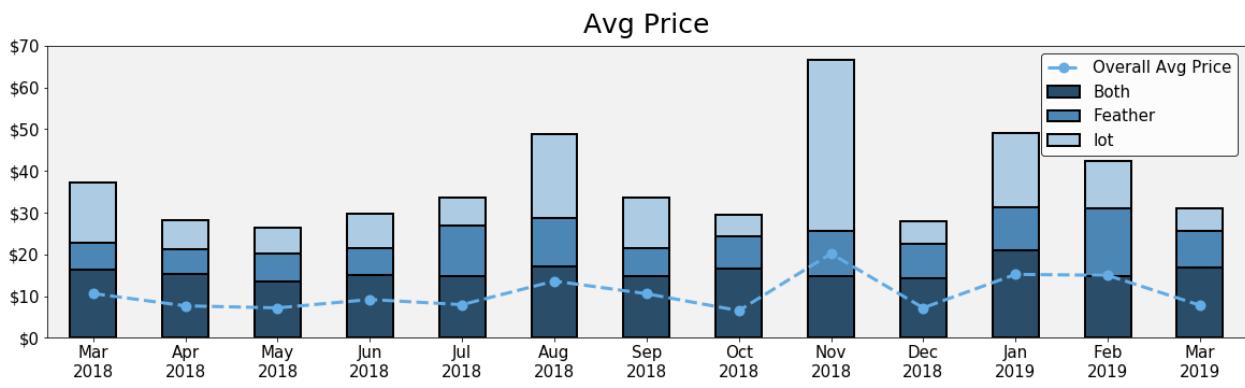
Revenue

	Both	Feather	lot	Total
Mar 2018	$8,038	$8,446	$10,525	$27,008
Mar 2019	$6,229	$34,060	$16,926	$57,215
Yoy % Change	-22.5%	303.3%	60.8%	111.8%

Avg Price

	Both	Feather	lot	Overall Avg Price
Mar 2018	$16.44	$6.37	$14.42	$10.62
Mar 2019	$16.88	$8.77	$5.51	$7.81
Yoy % Change	2.7%	37.6%	-61.8%	-26.4%

End of report