

IoT and Feather Report for Digi-Key Apr 2019

Created 2019-05-07

Purpose

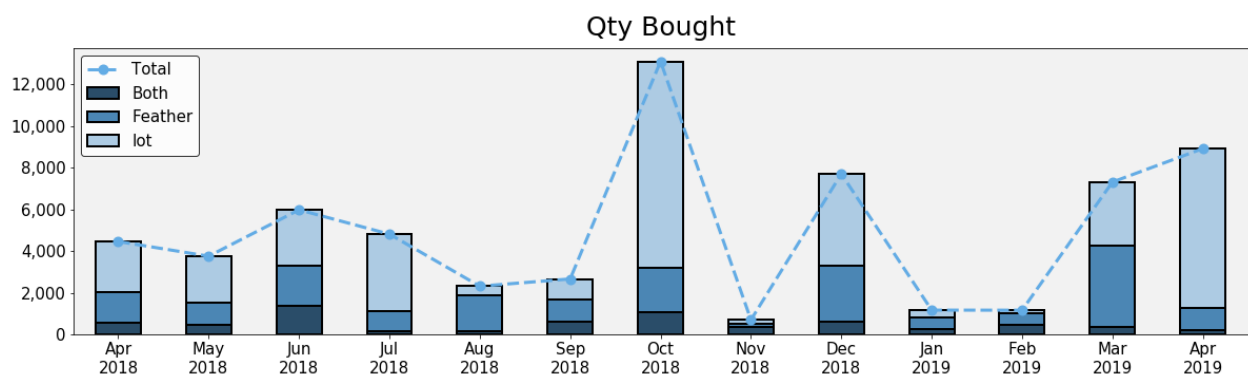
This brief report shows the year over year changes in the quantity sold and revenue generated from the sale of Adafruit Feather and IoT parts to Digi-Key. If you'd like to see the specific parts that are considered in this report, check out this [link](#).

Summary

Year over year, the overall quantity sold increased 99.6%, revenue increased 185.2% and the overall avg price increased 42.8%. See below for in-depth numbers and charts.

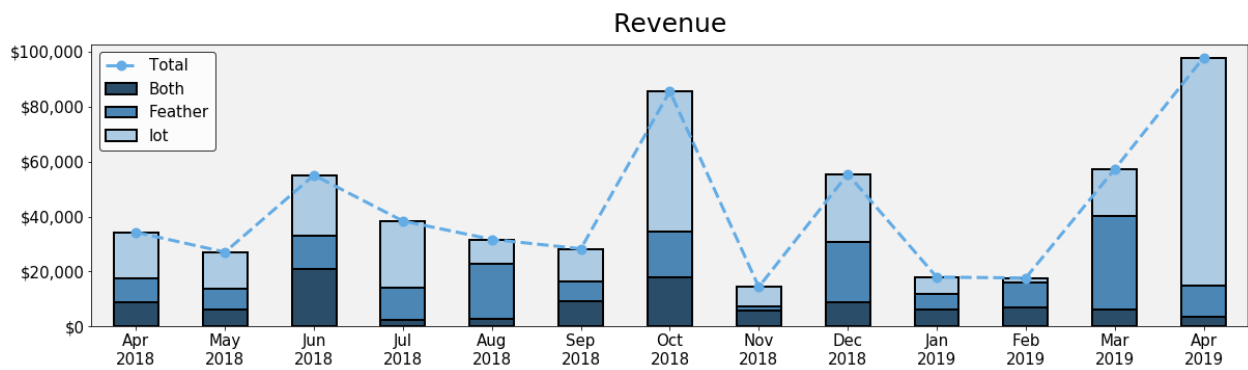
Qty Bought

	Both	Feather	IoT	Total
Apr 2018	585	1,451	2,436	4,472
Apr 2019	204	1,072	7,652	8,928
Yoy % Change	-65.1%	-26.1%	214.1%	99.6%



Revenue

	Both	Feather	lot	Total
Apr 2018	\$8,928	\$8,688	\$16,698	\$34,314
Apr 2019	\$3,565	\$11,186	\$83,108	\$97,858
Yoy % Change	-60.1%	28.8%	397.7%	185.2%



Avg Price

	Both	Feather	lot	Overall Avg Price
Apr 2018	\$15.26	\$5.99	\$6.85	\$7.67
Apr 2019	\$17.47	\$10.43	\$10.86	\$10.96
Yoy % Change	14.5%	74.3%	58.4%	42.8%

