

IoT and Feather Report for Digi-Key

Jan 2019

Created 2019-02-01

Purpose

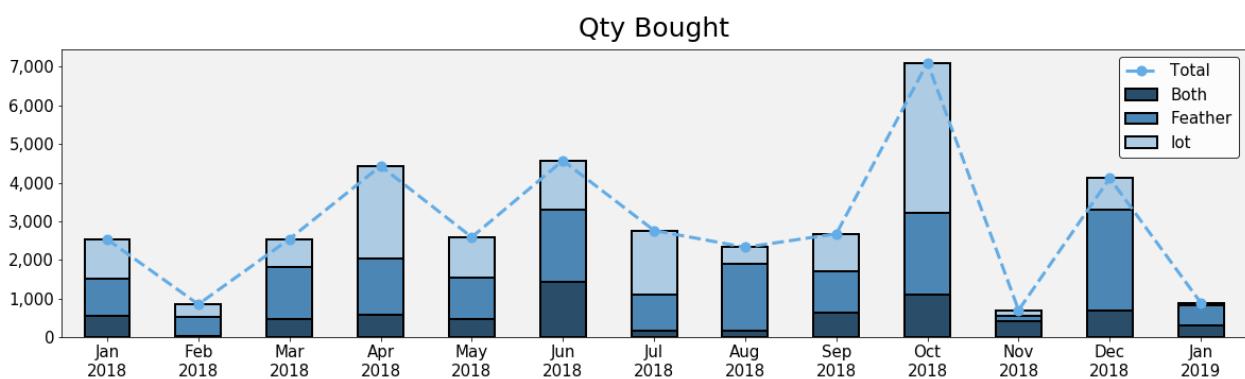
This brief report shows the year over year changes in the quantity sold and revenue generated from the sale of Adafruit Feather and IoT parts to Digi-Key. If you'd like to see the specific parts that are considered in this report, check out this [link](#).

Summary

Year over year, the overall quantity sold decreased 64.7%, revenue decreased 27.5% and the overall avg price increased 105.3%. See below for in-depth numbers and charts.

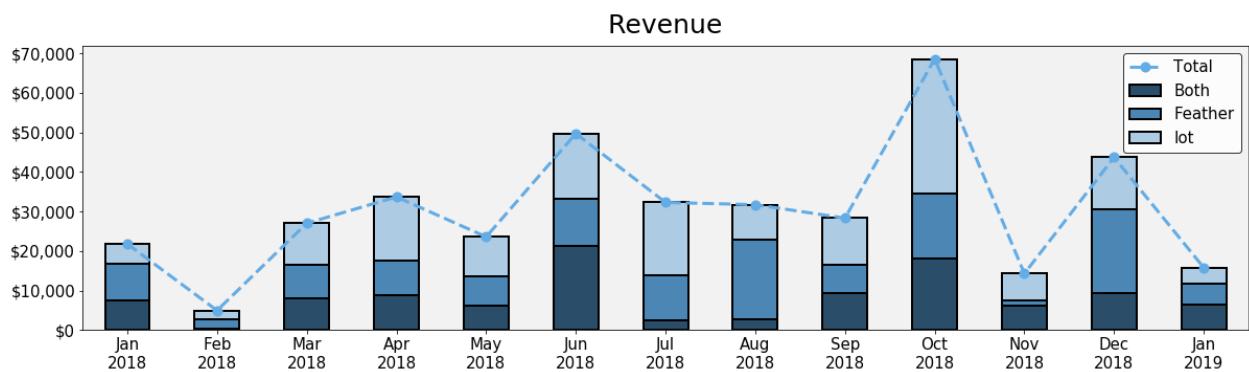
Qty Bought

	Both	Feather	lot	Total
Jan 2018	565	964	1,007	2,536
Jan 2019	321	505	69	895
Yoy % Change	-43.2%	-47.6%	-93.1%	-64.7%



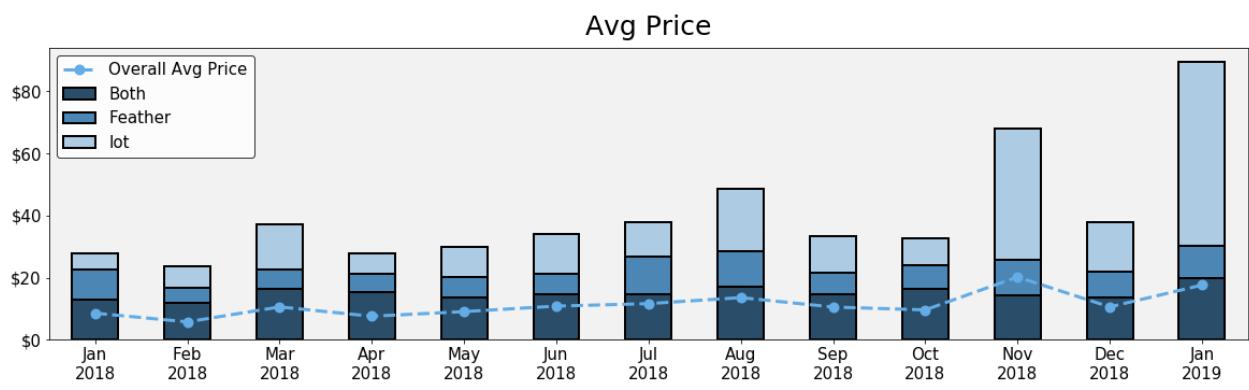
Revenue

	Both	Feather	lot	Total
Jan 2018	\$7,417	\$9,261	\$5,113	\$21,791
Jan 2019	\$6,347	\$5,347	\$4,093	\$15,788
Yoy % Change	-14.4%	-42.3%	-19.9%	-27.5%



Avg Price

	Both	Feather	lot	Overall Avg Price
Jan 2018	\$13.13	\$9.61	\$5.08	\$8.59
Jan 2019	\$19.77	\$10.59	\$59.32	\$17.64
Yoy % Change	50.6%	10.2%	1,068.3%	105.3%



End of report