

IoT and Feather Report for Digi-Key Dec 2018

Created 2019-01-03

Purpose

This brief report shows year over year changes in the quantity sold and revenue generated from the sale of Adafruit Feather and IoT parts to Digi-Key.

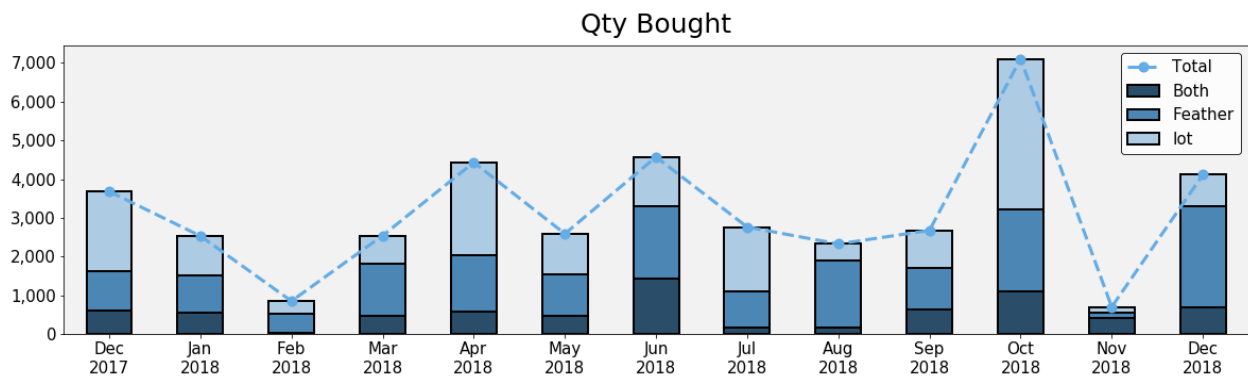
If you'd like to see the specific parts that are considered in this report, check out this [link](#), and navigate to the current month's workbook, which also contains data for the quantity sold, revenue, and avg price over time.

Summary

Year over year, the overall quantity sold increased 11.7%, revenue increased 30.6% and the overall avg price increased 16.9%. See below for in-depth numbers and charts.

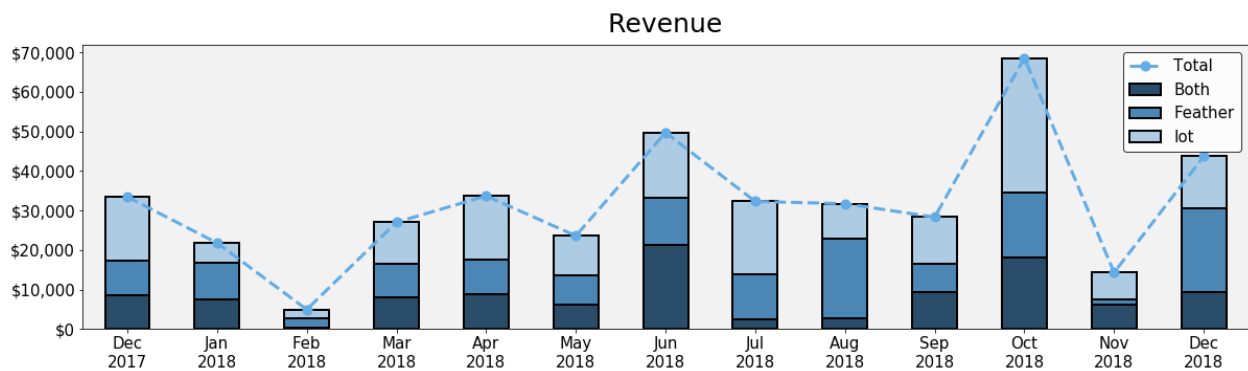
Qty Bought

	Both	Feather	lot	Total
Dec 2017	621	999	2,061	3,681
Dec 2018	690	2,609	814	4,113
Yoy % Change	11.11%	161.16%	-60.50%	11.74%



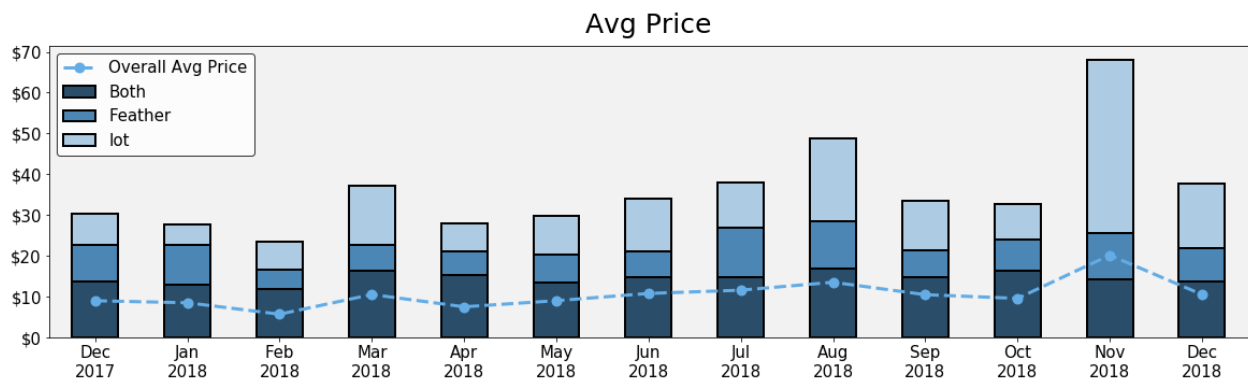
Revenue

	Both	Feather	lot	Total
Dec 2017	\$8,598	\$8,838	\$15,997	\$33,433
Dec 2018	\$9,481	\$21,190	\$12,990	\$43,661
Yoy % Change	10.27%	139.76%	-18.80%	30.59%



Avg Price

	Both	Feather	lot	Overall Avg Price
Dec 2017	\$13.85	\$8.85	\$7.76	\$9.08
Dec 2018	\$13.74	\$8.12	\$15.96	\$10.62
Yoy % Change	-0.76%	-8.19%	105.59%	16.87%



End of report