

# Monthly Products Report

## Jan 2018

Created 2019-02-01

### Purpose

The purpose of this monthly products report is to recap the revenue and gross profit generated from the sale of Adafruit parts to Non Resellers, Resellers, and Super Resellers, along with any revenue gained from partnership opportunities.

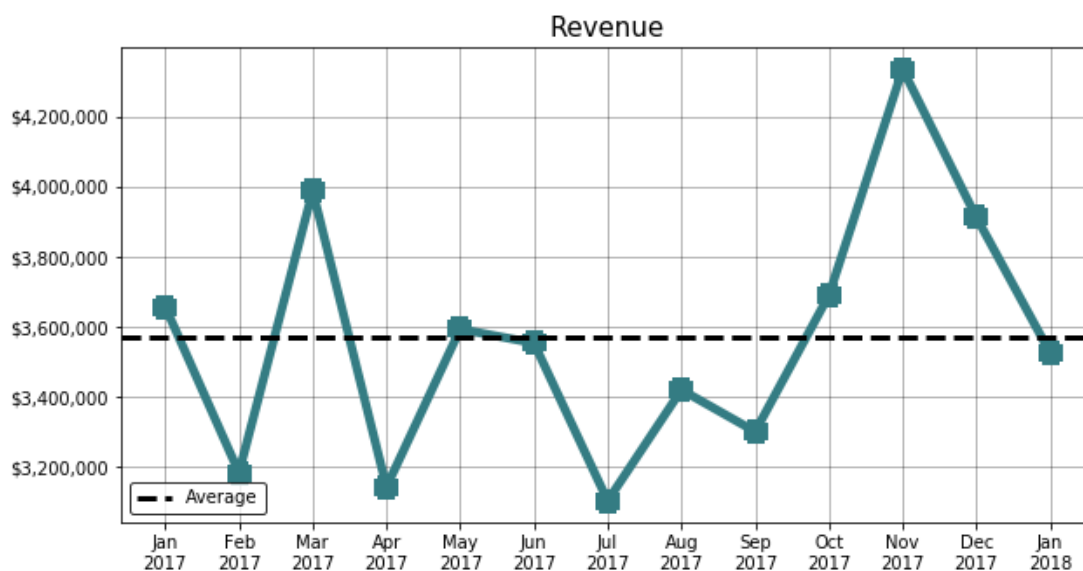
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

### Summary + Financial Impact

Year over year, revenue decreased 3.59%; gross profit margin was 58.90% and about equal to the average; order count increased 2.83%; overall average order value was \$132.42; gross profit loss, excluding freebies, was above the average; manufacturing revenue grew 6.09%; new products revenue made up 1.60% of total revenue.

### Revenue

Revenue decreased 3.59% year over year, down from \$3,657,854 to \$3,526,516. This current total was below the monthly average of \$3,570,437. Check out the chart below for revenue over time.



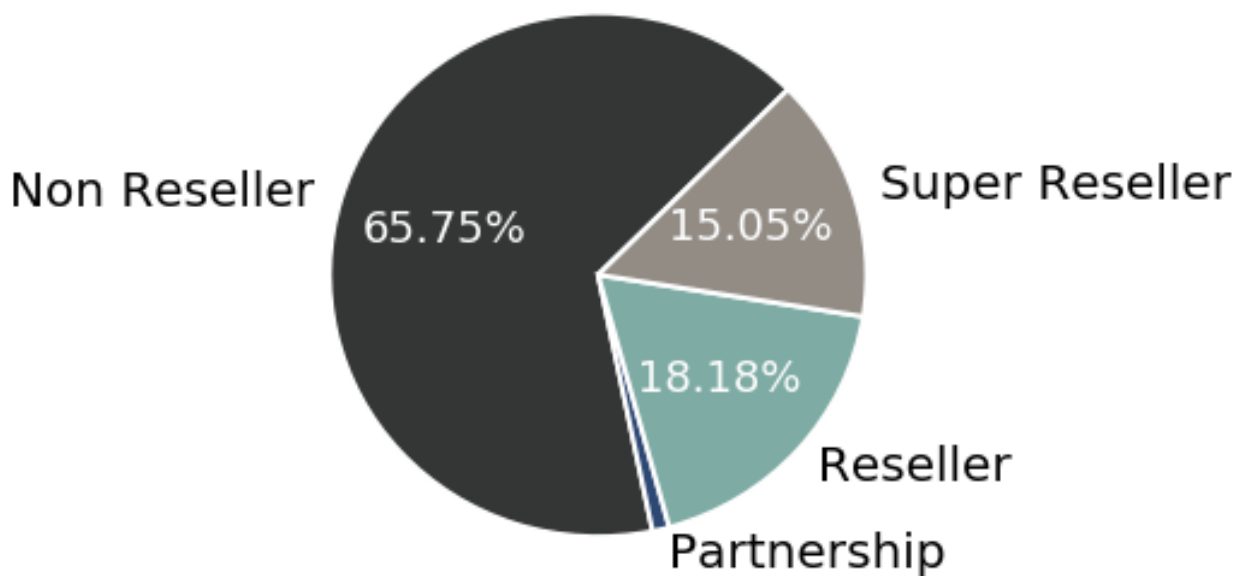
## Partnerships

Partnership revenue came to \$36,000, which is 1.02% of total revenue.

## Revenue by Customer Type

Below we have a table showing revenue by customer type for the current period.

Customer	Jan 2018	Yoy Change	Proportion Of Total
Non Reseller	\$2,318,646	5.00%	65.75%
Reseller	\$641,124	-8.72%	18.18%
Super Reseller	\$530,747	-28.88%	15.05%
Partnership	\$36,000	3,500.00%	1.02%



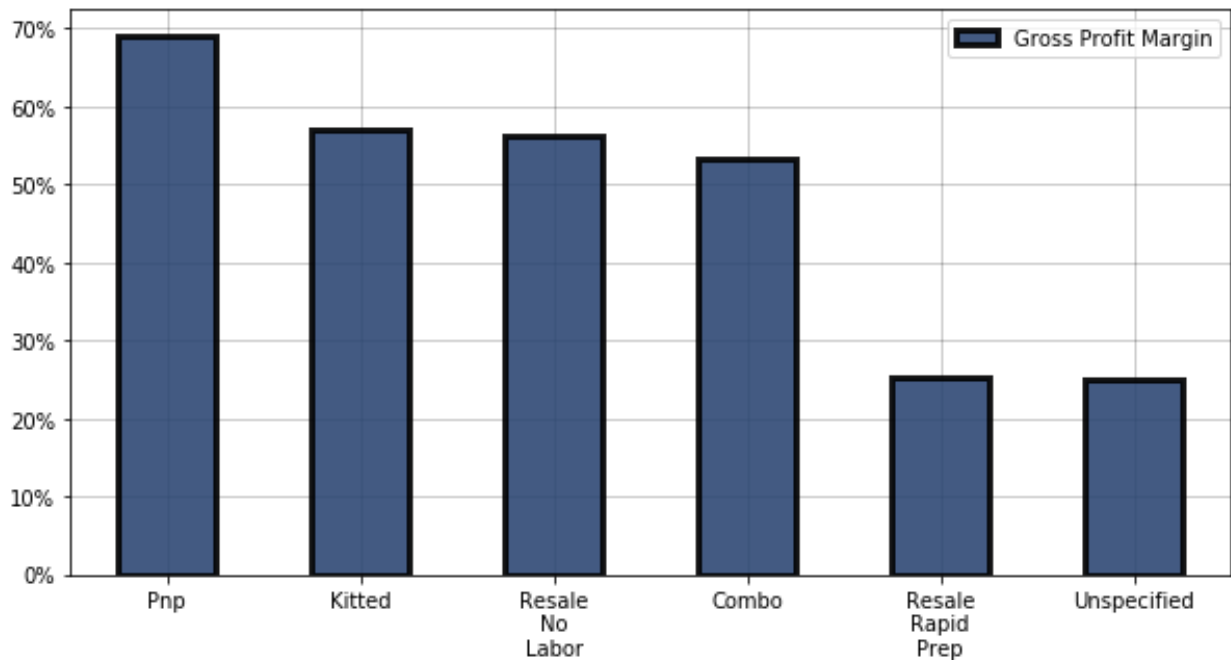
## Gross Profit

Gross Profit totaled \$2,077,034, which makes for an overall gross profit margin of 58.90%, about equal to the monthly average of 59.67%.

## Gross Profit Margin by BOM

Below is a table showing the gross profit margin by BOM for the current period.

Bom	Gross Profit Margin
Pnp	69.11%
Kitted	57.03%
Resale - No Labor	56.30%
Combo	53.19%
Resale - Rapid Prep	25.15%
Unspecified	24.98%



## Order Count + Average Order Value

The order count increased 2.83% year over year, up from x25,898 to x26,632. The overall average order value was \$132.42, below the monthly average of \$138.72.

## Average Order Value by Customer Type

Below we have a table showing the average order value by customer type for the current period.

Customer	Jan 2018	Yoy Change
Partnership	\$18,000.00	1,700.00%
Super Reseller	\$6,318.42	-8.55%
Reseller	\$1,287.40	4.11%
Non Reseller	\$89.01	1.66%

## Freebies

Revenue for orders which contain freebies constituted 40.59% of total revenue, above the average of 15.56%. The average order value for these same orders came to \$276.79, below the monthly average of \$772.14.

## Parts with a Gross Profit Loss

\*Excludes Freebies.

Adafruit lost \$10,086 in gross profit, above the monthly average of \$8,733. For details, consult the workbook and navigate to the tab titled "Losses".

## Manufacturing

\*A manufactured part is any part with a BOM of "pnp" and which is not a consigned part.

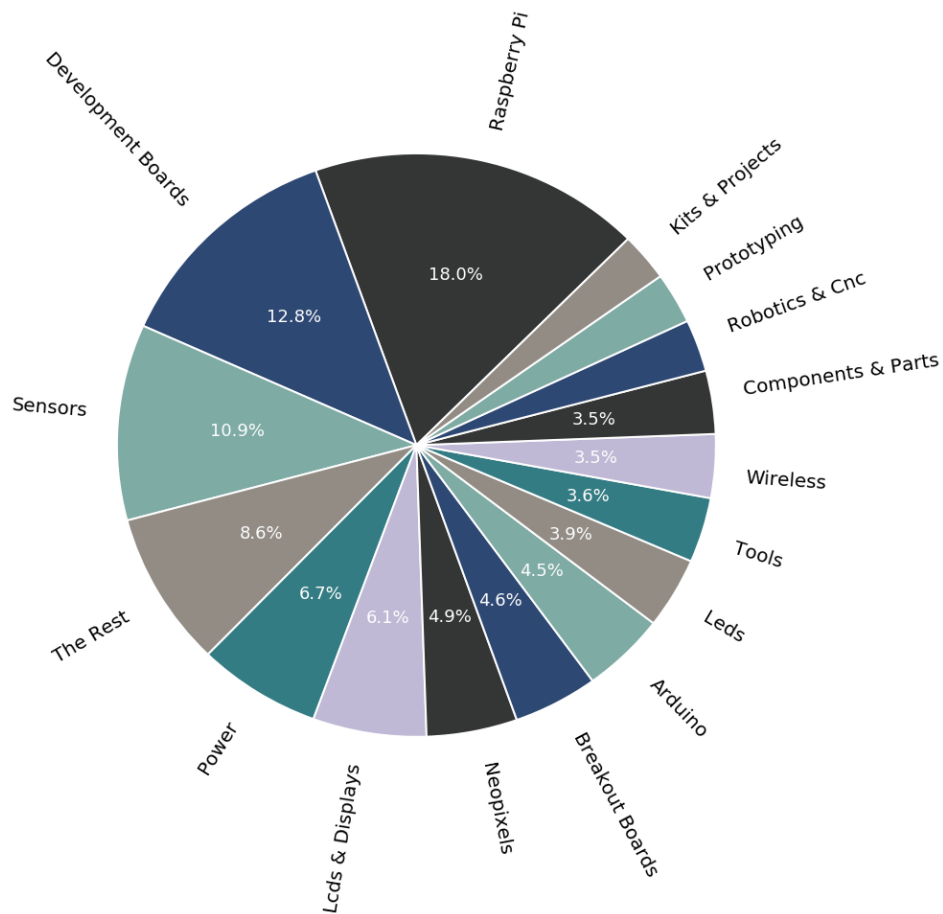
Manufacturing revenue grew 6.09% year over year, up from \$703,211 to \$746,070. As a proportion of total revenue, it made up 21.16%, about equal to the monthly average of 21.23%. The gross profit margin was 75.27%, about equal to the average of 73.48%.

## New Products

x37 new products were released, and the revenue amounted to \$56,449, 1.60% of total revenue, about equal to the average of 1.65%.

## By Category

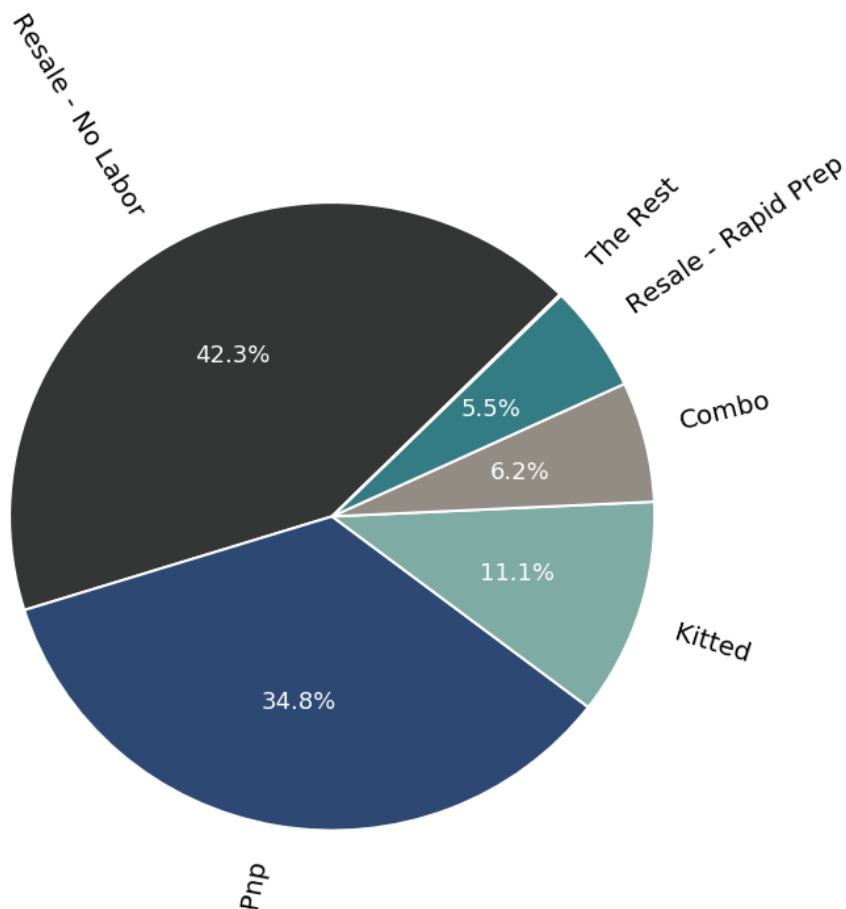
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and LCDs & Displays. The combined revenue amounted to 54.46% of total revenue, and the average gross profit margin was 57.73%.



## By BOM

Below is a table showing each BOM, its proportion of total revenue, and it's year over year change.

Bom	Current	YOY	% Of Total
Resale - No Labor	\$1,492,481	85.99%	42.32%
Pnp	\$1,226,922	111.61%	34.79%
Kitted	\$392,584	95.35%	11.13%
Combo	\$218,321	76.18%	6.19%
Resale - Rapid Prep	\$193,989	162.93%	5.50%
Adabox Subscription/Partnership/Other	\$1,920	50.03%	0.05%
Unspecified	\$300	18.10%	0.01%



End of report