

# Monthly Products Report

## Dec 2018

Created 2019-01-14

### 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.

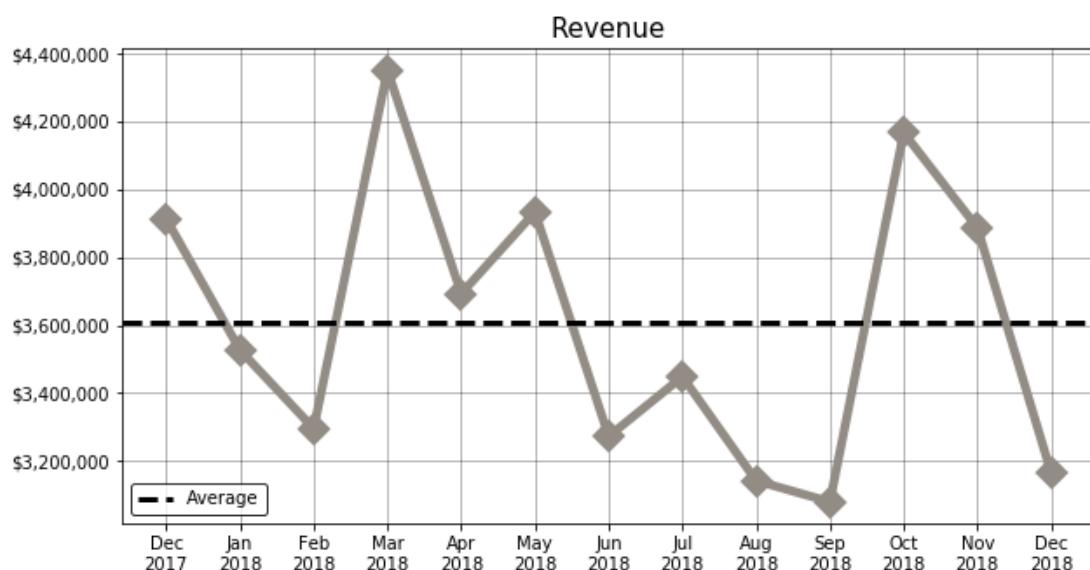
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

### Summary + Financial Impact

Year over year, revenue decreased 19.12%; gross profit margin was 58.00% and about equal to the avg; order count decreased 19.89%; overall avg order value was \$137.80; gross profit loss, excluding freebies, was about equal to the avg; manufacturing revenue fell 5.95%; new products revenue made up 0.97% of total monthly revenue.

### Revenue

Revenue decreased 19.12% year over year, down from \$3,912,751 to \$3,164,671. This current total was below the monthly average of \$3,605,462. Check out the chart below for revenue over time.



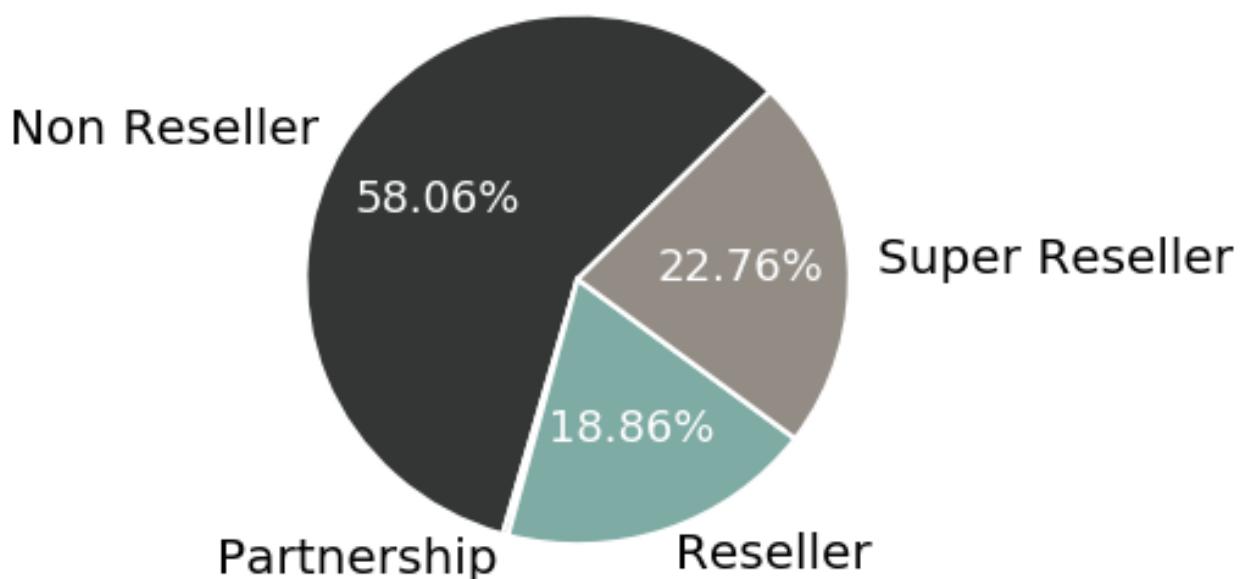
## Partnerships

Partnership revenue came to \$10,080, which is 0.32% of total monthly revenue.

## Revenue by Customer Type

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

Customer	Dec 2018	YoY Change	Proportion Of Total
Non Reseller	\$1,837,514	-16.87%	58.06%
Super Reseller	\$720,208	-1.09%	22.76%
Reseller	\$596,868	-37.77%	18.86%
Partnership	\$10,080	-32.80%	0.32%



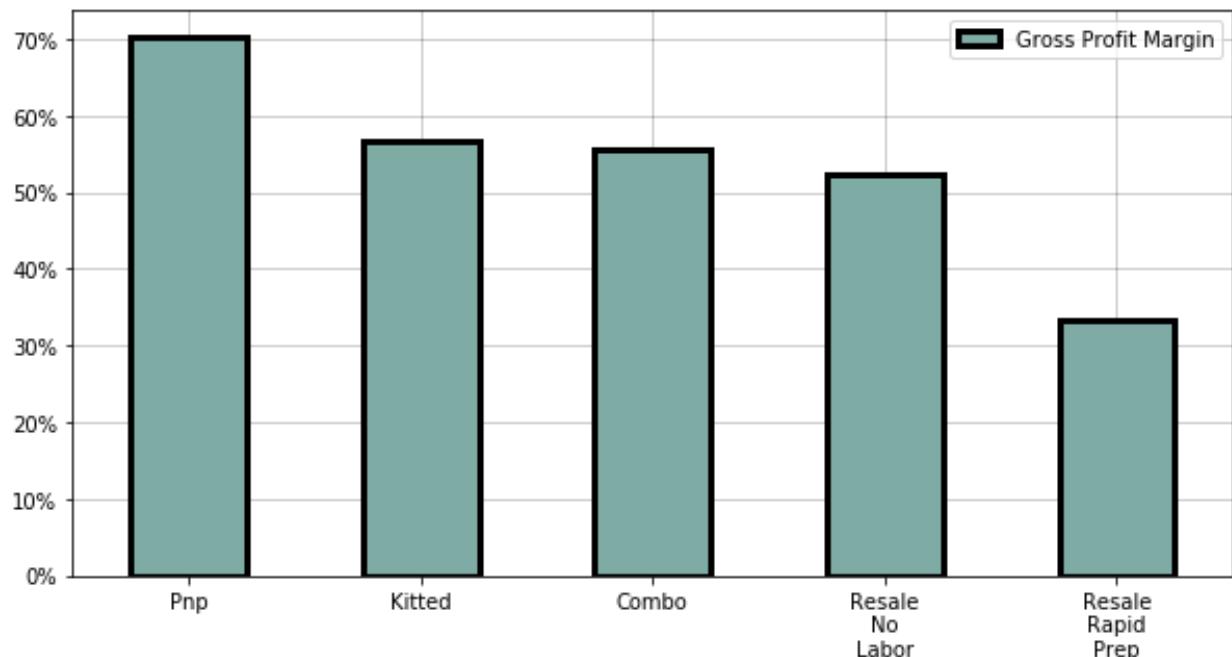
## Gross Profit

Gross Profit totaled \$1,835,462, which makes for an overall gross profit margin of 58.00%, about equal to the average of 59.34%.

## Gross Profit by BOM

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

Bom	Gross Profit Margin
Pnp	70.33%
Kitted	56.60%
Combo	55.48%
Resale - No Labor	52.23%
Resale - Rapid Prep	33.37%



## Order Count + Average Order Value

The order count decreased 19.89% year over year, down from x28,666 to x22,965. The overall average order value was \$137.80, below the monthly average of \$145.77.

## Average Order Value by Customer Type

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

Customer	Dec 2018	Yoy Change
Partnership	\$10,080.00	-32.80%
Super Reseller	\$9,002.60	141.09%
Reseller	\$1,511.06	-3.59%
Non Reseller	\$81.71	2.98%

## Freebies

Revenue for orders which contained freebies constituted 33.32% of total monthly revenue, about equal to the monthly average of 35.55%. The average order value for these same orders came to \$252.65, below the monthly average of \$274.40.

## Parts with a Gross Profit Loss

\*Excludes Freebies.

Adafruit lost \$6,516 in gross profit, about equal to the monthly average of \$6,699. Check out the table below for part-specific data. To see specific OIDs, check out the workbook link at the top of the report, and navigate to the worksheet titled 'Losses'.

Part Id	Products Name	Gross Profit
3400	Raspberry Pi Zero W	\$-3,868.00
2885	Raspberry Pi Zero - Version 1.3	\$-2,149.00
3283	Red Bear IoT pHAT for Raspberry Pi - WiFi + BTLE	\$-294.65
3418	Digital Loggers PLDuino - ATmega2560 + ESP8266 Customizable PLC	\$-100.15
3329	Red Bear IoT pHAT for Raspberry Pi - WiFi + BTLE - unassembled	\$-70.55
4020	Adafruit NeoTrellis M4 with Enclosure and Buttons Kit Pack	\$-14.82
3333	Circuit Playground Express	\$-8.28
3957	Adafruit CRICKIT HAT for Raspberry Pi	\$-7.30
3712	Adafruit PCB Coaster - LEDs + Adabot	\$-2.53
1609	Adafruit Perma-Proto Half-sized Breadboard PCB - Single	\$-0.48
	column total	\$-6,515.76

# Manufacturing

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

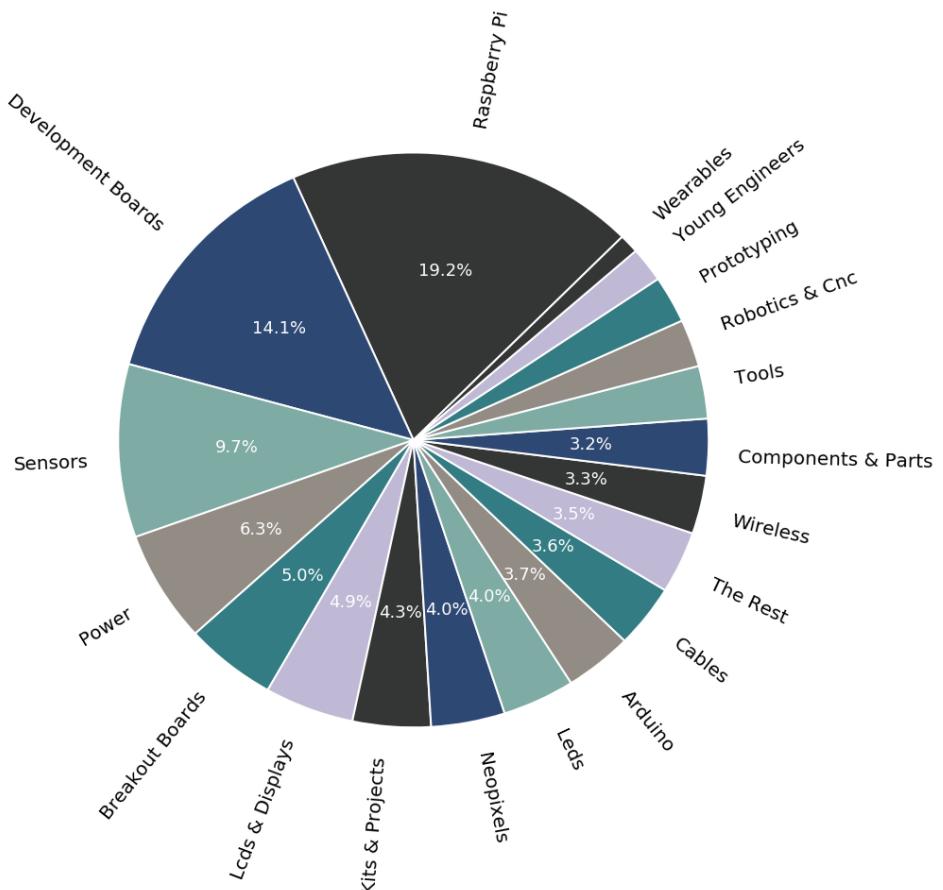
Manufacturing revenue fell 5.95% year over year, down from \$814,394 to \$765,924. As a proportion of total monthly revenue, it made up 24.20%, about equal to the monthly average of 23.78%. The gross profit margin was 74.11%, about equal to the average of 74.33%.

# New Products

x26 new products were released, and the total revenue amounted to \$30,667, 0.97% of total monthly revenue, below the average of 1.42%.

## By Category

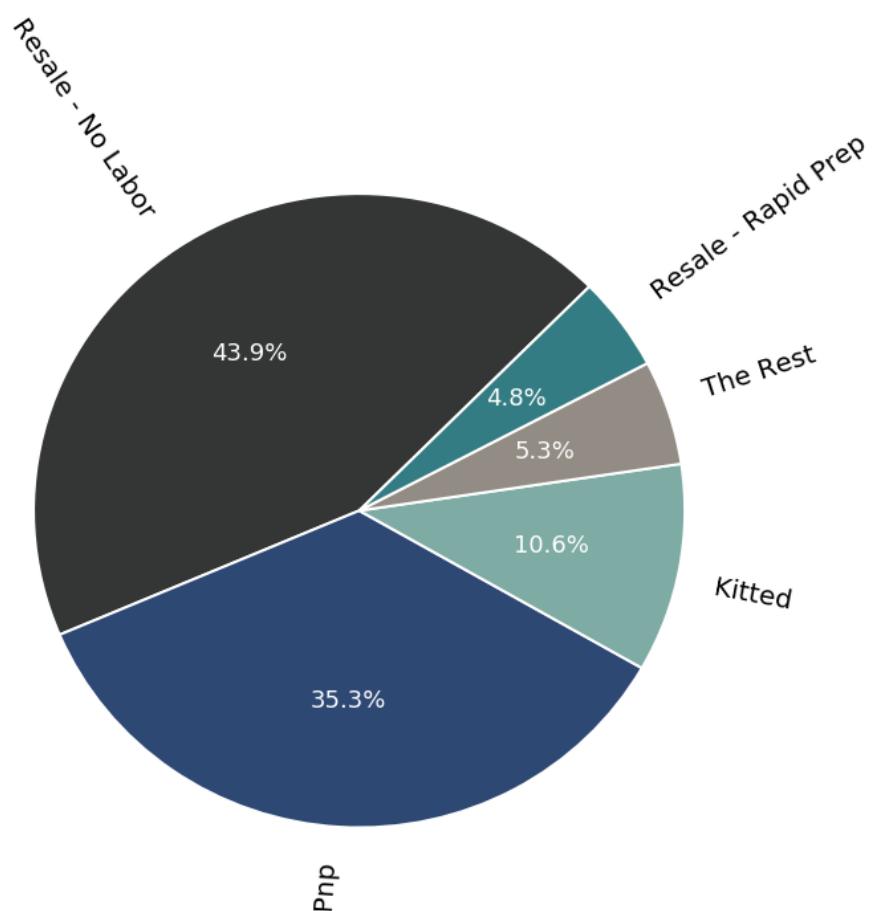
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and Breakout Boards. The combined revenue amounted to 54.29% of the monthly total, and the average gross profit margin was 60.62%.



## 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	\$1,389,426	85.18%	43.90%
Pnp	\$1,117,919	93.01%	35.32%
Kitted	\$336,490	56.59%	10.63%
Resale - Rapid Prep	\$151,901	96.08%	4.80%
Combo	\$148,496	48.11%	4.69%
Adabox Subscription/Partnership/Other	\$20,439	130.52%	0.65%



End of report