

Quarterly Products Report

Q1 2019

Created 2019-04-01

Purpose

The purpose of this quarterly 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.

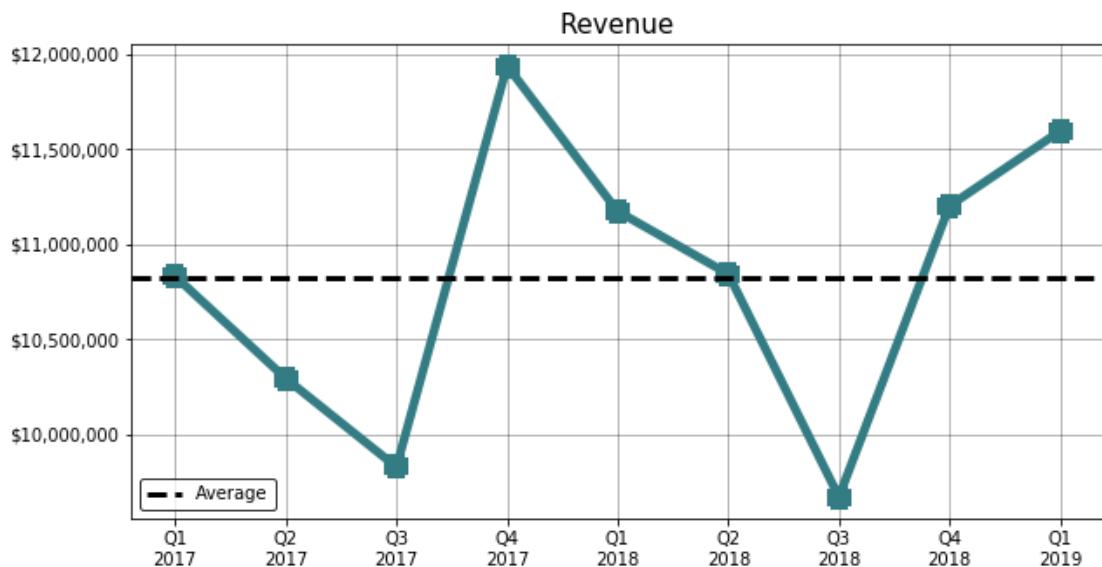
Visit [here](#) and navigate to the applicable year and quarter to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue increased 3.8%; gross profit margin was 59.7% and about equal to the average; order count decreased 9.0%; overall average order value was \$150.24; gross profit loss, excluding freebies, was below the average; manufacturing revenue grew 6.6%; new products revenue made up 2.3% of total revenue.

Revenue

Revenue increased 3.8% year over year, up from \$11,172,980 to \$11,595,643. This current total was above the quarterly average of \$10,818,898. Check out the chart below for revenue over time.



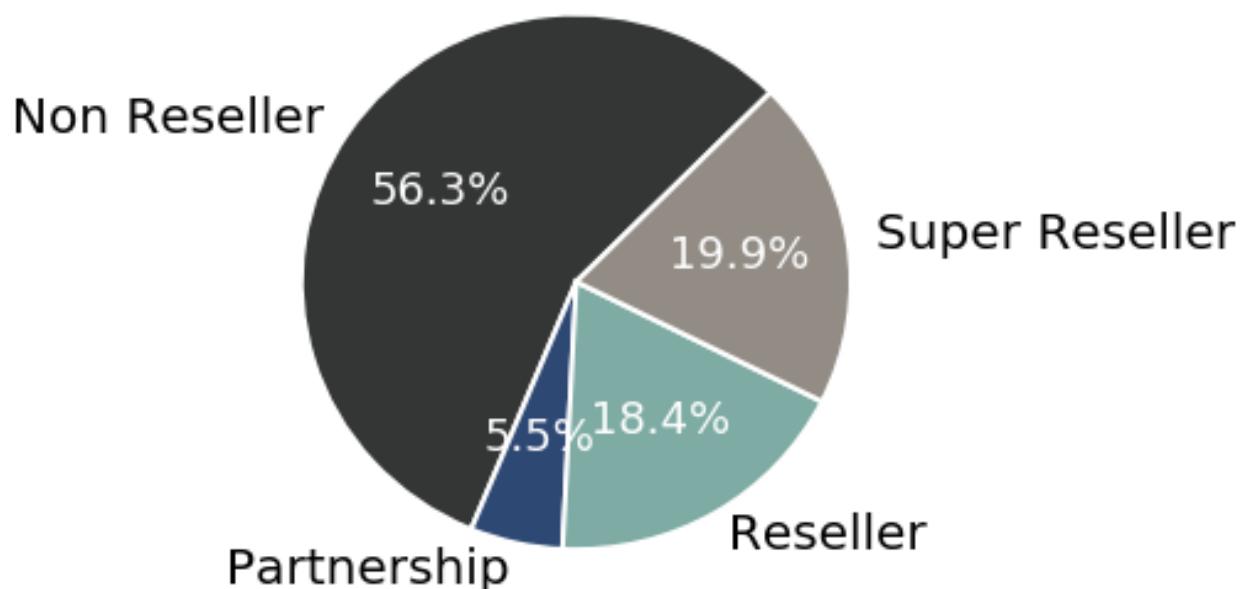
Partnerships

Partnership revenue came to \$632,250, which is 5.5% of total revenue.

Revenue by Customer Type

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

Customer	Q1 2019	Yoy Change	Proportion Of Total
Non Reseller	\$6,523,200	-8.7%	56.3%
Super Reseller	\$2,304,557	33.5%	19.9%
Reseller	\$2,135,636	1.8%	18.4%
Partnership	\$632,250	206.4%	5.5%



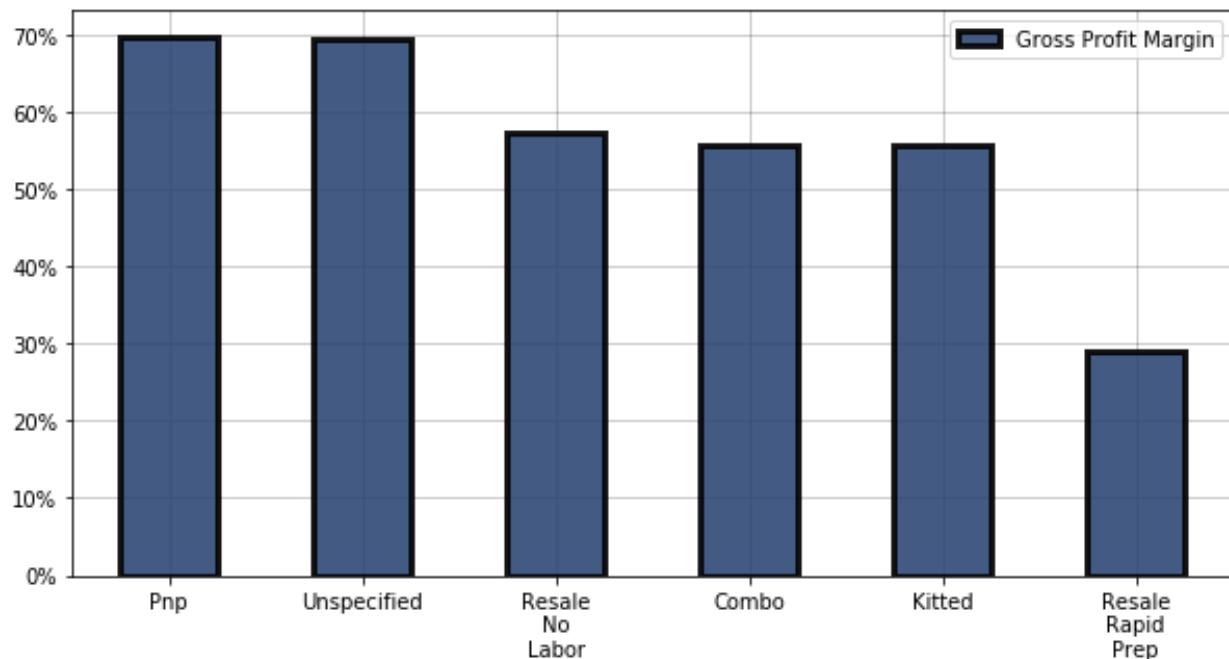
Gross Profit

Gross Profit totaled \$6,922,665, which makes for an overall gross profit margin of 59.7%, about equal to the quarterly average of 59.5%.

Gross Profit Margin by BOM

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

Bom	Gross Profit Margin
Pnp	69.8%
Unspecified	69.5%
Resale - No Labor	57.3%
Combo	55.7%
Kitted	55.6%
Resale - Rapid Prep	28.9%



Order Count + Average Order Value

The order count decreased 9.0% year over year, down from x84,798 to x77,181. The overall average order value was \$150.24, above the quarterly average of \$143.23.

Average Order Value by Customer Type

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

Customer	Q1 2019	Yoy Change
Partnership	\$126,450.00	390.2%
Super Reseller	\$8,114.64	21.7%
Reseller	\$1,552.06	12.1%
Non Reseller	\$86.38	0.4%

Freebies

Revenue for orders which contain freebies constituted 32.6% of total revenue, above the average of 25.6%. The average order value for these same orders came to \$262.79, below the quarterly average of \$265.85.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$18,958 in gross profit, below the quarterly average of \$22,396. 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.

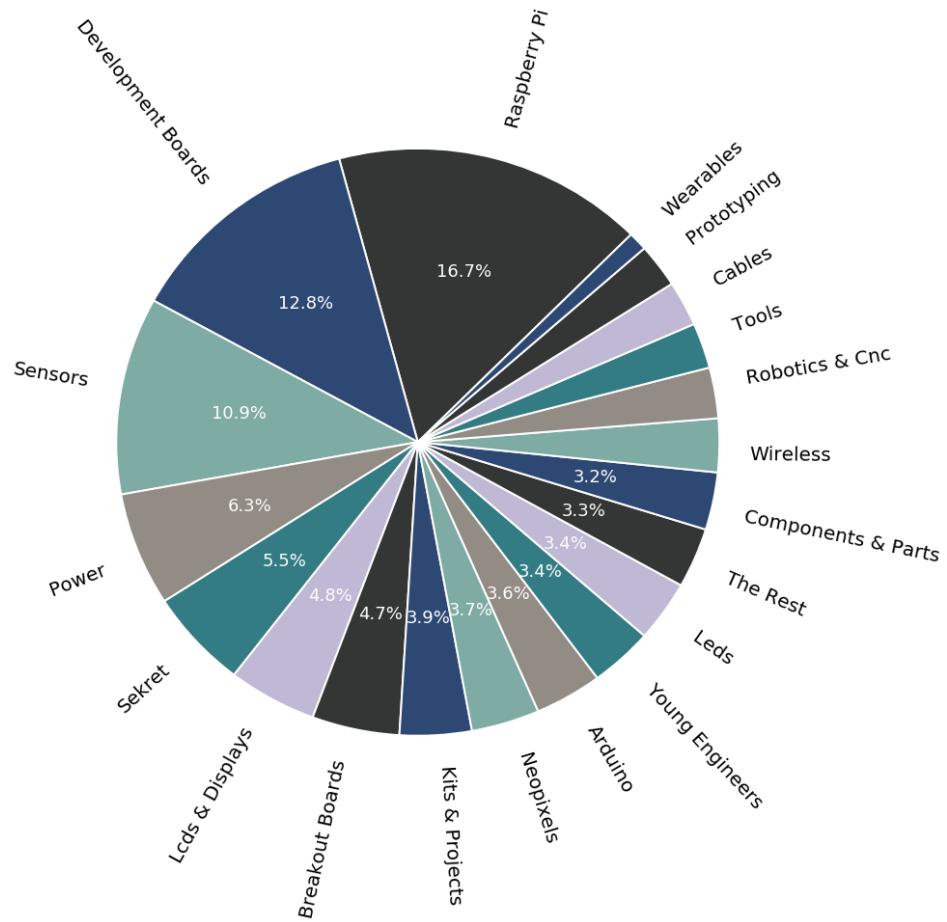
Manufacturing revenue grew 6.6% year over year, up from \$2,443,327 to \$2,605,219. As a proportion of total revenue, it made up 22.5%, about equal to the quarterly average of 22.3%. The gross profit margin was 74.3%, about equal to the average of 74.0%.

New Products

x93 new products were released, and the revenue amounted to \$263,184, 2.3% of total revenue, below the average of 3.1%.

By Category

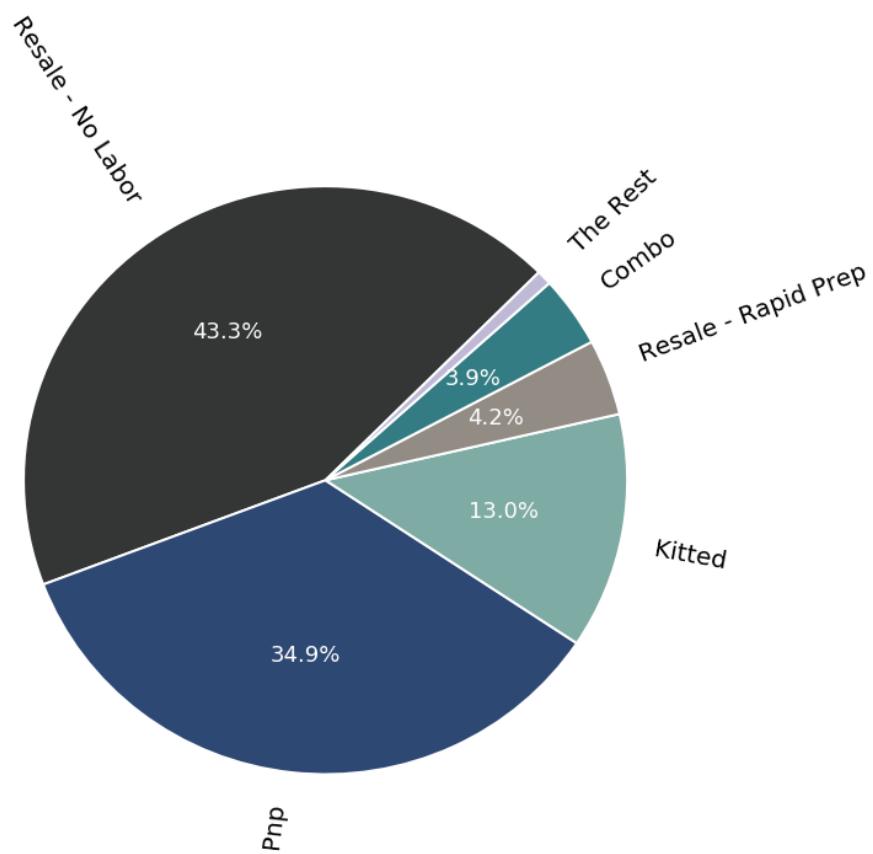
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and sekret. The combined revenue amounted to 52.1% of total revenue, and the average gross profit margin was 62.9%.



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	\$5,017,393	107.0%	43.3%
Pnp	\$4,044,918	104.9%	34.9%
Kitted	\$1,503,402	106.8%	13.0%
Resale - Rapid Prep	\$485,190	85.2%	4.2%
Combo	\$451,938	77.5%	3.9%
Adabox Subscription/Partnership/Other	\$92,750	141.9%	0.8%
Unspecified	\$53	3.0%	0.0%



End of report