

# Monthly Products Report

## Jan 2019

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.

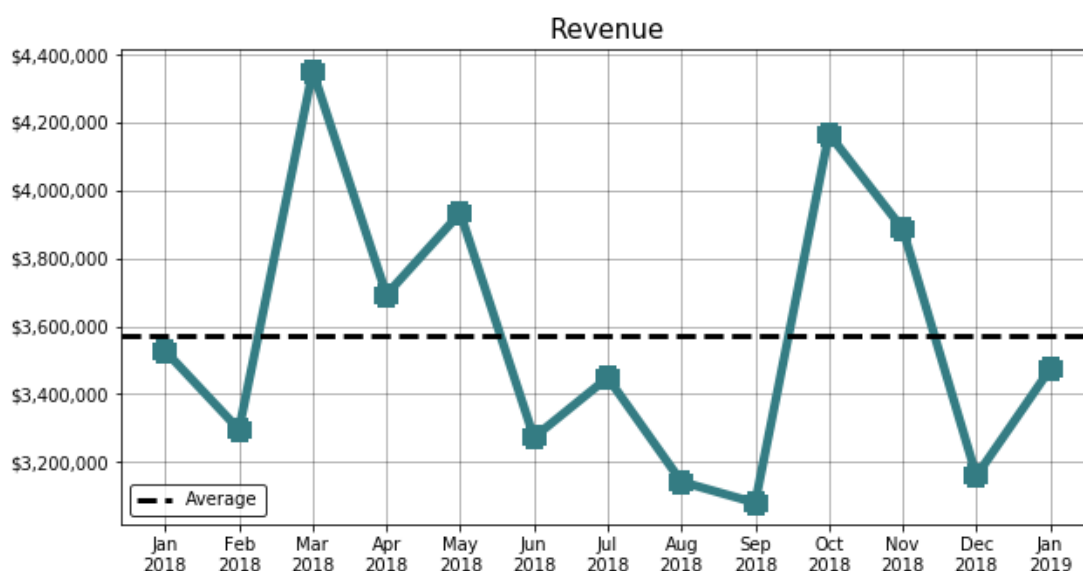
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

### Summary + Financial Impact

Year over year, revenue decreased 1.5%; gross profit margin was 59.3% and about equal to the average; order count decreased 6.1%; overall average order value was \$138.89; gross profit loss, excluding freebies, was about equal to the average; manufacturing revenue grew 13.5%; new products revenue made up 1.8% of total revenue.

### Revenue

Revenue decreased 1.5% year over year, down from \$3,526,516 to \$3,473,447. This current total was below the monthly average of \$3,571,092. Check out the chart below for revenue over time.



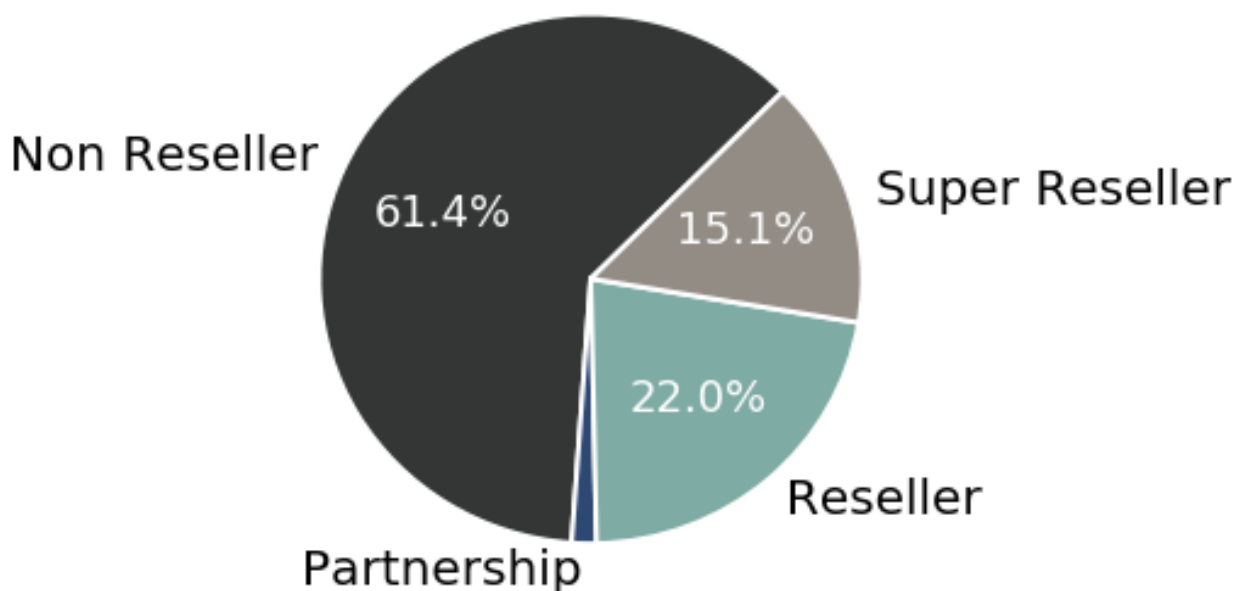
## Partnerships

Partnership revenue came to \$50,945, which is 1.5% of total revenue.

## Revenue by Customer Type

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

Customer	Jan 2019	Yoy Change	Proportion Of Total
Non Reseller	\$2,131,746	-8.1%	61.4%
Reseller	\$764,566	19.3%	22.0%
Super Reseller	\$526,191	-0.9%	15.1%
Partnership	\$50,945	41.5%	1.5%



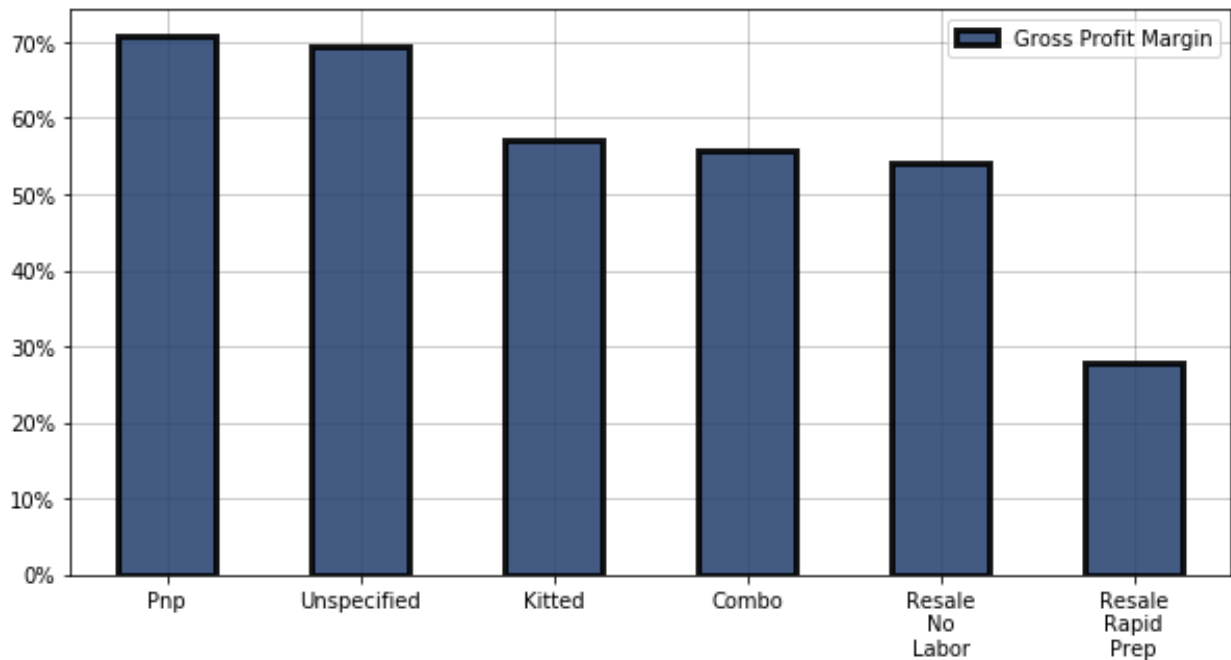
## Gross Profit

Gross Profit totaled \$2,058,866, which makes for an overall gross profit margin of 59.3%, about equal to the monthly average of 59.4%.

## 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	70.9%
Unspecified	69.5%
Kitted	57.1%
Combo	55.6%
Resale - No Labor	54.2%
Resale - Rapid Prep	27.9%



## Order Count + Average Order Value

The order count decreased 6.1% year over year, down from x26,632 to x25,008. The overall average order value was \$138.89, below the monthly average of \$145.95.

## 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 2019	Yoy Change
Partnership	\$25,472.50	41.5%
Super Reseller	\$6,746.04	6.8%
Reseller	\$1,532.20	19.0%
Non Reseller	\$87.26	-2.0%

## Freebies

Revenue for orders which contain freebies constituted 37.6% of total revenue, about equal to the average of 36.2%. The average order value for these same orders came to \$269.14, below the monthly average of \$274.91.

## Parts with a Gross Profit Loss

\*Excludes Freebies.

Adafruit lost \$6,645 in gross profit, about equal to the monthly average of \$6,463. 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.

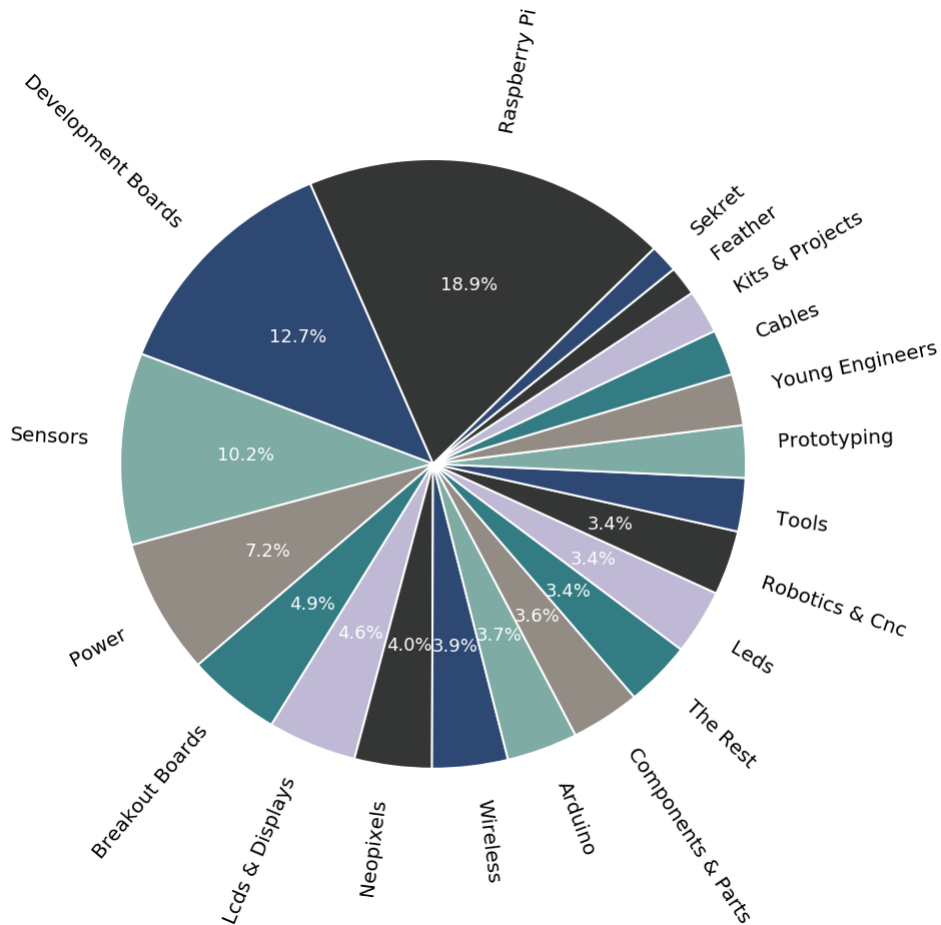
Manufacturing revenue grew 13.5% year over year, up from \$746,070 to \$846,534. As a proportion of total revenue, it made up 24.4%, about equal to the monthly average of 23.9%. The gross profit margin was 74.8%, about equal to the average of 74.4%.

## New Products

x46 new products were released, and the revenue amounted to \$61,976, 1.8% of total revenue, above the average of 1.5%.

## By Category

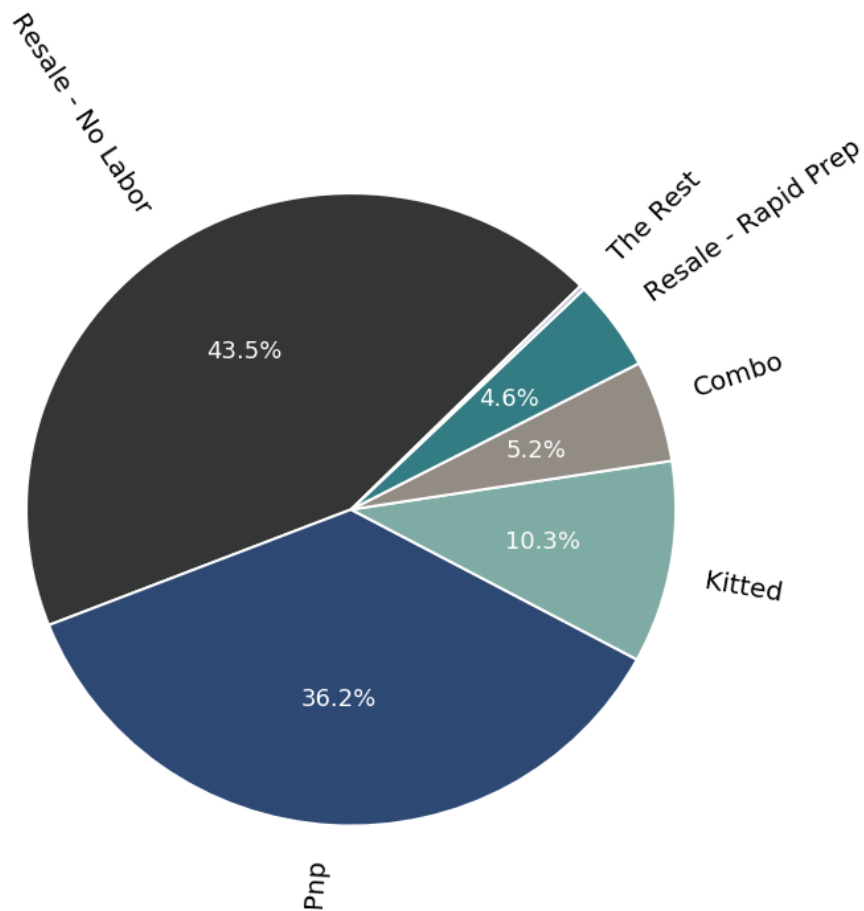
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and Breakout Boards. The combined revenue amounted to 53.9% of total revenue, and the average gross profit margin was 61.0%.



## 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	\$1,509,436	101.1%	43.5%
Pnp	\$1,256,663	102.4%	36.2%
Kitted	\$358,783	91.4%	10.3%
Combo	\$179,970	82.4%	5.2%
Resale - Rapid Prep	\$160,624	82.8%	4.6%
Adabox Subscription/Partnership/Other	\$7,965	414.8%	0.2%
Unspecified	\$6	2.0%	0.0%



End of report