

Monthly Products Report

Mar 2019

Created 2019-04-01

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.

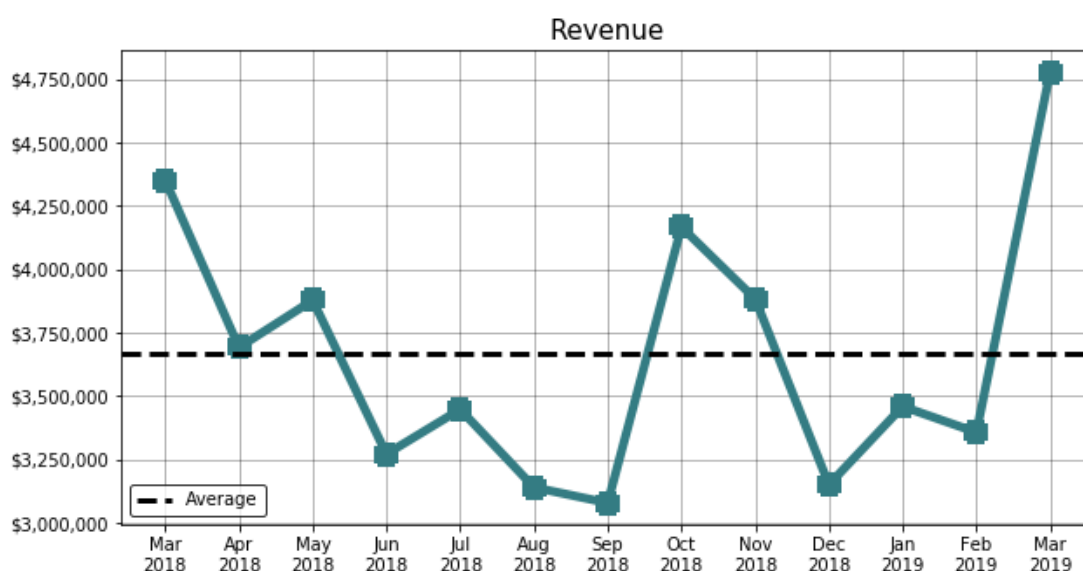
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue increased 9.8%; gross profit margin was 61.6% and above the average; order count decreased 12.8%; overall average order value was \$163.99; gross profit loss, excluding freebies, was above the average; manufacturing revenue grew 12.1%; new products revenue made up 0.6% of total revenue.

Revenue

Revenue increased 9.8% year over year, up from \$4,351,348 to \$4,778,402. This current total was above the monthly average of \$3,666,176. Check out the chart below for revenue over time.



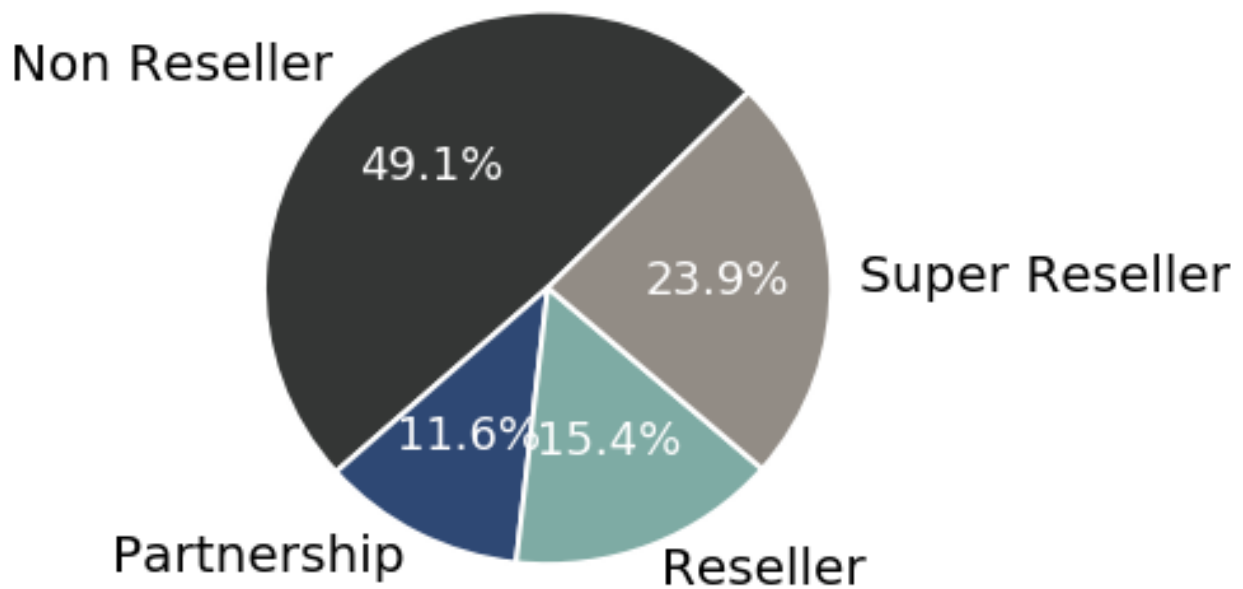
Partnerships

Partnership revenue came to \$555,790, which is 11.6% of total revenue.

Revenue by Customer Type

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

| Customer | Mar 2019 | Yoy Change | Proportion Of Total |
|----------------|-------------|------------|---------------------|
| Non Reseller | \$2,345,549 | -12.7% | 49.1% |
| Super Reseller | \$1,140,182 | 52.4% | 23.9% |
| Reseller | \$736,881 | -4.8% | 15.4% |
| Partnership | \$555,790 | 288.9% | 11.6% |



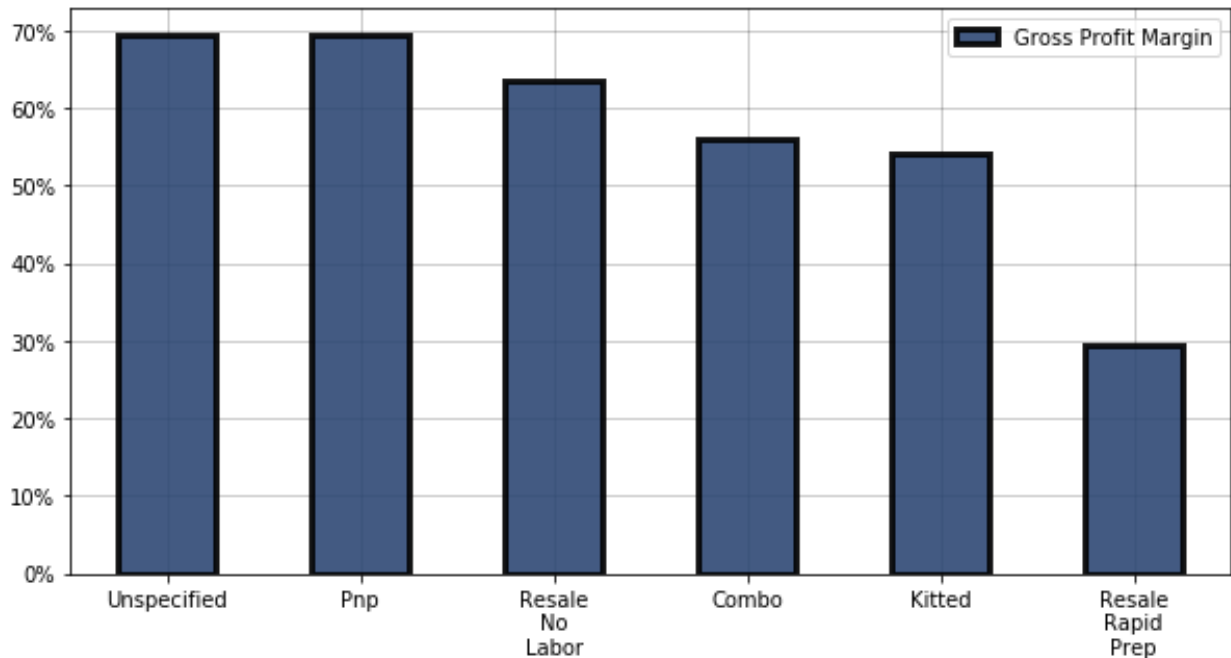
Gross Profit

Gross Profit totaled \$2,943,759, which makes for an overall gross profit margin of 61.6%, above the monthly average of 59.4%.

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 |
|---------------------|---------------------|
| Unspecified | 69.5% |
| Pnp | 69.4% |
| Resale - No Labor | 63.5% |
| Combo | 56.0% |
| Kitted | 54.2% |
| Resale - Rapid Prep | 29.5% |



Order Count + Average Order Value

The order count decreased 12.8% year over year, down from x33,423 to x29,138. The overall average order value was \$163.99, above the monthly average of \$149.10.

Average Order Value by Customer Type

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

| Customer | Mar 2019 | Yoy Change |
|----------------|--------------|------------|
| Partnership | \$277,895.00 | 677.8% |
| Super Reseller | \$8,637.74 | 15.4% |
| Reseller | \$1,544.82 | 9.2% |
| Non Reseller | \$82.22 | 0.3% |

Freebies

Revenue for orders which contain freebies constituted 26.6% of total revenue, below the average of 34.8%. The average order value for these same orders came to \$251.79, below the monthly average of \$273.23.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$6,788 in gross profit, above the monthly average of \$6,136. 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.

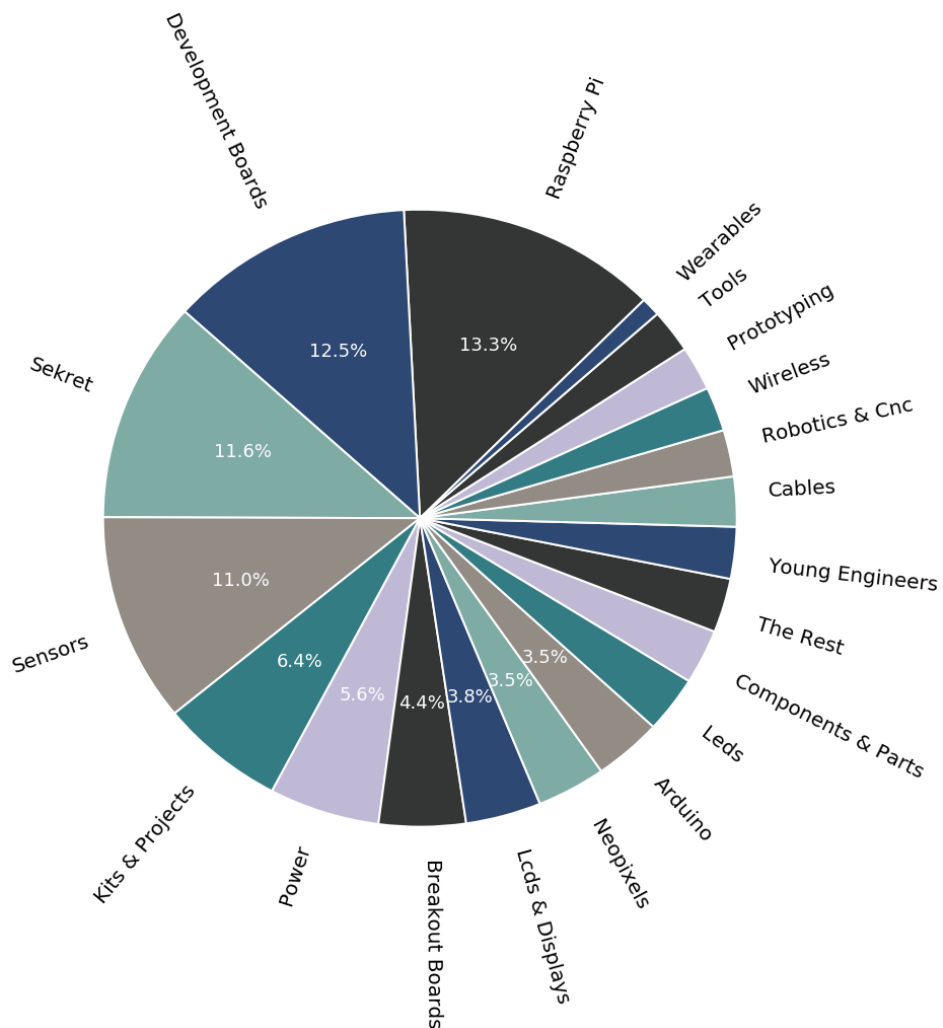
Manufacturing revenue grew 12.1% year over year, up from \$886,893 to \$993,968. As a proportion of total revenue, it made up 20.8%, below the monthly average of 23.4%. The gross profit margin was 73.4%, about equal to the average of 74.4%.

New Products

x23 new products were released, and the revenue amounted to \$26,420, 0.6% of total revenue, below the average of 1.3%.

By Category

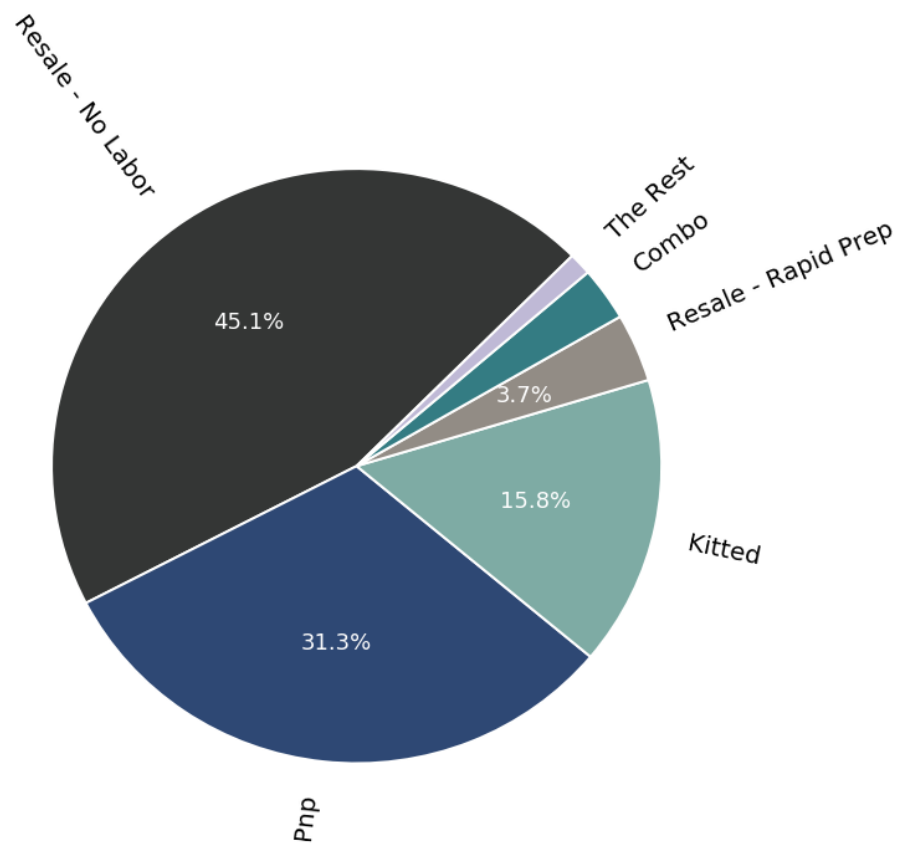
The top five categories by revenue were Raspberry Pi, Development Boards, sekret, Sensors, and Kits & Projects. The combined revenue amounted to 54.8% of total revenue, and the average gross profit margin was 60.2%.



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 | \$2,156,084 | 118.8% | 45.1% |
| Pnp | \$1,495,291 | 106.2% | 31.3% |
| Kitted | \$753,168 | 112.0% | 15.8% |
| Resale - Rapid Prep | \$177,158 | 94.5% | 3.7% |
| Combo | \$139,385 | 61.8% | 2.9% |
| Adabox Subscription/Partnership/Other | \$57,290 | 134.2% | 1.2% |
| Unspecified | \$27 | 3.0% | 0.0% |



End of report