

Annual Products Report 2018

Created 2019-01-16

Purpose

The purpose of this yearly 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.

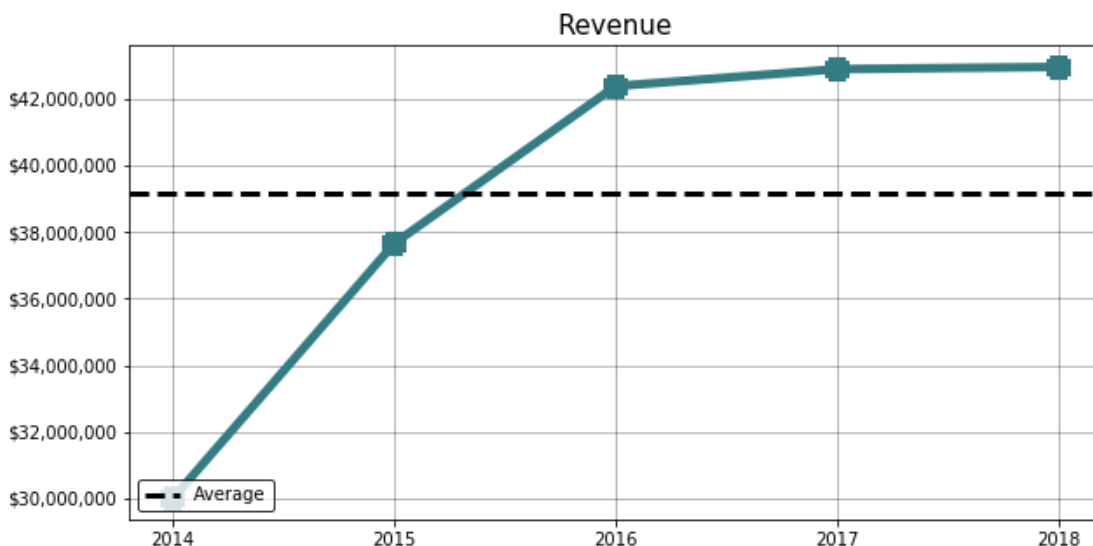
Visit [here](#) and navigate to the applicable year to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue increased 0.16%; gross profit margin was 59.57% and about equal to the average; order count decreased 4.39%; overall average order value was \$145.26; gross profit loss, excluding freebies, was below the average; manufacturing revenue grew 12.82%; new products revenue made up 11.10% of total revenue.

Revenue

Revenue increased 0.16% year over year, up from \$42,889,168 to \$42,956,465. This current total was above the yearly average of \$39,180,179. Check out the chart below for revenue over time.



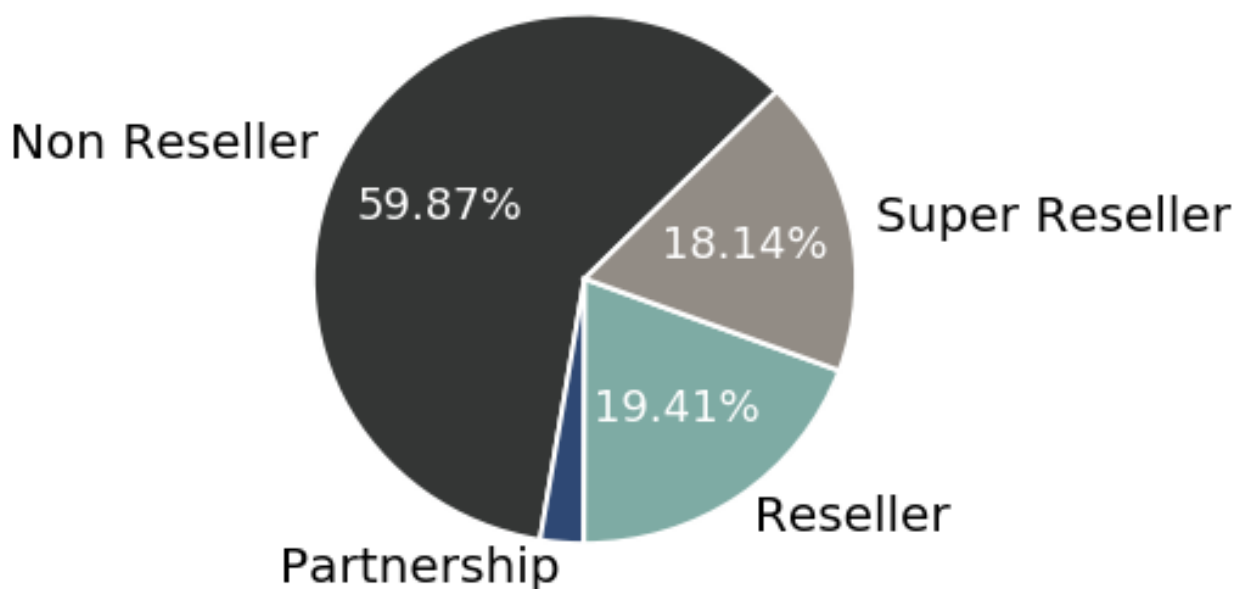
Partnerships

Partnership revenue came to \$1,110,384, which is 2.58% of total revenue.

Revenue by Customer Type

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

Customer	2018	Yoy Change	Proportion Of Total
Non Reseller	\$25,718,121	-2.92%	59.87%
Reseller	\$8,335,756	-3.62%	19.41%
Super Reseller	\$7,792,205	9.89%	18.14%
Partnership	\$1,110,384	68.77%	2.58%



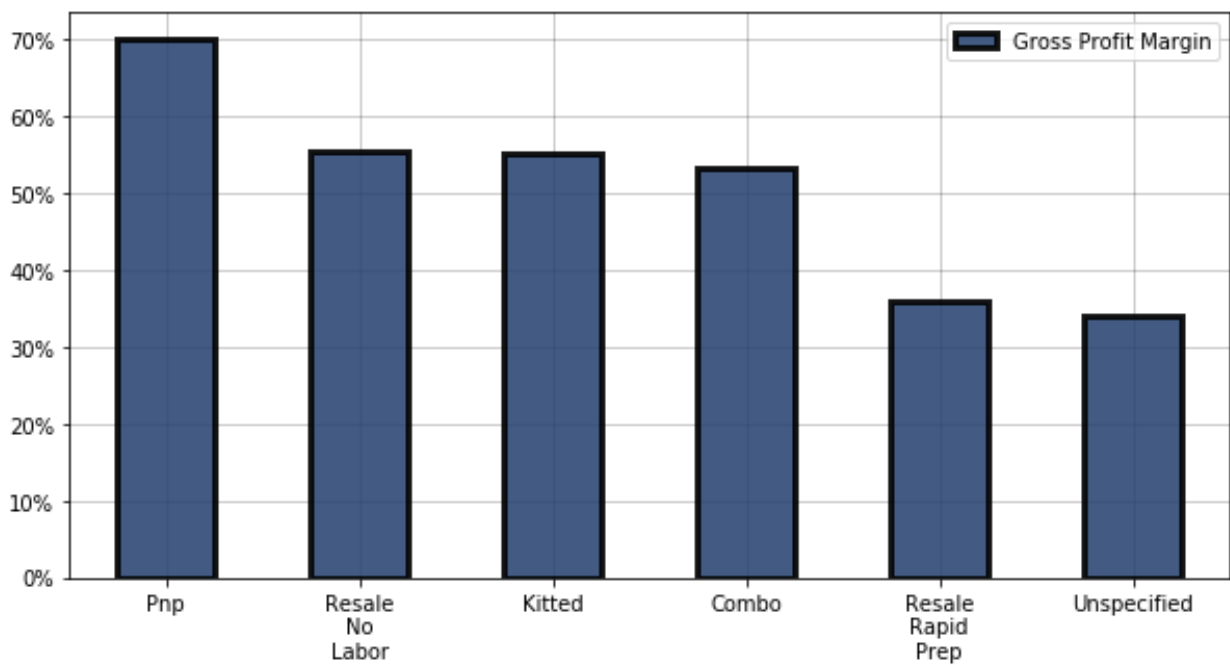
Gross Profit

Gross Profit totaled \$25,590,574, which makes for an overall gross profit margin of 59.57%, about equal to the yearly average of 60.26%.

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	70.15%
Resale - No Labor	55.31%
Kitted	55.29%
Combo	53.17%
Resale - Rapid Prep	35.89%
Unspecified	34.03%



Order Count + Average Order Value

The order count decreased 4.39% year over year, down from x309,311 to x295,729. The overall average order value was \$145.26, above the yearly average of \$130.41.

Average Order Value by Customer Type

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

Customer	2018	Yoy Change
Partnership	\$55,519.20	18.14%
Super Reseller	\$7,435.31	53.93%
Reseller	\$1,436.21	13.55%
Non Reseller	\$89.03	1.16%

Freebies

Revenue for orders which contain freebies constituted 35.86% of total revenue, above the average of 26.51%. The average order value for these same orders came to \$275.27, above the yearly average of \$248.68.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$77,371 in gross profit, below the yearly average of \$110,354. 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.

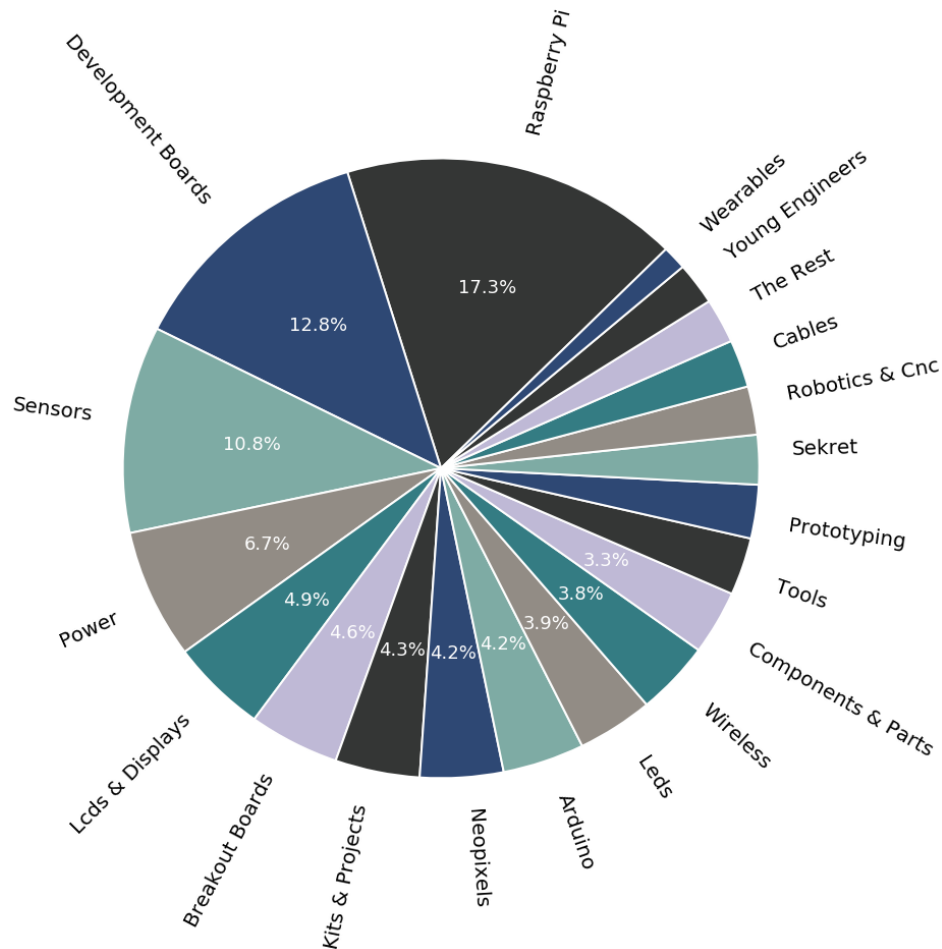
Manufacturing revenue grew 12.82% year over year, up from \$9,098,667 to \$10,264,774. As a proportion of total revenue, it made up 23.90%, above the yearly average of 19.15%. The gross profit margin was 74.50%, about equal to the average of 75.08%.

New Products

x381 new products were released, and the revenue amounted to \$4,766,255, 11.10% of total revenue, below the average of 16.85%.

By Category

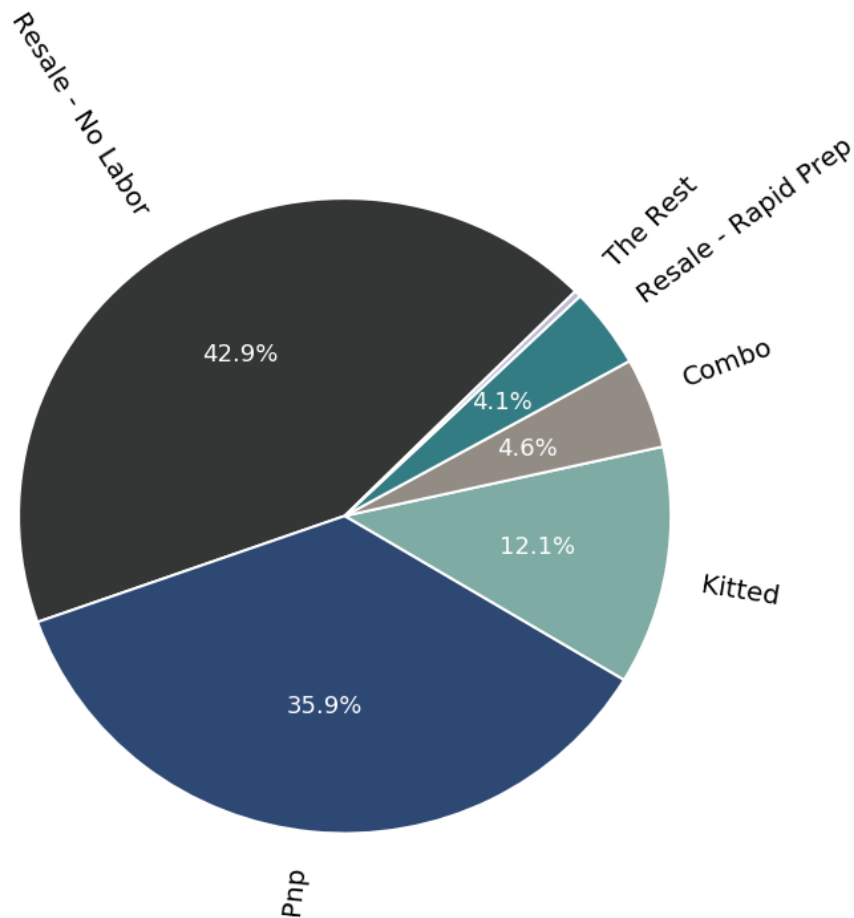
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and LCDs & Displays. The combined revenue amounted to 52.52% of total revenue, and the average gross profit margin was 58.51%.



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	\$18,440,478	97.89%	42.93%
Pnp	\$15,437,740	109.60%	35.94%
Kitted	\$5,213,933	104.88%	12.14%
Combo	\$1,977,619	56.36%	4.60%
Resale - Rapid Prep	\$1,745,922	125.97%	4.06%
Adabox Subscription/Partnership/Other	\$138,400	216.97%	0.32%
Unspecified	\$2,374	6.91%	0.01%



End of report