

# AdaBox012 Report

Created 2019-06-27

## Purpose

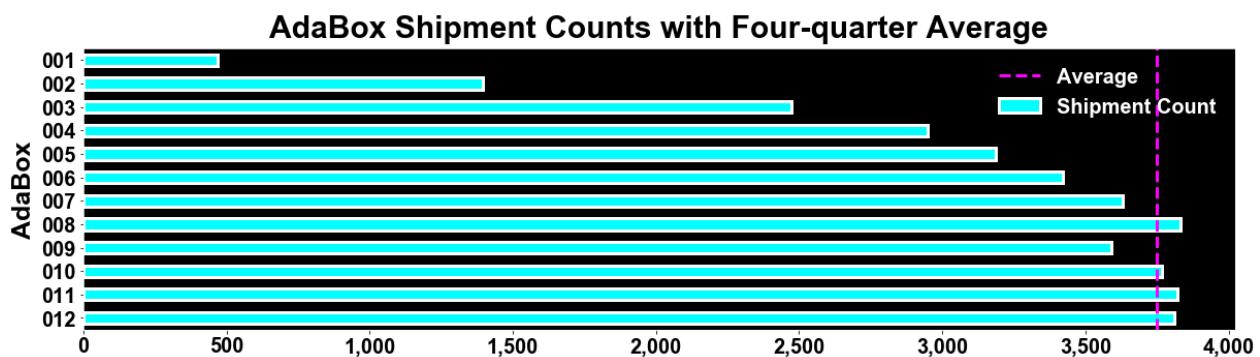
The purpose of this write-up is to report the revenue, cost, gross profit, and churn rate of AdaBox over time, with a focus on the most recent AdaBox, which for Q2 2019 is AdaBox012 (PN [4185](#)). To see subscription counts, etc. in real time, check out [this PLM page](#).

## Summary + Financial Impact

Year over year, shipment counts were down 0%; revenue, including shipping, was down 0%; cost per box, including shipping, was \$39.51; shipping cost per box was \$11.66; gross profit margin, including shipping, was 35.46%; overall churn rate was 11.95%.

## Shipment Counts

AdaBox012 shipped to x3,812 recipients, about equal to last year's x3,831. This latest shipment count is about equal to the four-quarter average of x3,749. Check out the chart below for shipment counts over time, along with the four-quarter average.



## Revenue

Adabox revenue reached \$228,720 while shipping revenue hit \$4,650; this makes for \$233,370 in total revenue, down 0.04% from last year's \$233,465.

## Cost

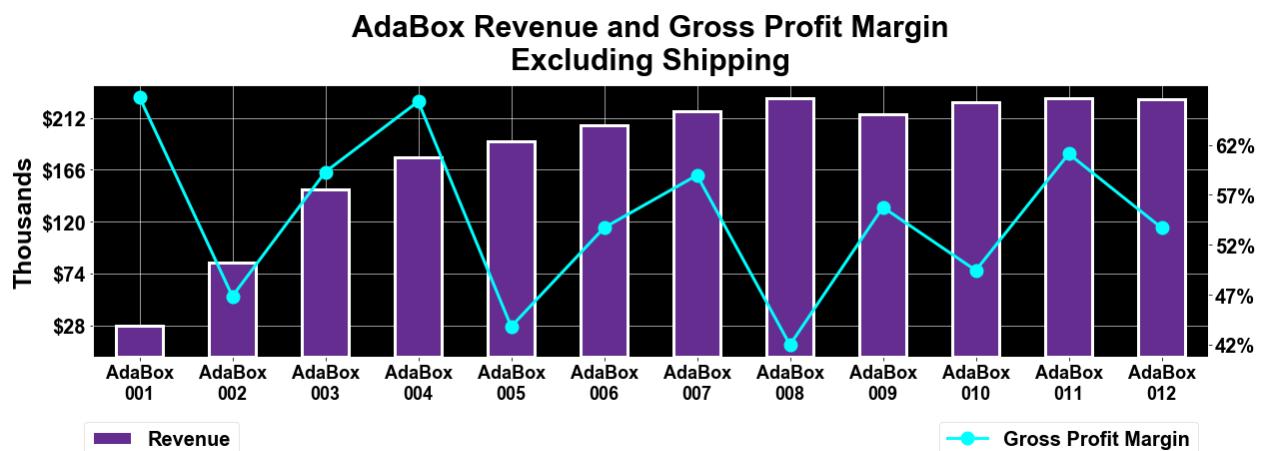
Part cost amounted to \$106,168 while the shipping cost came to \$44,443 for a total of \$150,611, or \$39.51 per box. This cost-per-box is about equal to the four-quarter average of \$39.25.

Focusing now only on shipping, the cost averaged \$11.66 per box, about equal to the four-quarter average of \$12.19.

## Gross Profit Margin

When we exclude shipping, the gross profit margin was 53.58%, about equal to than the four-quarter average of 54.89%. When we factor in shipping, the margin becomes 35.46%, about equal to the four-quarter average of 35.76%.

The chart below shows the revenue and gross profit margin over time.



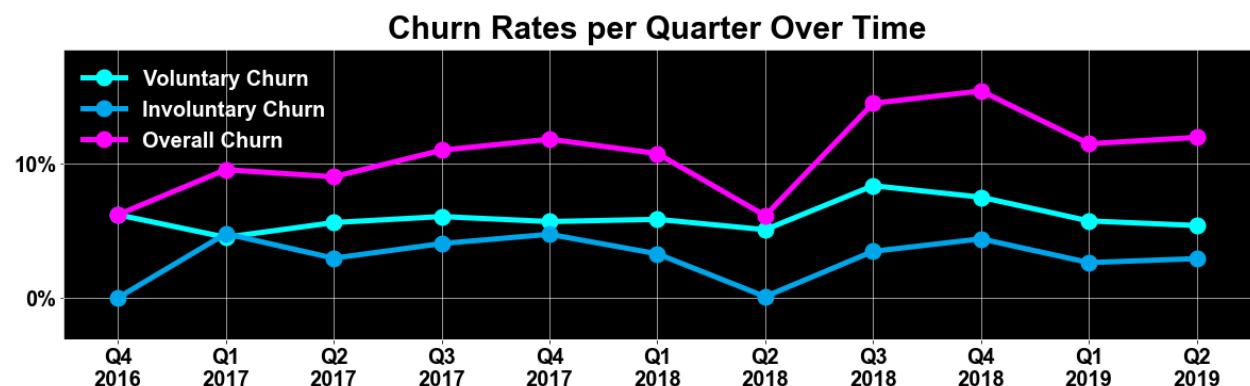
## Churn Rate

Churn can be divided into voluntary churn (cancelled) and involuntary churn (expired, payment invalid).

For Q2 2019, the voluntary churn was 5.38%, less than the four-quarter average of 6.74%.

The involuntary churn was 2.92%, about equal to the four-quarter average of 3.35%.

The overall churn was 11.95%, less than the four-quarter average of 13.32%. Check out the chart below for churn rates over time.



Looking now at the reasons for churn, on average and over the most recent four quarters, "expired" makes up 36.68%, "cancelled" makes up 63.18%, and payment invalid makes up 0.15%. Check out the chart below for more.

## Reasons for Churn

