

Monthly Products Report

Apr 2019

Created 2019-05-07

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.

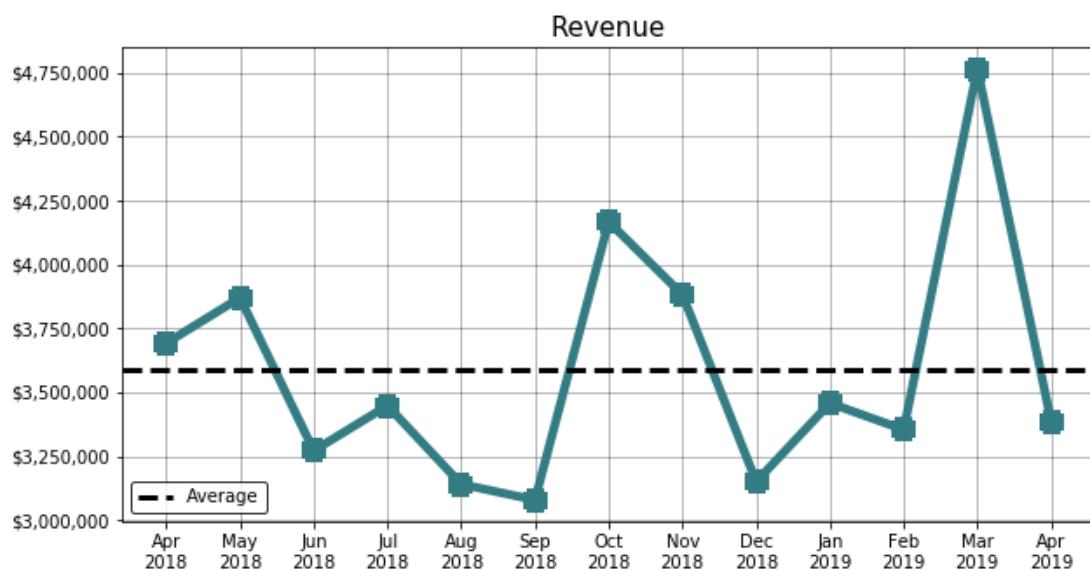
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue decreased 8.3%; gross profit margin was 57.6% and about equal to the average; order count decreased 6.9%; overall average order value was \$146.77; gross profit loss, excluding freebies, was below the average; manufacturing revenue fell 6.1%; new products revenue made up 1.7% of total revenue.

Revenue

Revenue decreased 8.3% year over year, down from \$3,692,545 to \$3,386,091. This current total was below the monthly average of \$3,589,649. Check out the chart below for revenue over time.



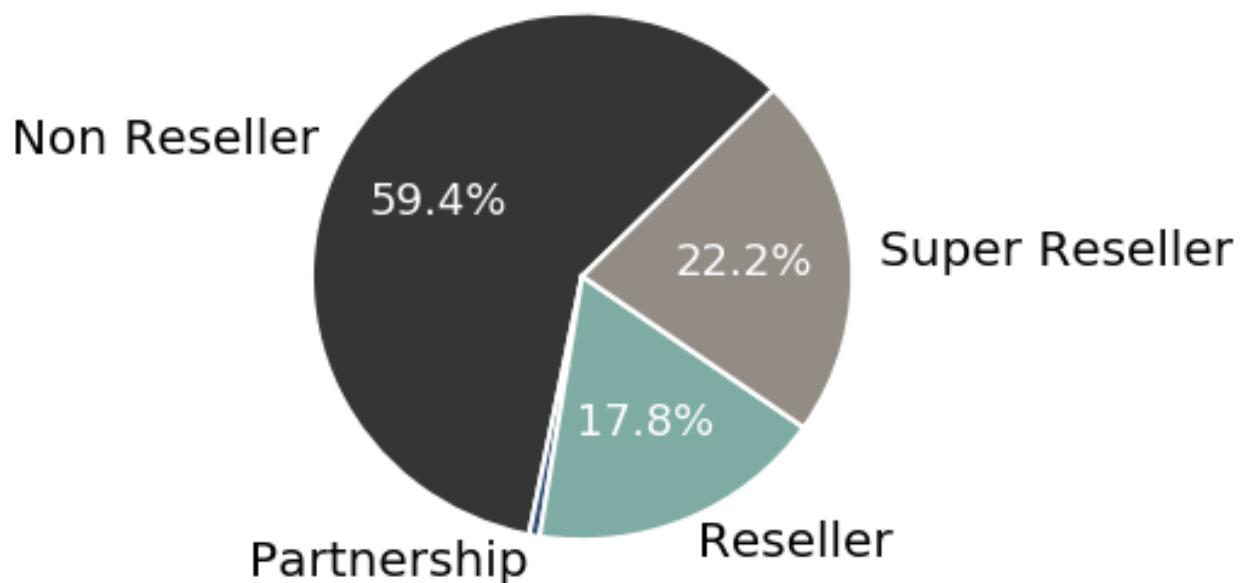
Partnerships

Partnership revenue came to \$21,213, which is 0.6% of total revenue.

Revenue by Customer Type

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

Customer	Apr 2019	Yoy Change	Proportion Of Total
Non Reseller	\$2,009,941	-6.2%	59.4%
Super Reseller	\$752,357	5.9%	22.2%
Reseller	\$602,580	-20.9%	17.8%
Partnership	\$21,213	-72.5%	0.6%



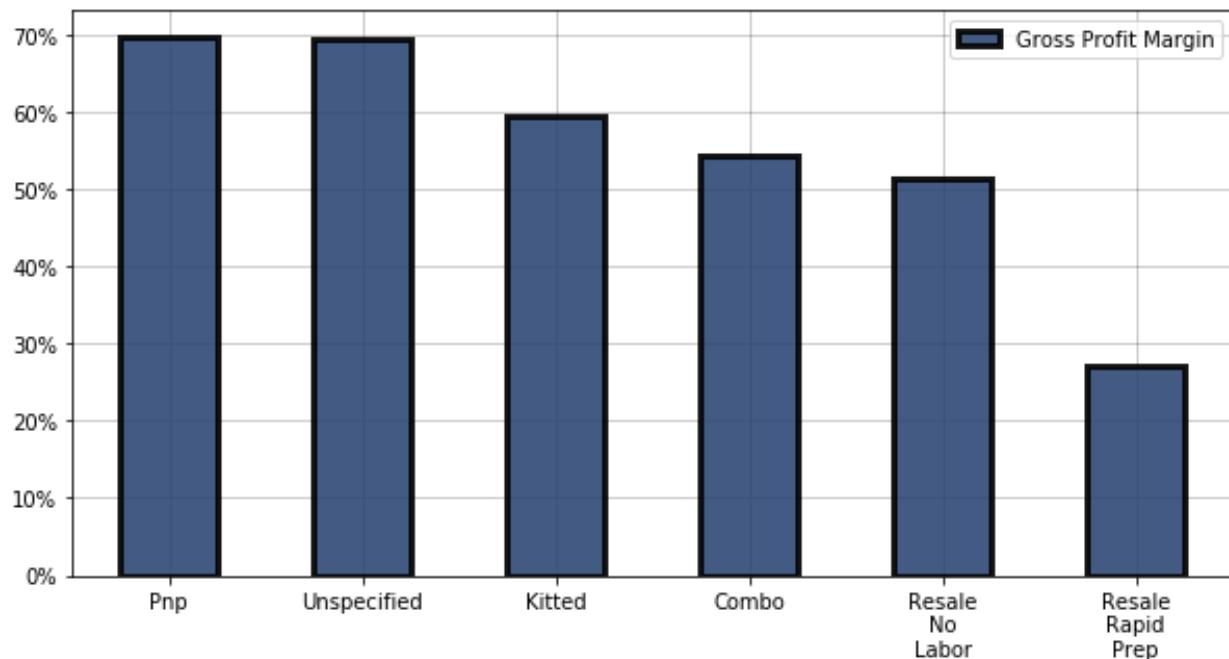
Gross Profit

Gross Profit totaled \$1,950,396, which makes for an overall gross profit margin of 57.6%, about equal to the monthly 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	69.7%
Unspecified	69.5%
Kitted	59.5%
Combo	54.1%
Resale - No Labor	51.5%
Resale - Rapid Prep	27.1%



Order Count + Average Order Value

The order count decreased 6.9% year over year, down from x24,768 to x23,070. The overall average order value was \$146.77, below the monthly average of \$150.33.

Average Order Value by Customer Type

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

Customer	Apr 2019	Yoy Change
Partnership	\$21,213.00	-44.9%
Super Reseller	\$8,089.86	1.4%
Reseller	\$1,459.03	-2.9%
Non Reseller	\$89.08	0.4%

Freebies

Revenue for orders which contain freebies constituted 36.3% of total revenue, about equal to the average of 35.1%. The average order value for these same orders came to \$273.77, about equal to the monthly average of \$273.53.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$5,680 in gross profit, below the monthly average of \$5,910. 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.

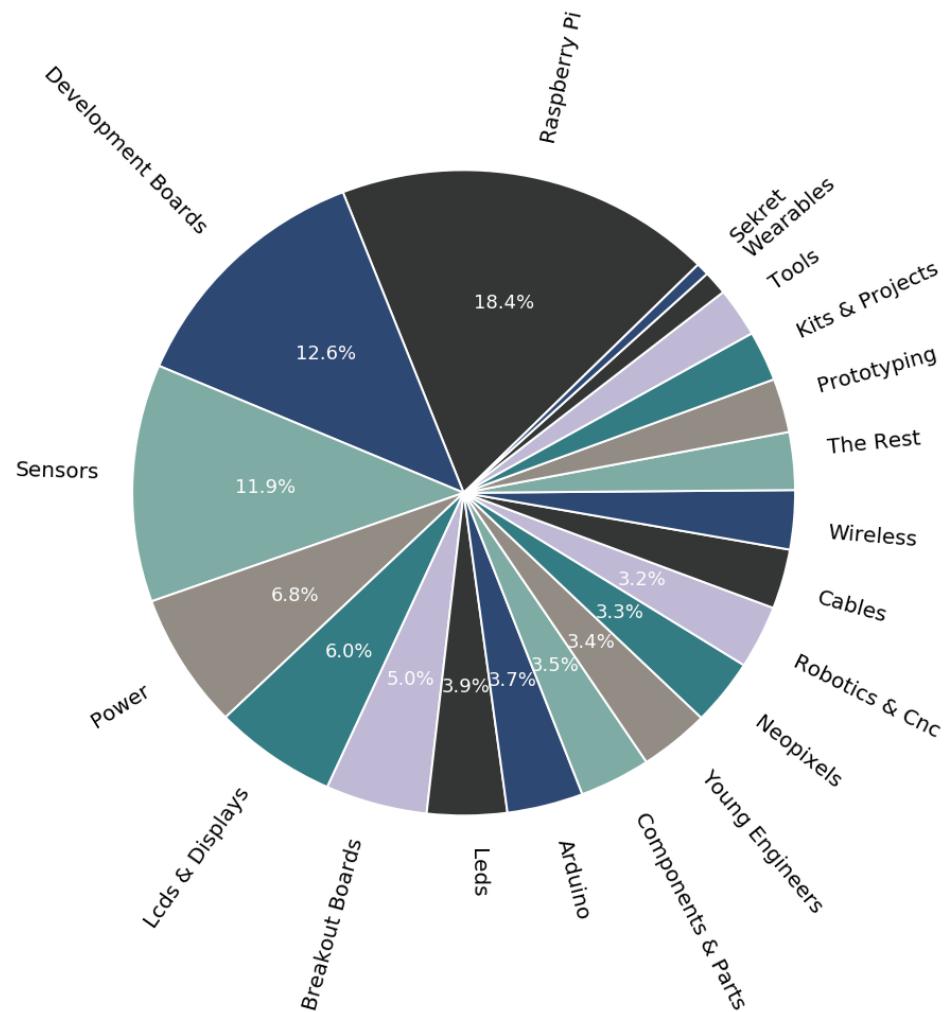
Manufacturing revenue fell 6.1% year over year, down from \$879,836 to \$825,979. As a proportion of total revenue, it made up 24.4%, about equal to the monthly average of 23.7%. The gross profit margin was 74.5%, about equal to the average of 74.5%.

New Products

x56 new products were released, and the revenue amounted to \$57,739, 1.7% of total revenue, above the average of 1.2%.

By Category

The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and LCDs & Displays. The combined revenue amounted to 55.8% of total revenue, and the average gross profit margin was 56.7%.



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	\$1,448,291	87.7%	42.8%
Pnp	\$1,220,276	92.9%	36.0%
Kitted	\$413,294	112.8%	12.2%
Resale - Rapid Prep	\$159,896	93.6%	4.7%
Combo	\$121,293	70.9%	3.6%
Adabox Subscription/Partnership/Other	\$23,012	123.4%	0.7%
Unspecified	\$30	nan%	0.0%

