

Monthly Products Report May 2019

Created 2019-06-05

Purpose

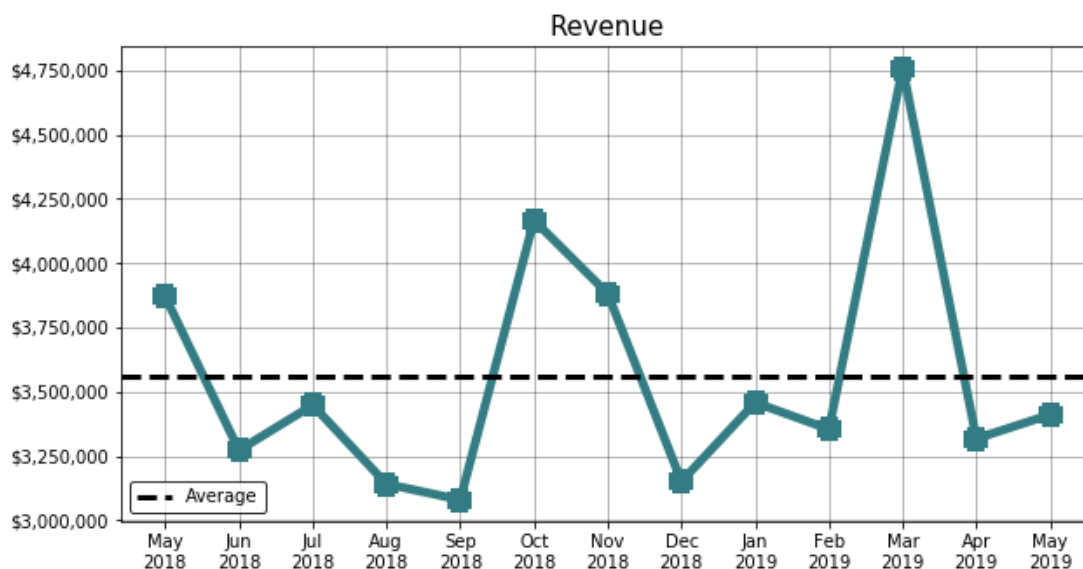
The purpose of this monthly products report is to recap the revenue and gross profit generated from the sale of Adafruit parts to Non Resellers, Resellers, and Super Resellers, along with any revenue gained from partnership opportunities.

Summary + Financial Impact

Year over year, revenue decreased 11.9%; gross profit margin was 57.8% and about equal to the average; order count decreased 12.8%; overall average order value was \$172.82; gross profit loss, excluding freebies, was below the average; manufacturing revenue fell 1.8%; new products revenue made up 1.3% of total revenue.

Revenue

Revenue decreased 11.9% year over year, down from \$3,869,921 to \$3,410,607. This current total was below the monthly average of \$3,562,199. Check out the chart below for revenue over time.



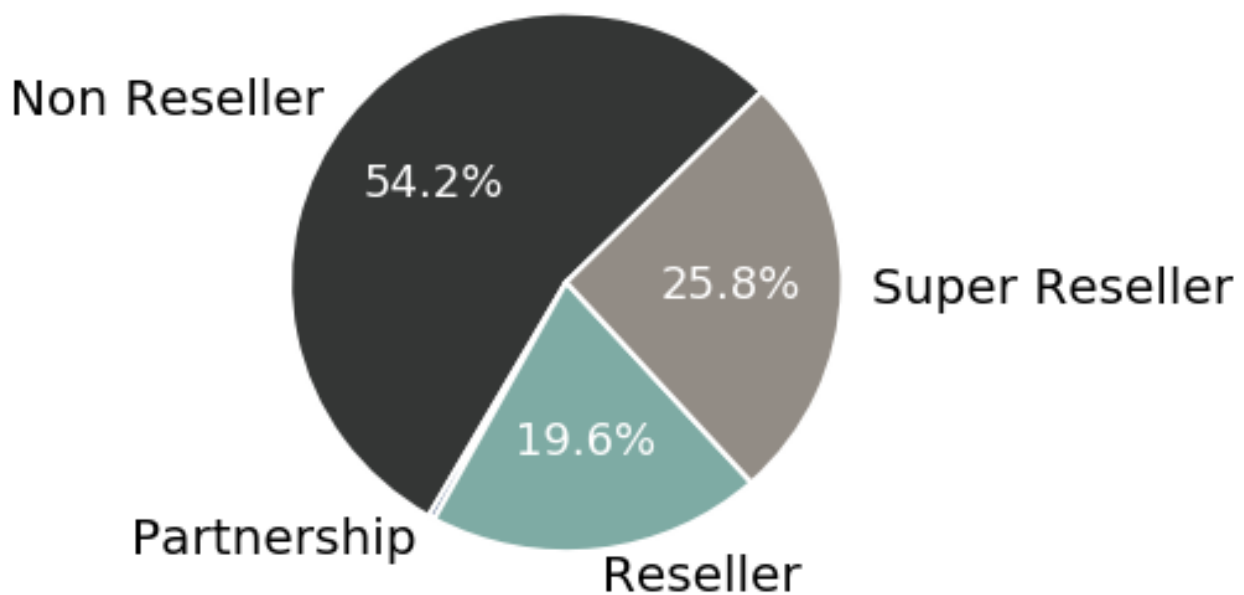
Partnerships

Partnership revenue came to \$12,708, which is 0.4% of total revenue.

Revenue by Customer Type

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

| Customer | May 2019 | Yoy Change | Proportion Of Total |
|----------------|-------------|------------|---------------------|
| Non Reseller | \$1,848,543 | -14.0% | 54.2% |
| Super Reseller | \$880,651 | 42.5% | 25.8% |
| Reseller | \$668,706 | -10.6% | 19.6% |
| Partnership | \$12,708 | -96.4% | 0.4% |



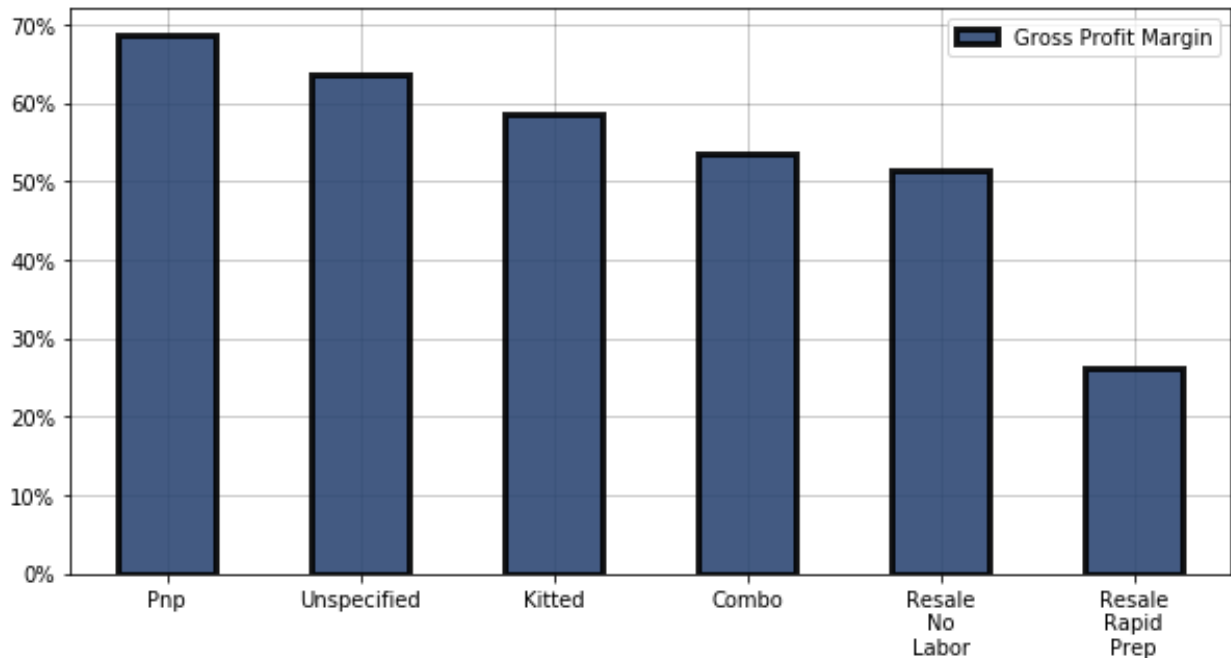
Gross Profit

Gross Profit totaled \$1,970,753, which makes for an overall gross profit margin of 57.8%, about equal to the monthly average of 59.6%.

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 | 68.7% |
| Unspecified | 63.5% |
| Kitted | 58.5% |
| Combo | 53.6% |
| Resale - No Labor | 51.3% |
| Resale - Rapid Prep | 26.3% |



Order Count + Average Order Value

The order count decreased 12.8% year over year, down from x22,619 to x19,735. The overall average order value was \$172.82, above the monthly average of \$151.94.

Average Order Value by Customer Type

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

| Customer | May 2019 | Yoy Change |
|----------------|-------------|------------|
| Partnership | \$12,708.00 | -92.8% |
| Super Reseller | \$7,218.45 | 14.5% |
| Reseller | \$1,551.52 | 9.8% |
| Non Reseller | \$96.37 | -1.4% |

Freebies

Revenue for orders which contain freebies constituted 33.5% of total revenue, about equal to the average of 35.0%. The average order value for these same orders came to \$287.09, above the monthly average of \$274.34.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$5,290 in gross profit, below the monthly average of \$6,108. 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.

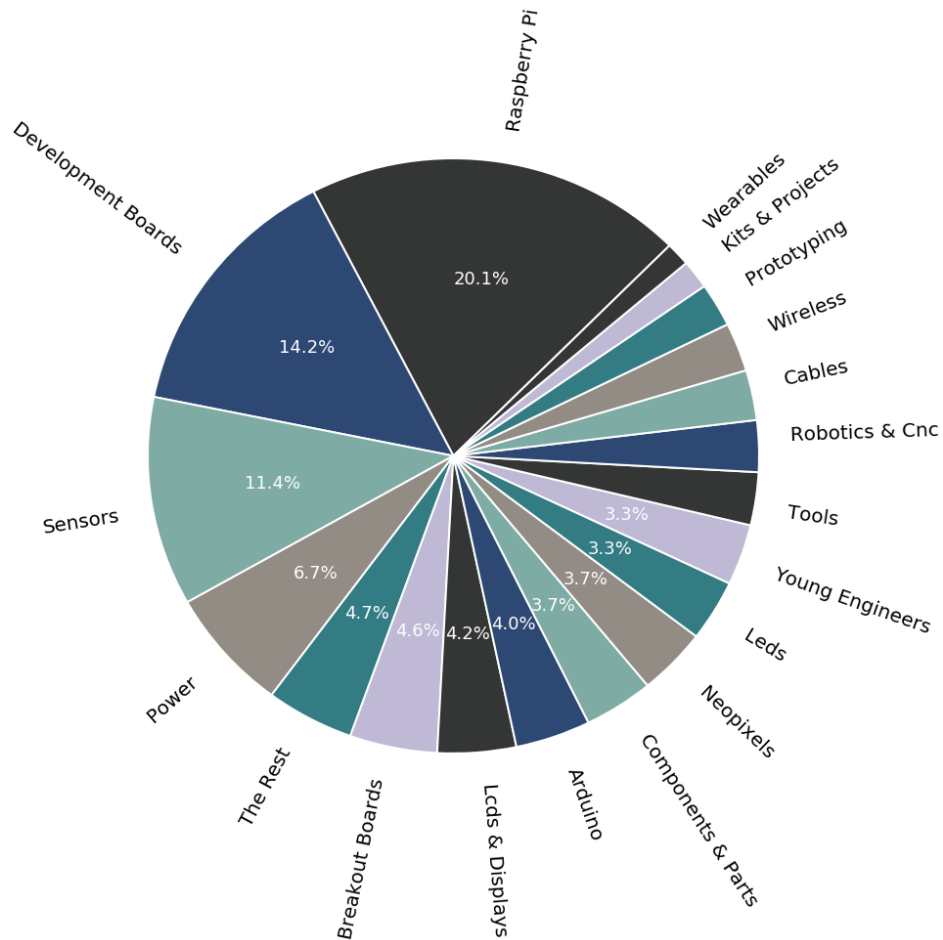
Manufacturing revenue fell 1.8% year over year, down from \$846,838 to \$831,500. As a proportion of total revenue, it made up 24.4%, about equal to the monthly average of 23.2%. The gross profit margin was 73.1%, about equal to the average of 74.5%.

New Products

x50 new products were released, and the revenue amounted to \$44,304, 1.3% of total revenue, about equal to the average of 1.2%.

By Category

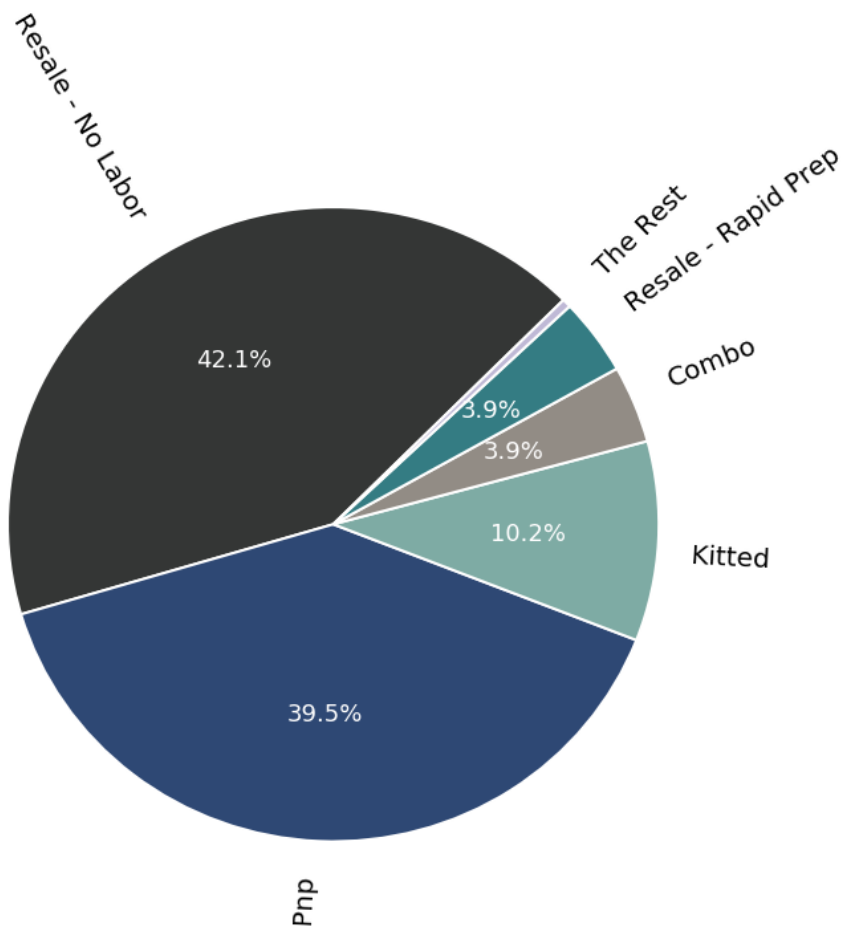
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and Breakout Boards. The combined revenue amounted to 57.0% of total revenue, and the average gross profit margin was 60.3%.



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 | \$1,435,153 | 81.3% | 42.1% |
| Pnp | \$1,346,215 | 98.9% | 39.5% |
| Kitted | \$347,094 | 88.7% | 10.2% |
| Combo | \$134,311 | 84.4% | 3.9% |
| Resale - Rapid Prep | \$133,027 | 73.0% | 3.9% |
| Adabox Subscription/Partnership/Other | \$14,425 | 120.1% | 0.4% |
| Unspecified | \$383 | | 0.0% |



End of report