

Quarterly Products Report

Q4 2018

Created 2019-01-15

Purpose

The purpose of this quarterly 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.

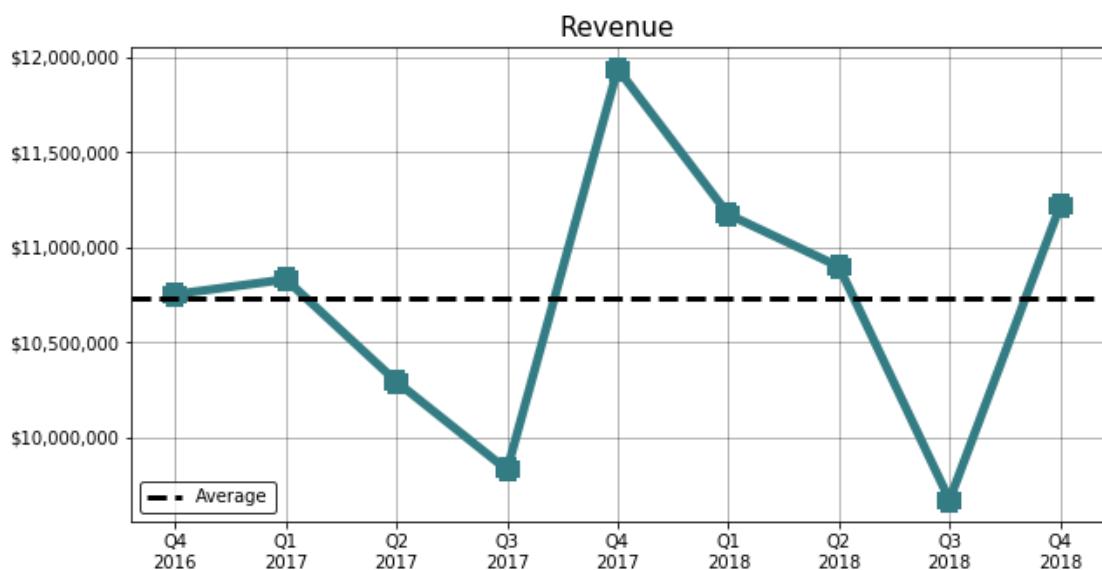
Visit [here](#) and navigate to the applicable year and quarter to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue decreased 6.05%; gross profit margin was 60.37% and about equal to the avg; order count decreased 8.87%; overall avg order value was \$150.90; gross profit loss, excluding freebies, was below the avg; manufacturing revenue grew 7.54%; new products revenue made up 4.23% of total quarterly revenue.

Revenue

Revenue decreased 6.05% year over year, down from \$11,939,121 to \$11,217,339. This current total was above the quarterly average of \$10,733,141. Check out the chart below for revenue over time.



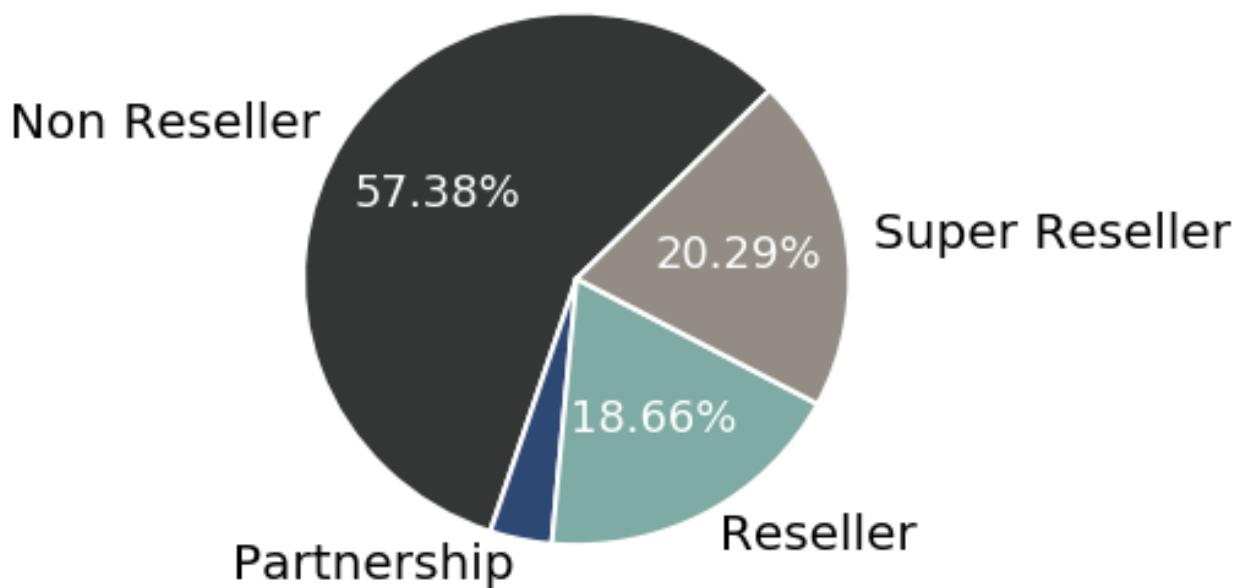
Partnerships

Partnership revenue came to \$411,798, which is 3.67% of total revenue.

Revenue by Customer Type

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

Customer	Q4 2018	YoY Change	Proportion Of Total
Non Reseller	\$6,436,838	-8.19%	57.38%
Super Reseller	\$2,275,946	12.93%	20.29%
Reseller	\$2,092,758	-20.89%	18.66%
Partnership	\$411,798	53.89%	3.67%



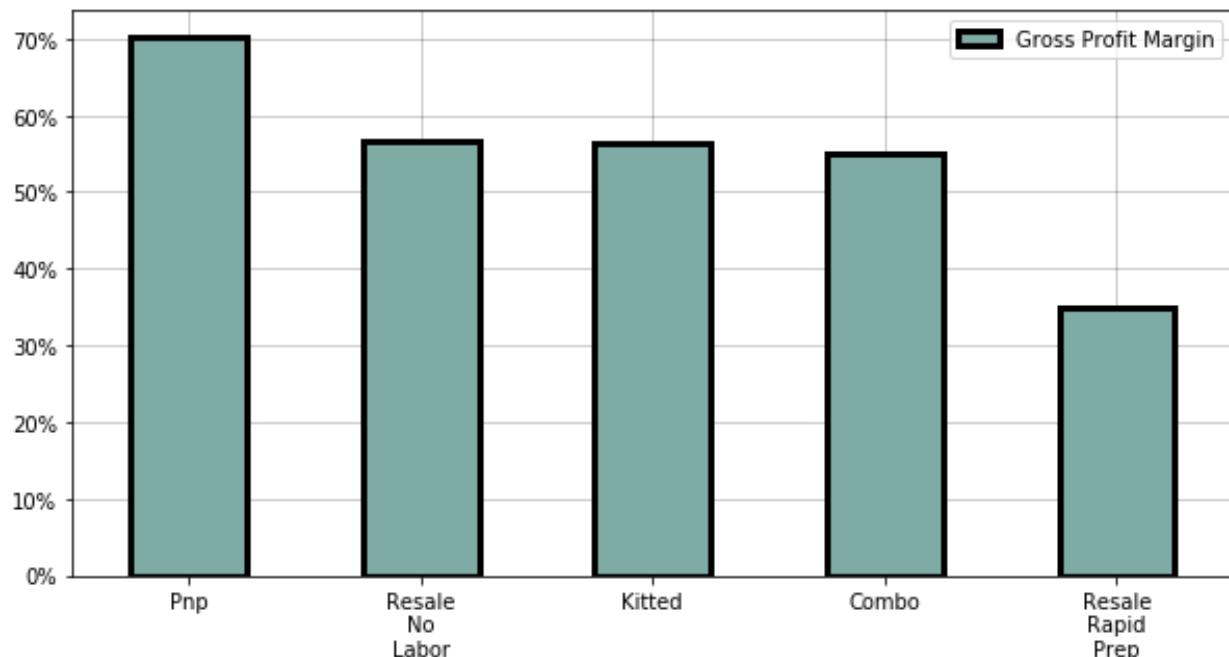
Gross Profit

Gross Profit totaled \$6,772,107, which makes for an overall gross profit margin of 60.37%, about equal to the quarterly average of 59.79%.

Gross Profit by BOM

Below is a table showing the gross profit margin by BOM for the current period.

Bom	Gross Profit Margin
Pnp	70.28%
Resale - No Labor	56.68%
Kitted	56.43%
Combo	55.09%
Resale - Rapid Prep	34.89%



Order Count + Average Order Value

The order count decreased 8.87% year over year, down from x81,575 to x74,336. The overall average order value was \$150.90, above the quarterly average of \$139.79.

Average Order Value by Customer Type

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

Customer	Q4 2018	Yoy Change
Partnership	\$102,949.38	15.41%
Super Reseller	\$8,398.33	52.94%
Reseller	\$1,504.50	4.64%
Non Reseller	\$88.58	0.27%

Freebies

Revenue for orders which contain freebies constituted 34.00% of total revenue, above the average of 24.15%. The average order value for these same orders came to \$267.69, above the quarterly average of \$262.19.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$20,198 in gross profit, below the quarterly average of \$28,480. Check out the table below for part-specific data. To see specific OIDs, check out the workbook link at the top of the report, and navigate to the worksheet titled 'Losses'.

Part Id	Products Name	Gross Profit
3400	Raspberry Pi Zero W	\$-11,490.00
2885	Raspberry Pi Zero - Version 1.3	\$-7,549.50
3283	Red Bear IoT pHAT for Raspberry Pi - WiFi + BTLE	\$-784.35
3329	Red Bear IoT pHAT for Raspberry Pi - WiFi + BTLE - unassembled	\$-182.60
3418	Digital Loggers PLDuino - ATmega2560 + ESP8266 Customizable PLC	\$-100.15
4020	Adafruit NeoTrellis M4 with Enclosure and Buttons Kit Pack	\$-29.65
3333	Circuit Playground Express	\$-24.84
3517	Circuit Playground Express - Base Kit	\$-10.73
3957	Adafruit CRICKIT HAT for Raspberry Pi	\$-7.30
3928	Adafruit CRICKIT for micro:bit	\$-6.92
3093	Adafruit CRICKIT for Circuit Playground Express	\$-6.60
1609	Adafruit Perma-Proto Half-sized Breadboard PCB - Single	\$-2.88

Part Id	Products Name	Gross Profit
3712	Adafruit PCB Coaster - LEDs + Adabot	\$-2.53
	column total	\$-20,198.04

Manufacturing

*A manufactured part is any part with a BOM of “pnp” and which is not a consigned part.

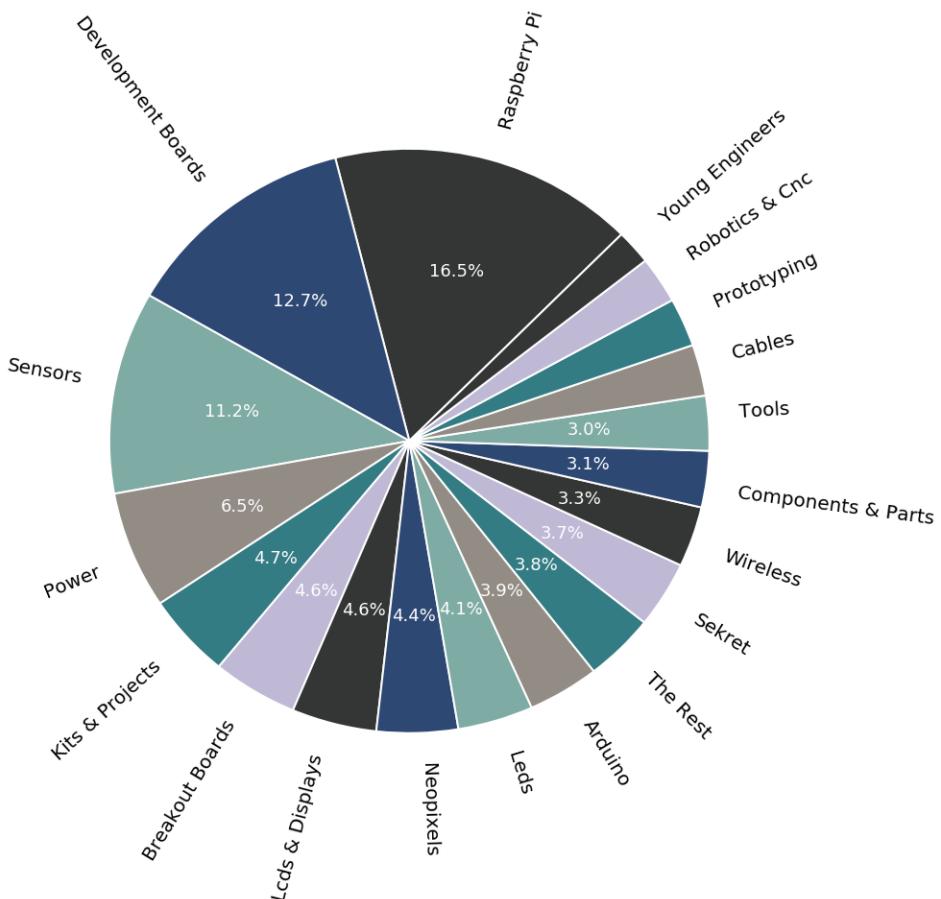
Manufacturing revenue grew 7.54% year over year, up from \$2,515,282 to \$2,704,938. As a proportion of total revenue, it made up 24.11%, about equal to the quarterly average of 22.16%. The gross profit margin was 74.23%, about equal to the average of 74.07%.

New Products

x85 new products were released, and the total revenue amounted to \$474,511, 4.23% of total revenue, above the average of 3.24%.

By Category

The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and Kits & Projects. The combined revenue amounted to 51.55% of total revenue, and the average gross profit margin was 57.04%.



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	\$4,873,323	92.96%	43.44%
Pnp	\$4,007,951	106.49%	35.73%
Kitted	\$1,337,702	90.82%	11.93%
Combo	\$499,534	49.65%	4.45%
Resale - Rapid Prep	\$468,116	111.25%	4.17%
Adabox Subscription/Partnership/Other	\$30,712	124.85%	0.27%

