

Monthly Products Report

Feb 2019

Created 2019-03-04

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.

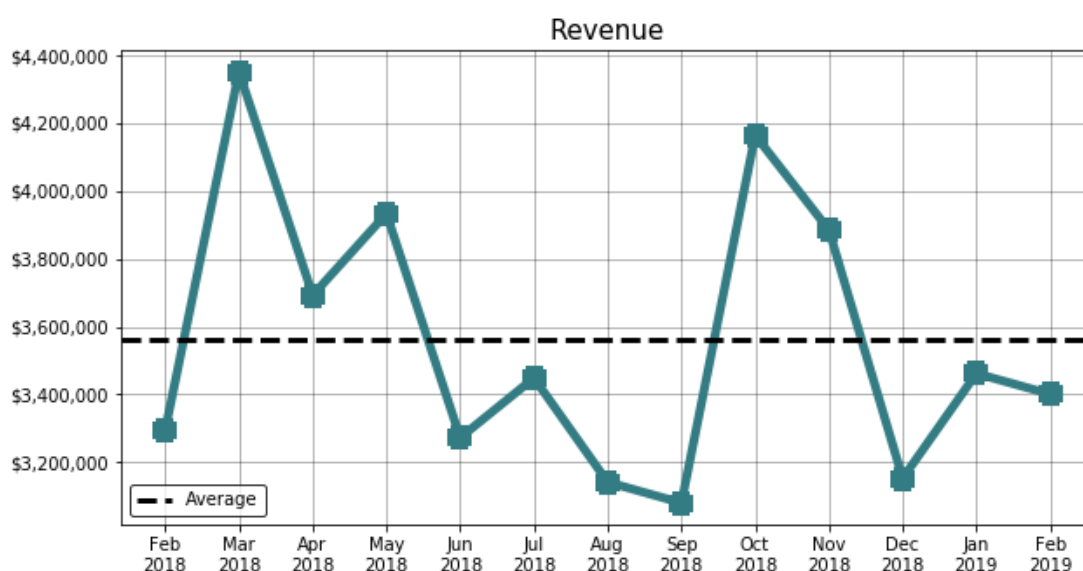
Visit [here](#) and navigate to the applicable year and month to view a workbook of stats, charts, and top products.

Summary + Financial Impact

Year over year, revenue increased 3.2%; gross profit margin was 57.1% and below the average; order count decreased 6.3%; overall average order value was \$146.75; gross profit loss, excluding freebies, was below the average; manufacturing revenue grew 4.6%; new products revenue made up 0.6% of total revenue.

Revenue

Revenue increased 3.2% year over year, up from \$3,295,116 to \$3,400,675. This current total was below the monthly average of \$3,559,709. Check out the chart below for revenue over time.



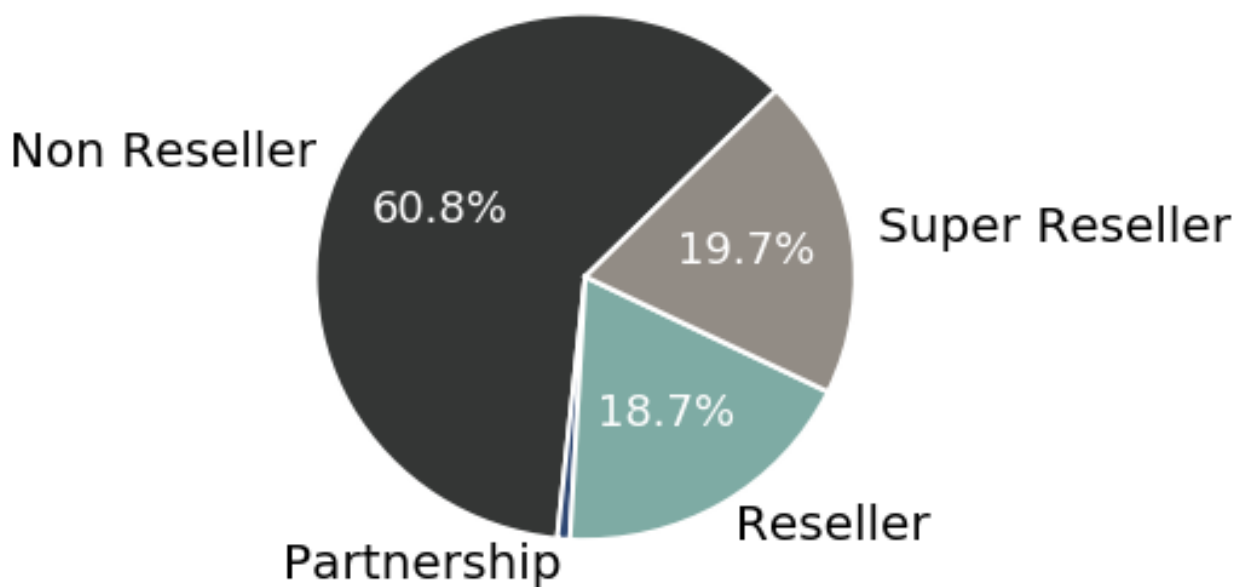
Partnerships

Partnership revenue came to \$25,515, which is 0.8% of total revenue.

Revenue by Customer Type

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

Customer	Feb 2019	Yoy Change	Proportion Of Total
Non Reseller	\$2,069,093	-3.2%	60.8%
Super Reseller	\$669,895	49.7%	19.7%
Reseller	\$636,172	-6.7%	18.7%
Partnership	\$25,515	-7.1%	0.8%



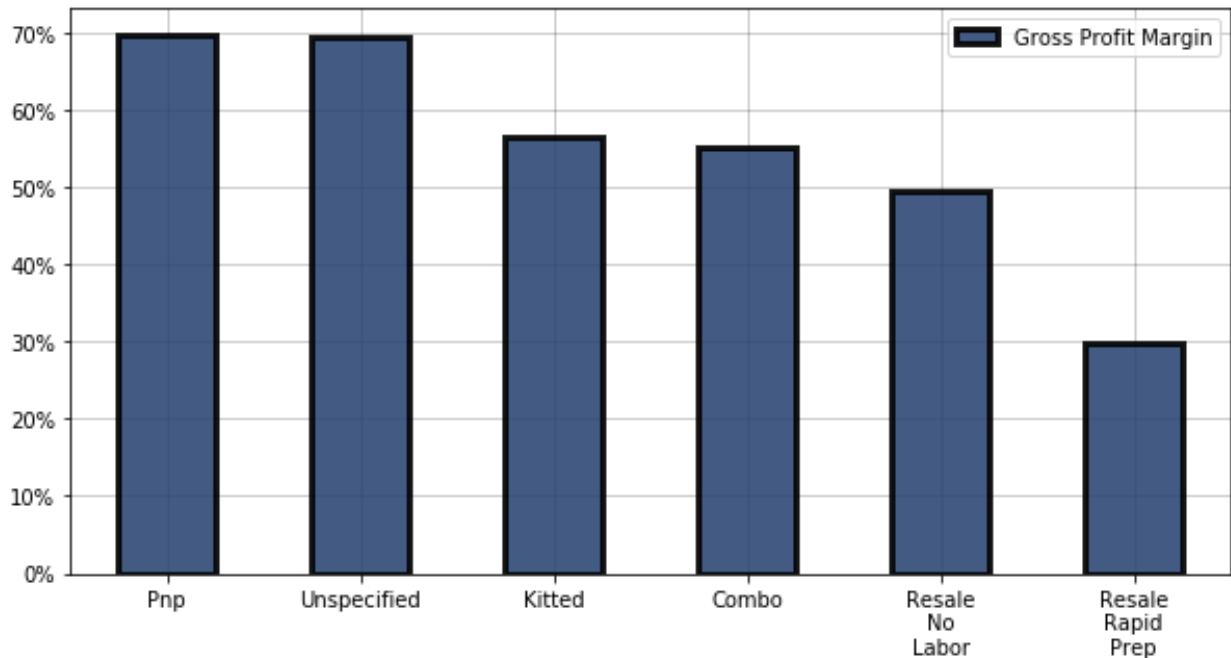
Gross Profit

Gross Profit totaled \$1,940,259, which makes for an overall gross profit margin of 57.1%, below the monthly average of 59.2%.

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	69.8%
Unspecified	69.5%
Kitted	56.4%
Combo	55.2%
Resale - No Labor	49.4%
Resale - Rapid Prep	29.7%



Order Count + Average Order Value

The order count decreased 6.3% year over year, down from x24,743 to x23,174. The overall average order value was \$146.75, about equal to the monthly average of \$147.02.

Average Order Value by Customer Type

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

Customer	Feb 2019	Yoy Change
Partnership	\$25,515.00	85.8%
Super Reseller	\$8,814.40	47.7%
Reseller	\$1,586.46	9.3%
Non Reseller	\$91.17	3.2%

Freebies

Revenue for orders which contain freebies constituted 35.9% of total revenue, about equal to the average of 35.8%. The average order value for these same orders came to \$269.21, below the monthly average of \$274.21.

Parts with a Gross Profit Loss

*Excludes Freebies.

Adafruit lost \$5,550 in gross profit, below the monthly average of \$6,113. 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.

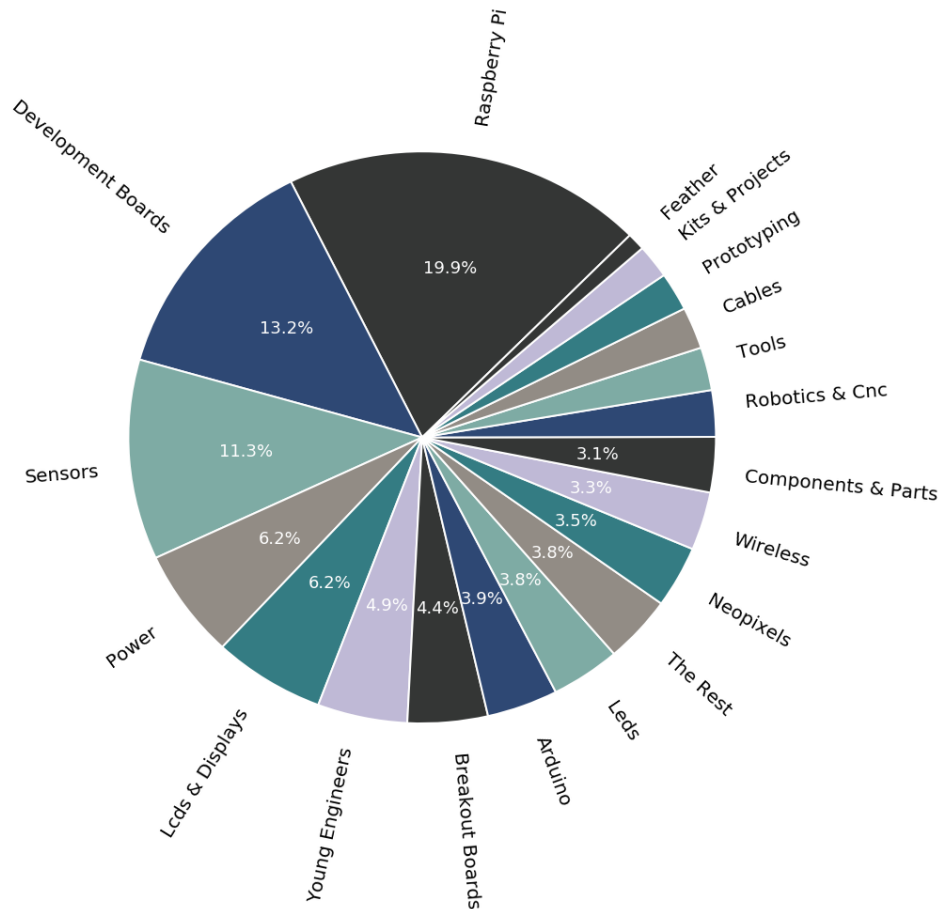
Manufacturing revenue grew 4.6% year over year, up from \$813,467 to \$851,062. As a proportion of total revenue, it made up 25.0%, about equal to the monthly average of 23.9%. The gross profit margin was 74.4%, about equal to the average of 74.5%.

New Products

x21 new products were released, and the revenue amounted to \$21,082, 0.6% of total revenue, below the average of 1.4%.

By Category

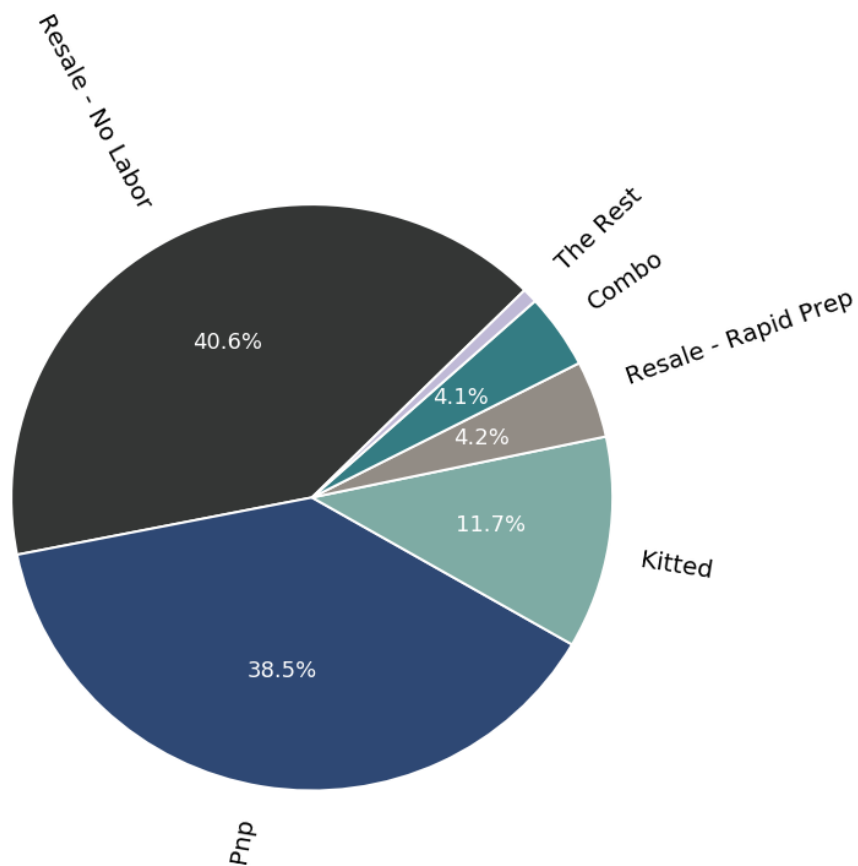
The top five categories by revenue were Raspberry Pi, Development Boards, Sensors, Power, and LCDs & Displays. The combined revenue amounted to 56.7% of total revenue, and the average gross profit margin was 57.4%.



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	\$1,381,681	99.7%	40.6%
Pnp	\$1,309,512	107.1%	38.5%
Kitted	\$397,880	116.4%	11.7%
Resale - Rapid Prep	\$144,388	78.2%	4.2%
Combo	\$139,699	100.3%	4.1%
Adabox Subscription/Partnership/Other	\$27,495	132.7%	0.8%
Unspecified	\$21	3.4%	0.0%



End of report