

Amazon Monthly Audit

Apr 2019

Created 2019-05-07

Purpose

The purpose of this monthly audit is to monitor customer payments made through Amazon Pay. We look at revenue, average order value, fees, and refunds.

Summary + Financial Impact

Amazon revenue decreased 13% year over year; the average order value fell 3% year over year; fees were in-line with past months; total amount refunded was up 82% year over year; average amount refunded was up 72% year over year; Amazon revenue made up 5% of total monthly revenue.

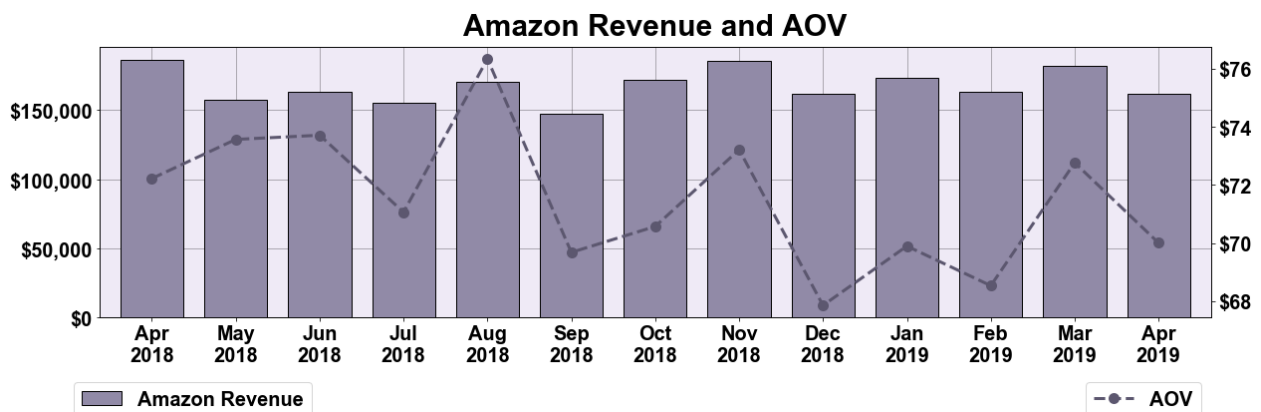
Revenue and AOV

Amazon revenue decreased 13.3% year over year, down from \$186,547 to \$161,778.

As a proportion of total monthly revenue, Amazon constituted 4.8%, about equal to the average of 4.7%.

The average order value (AOV) fell 3.1% year over year, down from \$72.22 to \$70.00.

Check out the chart below for revenue and AOV over time.



Fees

The total fee amount hit \$4,679, or 2.9% of Amazon revenue, which is in-line with the monthly average of 2.9%.

Refunds

The total amount refunded increased 82.2% year over year, up from \$602 to \$1,096. This total refund amount is above the monthly average of \$721.

The average amount refunded rose 72.1% year over, up from \$35.39 to \$60.89.

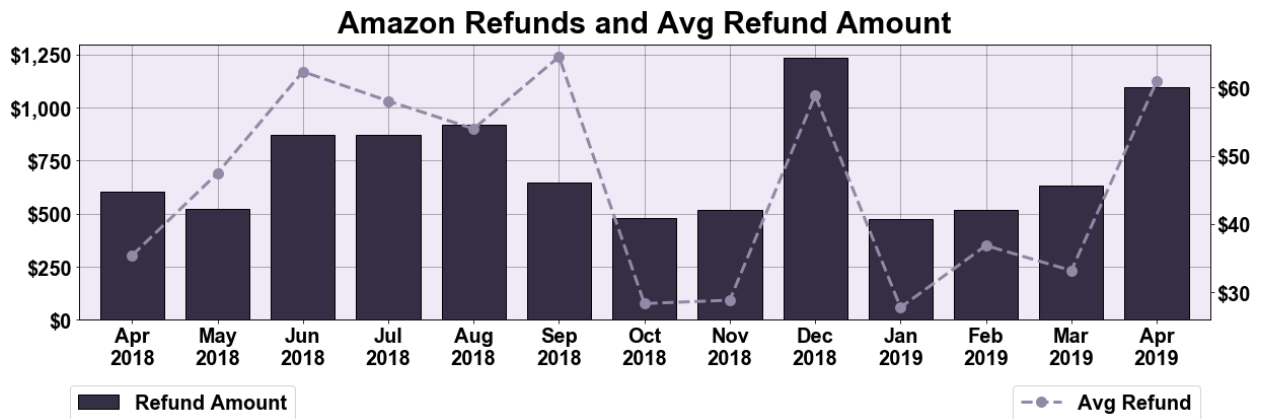
The top three refunds of the month are:

OID [2000736](#) for \$277

OID [2018841](#) for \$178

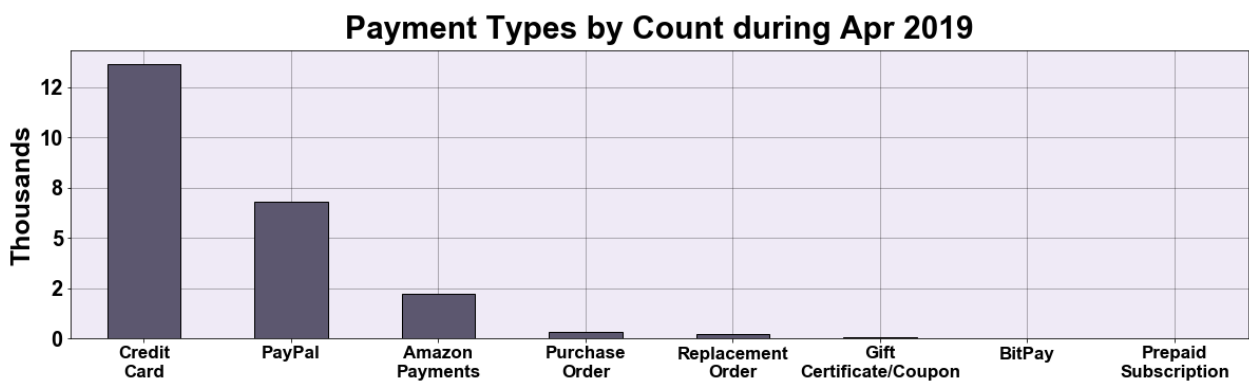
OID [2023526](#) for \$125

Below is a chart showing the amount refunded over time, along with the average amount refunded.



Amazon in Context

Below is a chart showing all payment types by count for the month of Apr 2019, where Amazon ranks third.



End of report