

Monthly Shipping Audit Dec 2018

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Purpose

The purpose of this monthly shipping audit is to assess our shipping activities with respect to UPS, DHL, and USPS. We look at outbound charges, as well as the cost of free shipping.

Notes on the Report

For the entire report, unless otherwise stated, both AdaBox subscriptions and Free Shipping are excluded.

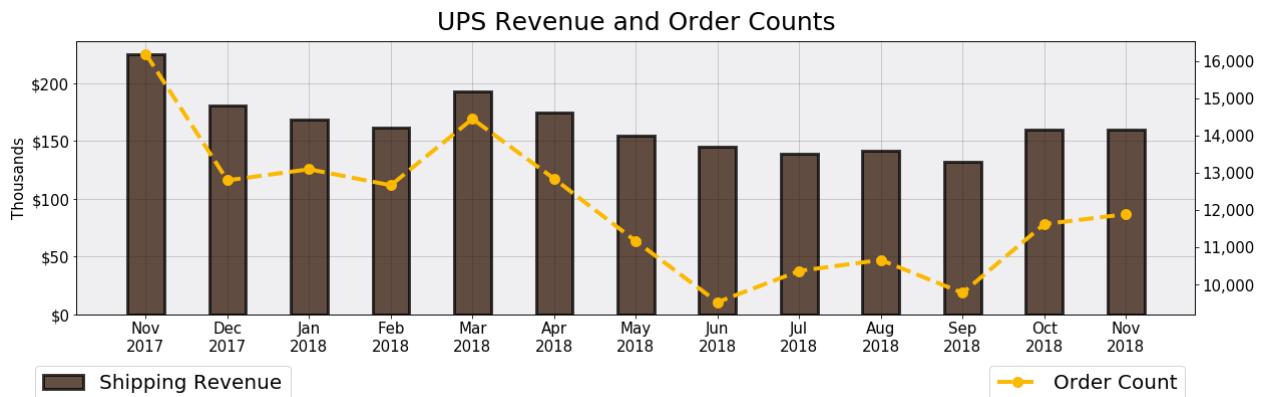
Overall

Overall shipping revenue reached \$264,239, and shipping profit hit \$24,021 for a margin of 9.1%, about equal to the six month average of 8.7%. Shipping profit per order amounted to \$1.15, up from last year's \$0.72. Check out the chart below for shipping revenue and order counts over time.



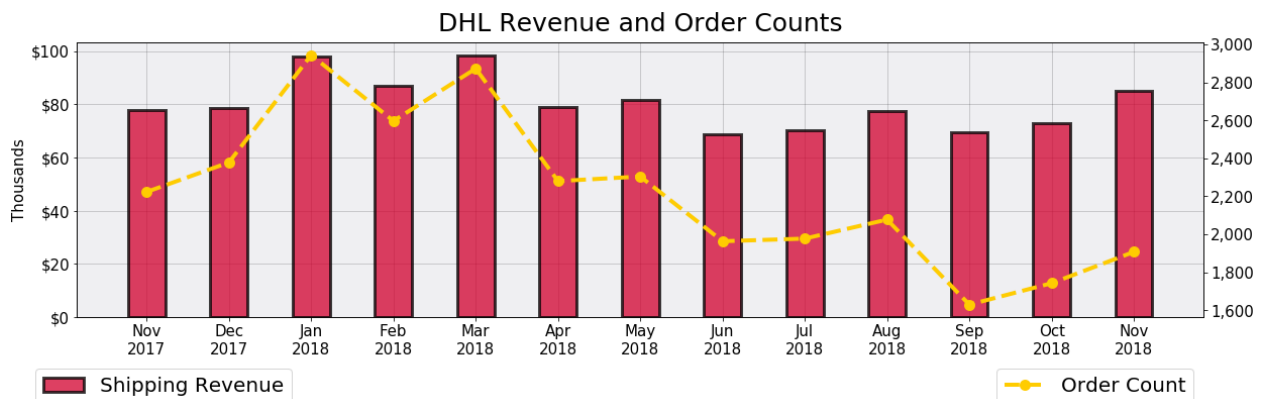
UPS

UPS shipping revenue reached \$148,895, and shipping profit hit \$3,378 for a margin of 2.3%, about equal to the six month average of 2.7%. Shipping profit per order amounted to \$0.32, down from last year's \$0.65. Check out the chart below for shipping revenue and order counts over time.



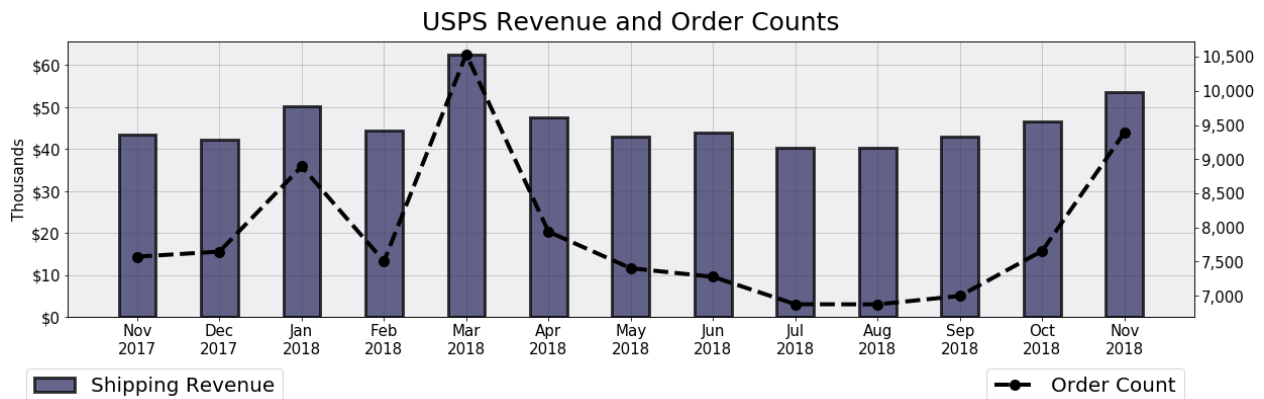
DHL

DHL shipping revenue reached \$66,254, and shipping profit hit \$4,810 for a margin of 7.3%, greater than the six month average of 5.9%. Shipping profit per order amounted to \$3.21, up from last year's -\$1.78. Check out the chart below for shipping revenue and order counts over time.



USPS

USPS shipping revenue reached \$48,970, and shipping profit hit \$15,833 for a margin of 32.3%, about equal to the six month average of 33.1%. Shipping profit per order amounted to \$1.84, about equal to last year's \$1.61. Check out the chart below for shipping revenue and order counts over time.



Free Shipping

*This section excludes AdaBox.

The cost of free shipping amounted to \$17,682, below the six month average of \$21,545. Year to date, the cost of free shipping is \$288,133.

The part revenue generated from orders which received free shipping was \$1,492,543, making the cost of free shipping just 1.2% of revenue, which is about equal to the six month average of 1.3%.

The average subtotal value for orders which received free shipping came in at \$1,086, higher than last year's \$991.

The chart below shows the cost of free shipping broken down by customer type, where Non Resellers typically make up 67% on average, while Resellers and Supers make up the remaining 33%.



Shipping Profit Losses

*This section excludes AdaBox.

When we focus only on orders which incurred a shipping profit loss, the total amount lost comes to \$24,187, lower than the six month average of \$28,744. When this total amount lost is averaged over all shipping revenue gained, the average loss per dollar of revenue comes to \$0.09, about equal to the average of \$0.11. Note that the overall shipping profit was strong and positive; this section here is only talking about orders which incurred a loss.

AdaBox

The AdaBox shipment count hit x291, and the shipping charge reached \$3,690, which makes for an average shipping charge of \$12.68 per box.

End of report