

PayPal Monthly Audit

Mar 2019

Created 2019-04-08

Purpose

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

Summary + Financial Impact

PayPal revenue decreased 17% year over year; the average order value rose 12% year over year; fees were in-line with past months; total amount refunded was up 38% year over year; average amount refunded was up 81% year over year; PayPal revenue made up 16% of total monthly revenue.

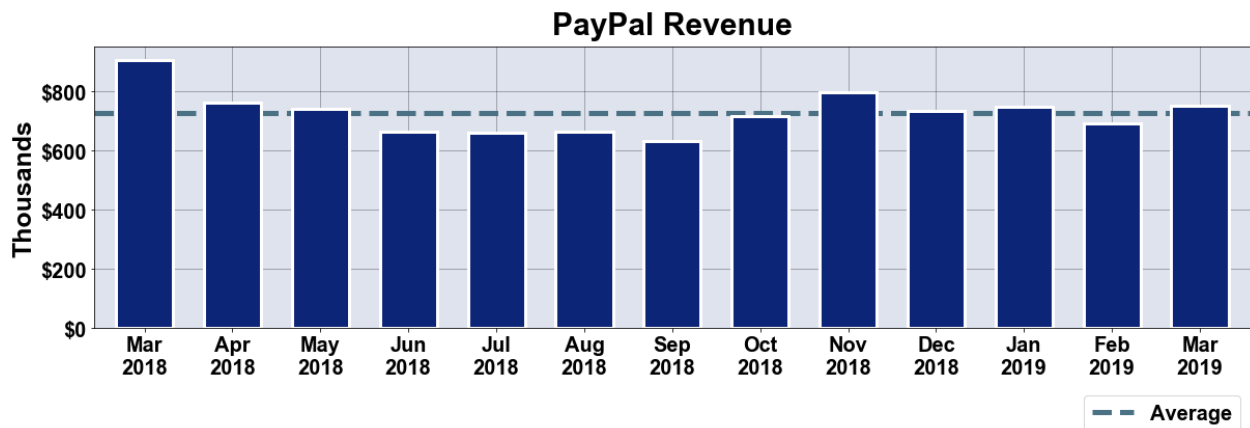
Revenue and AOV

PayPal revenue decreased 17.0% year over year, down from \$908,339 to \$754,141.

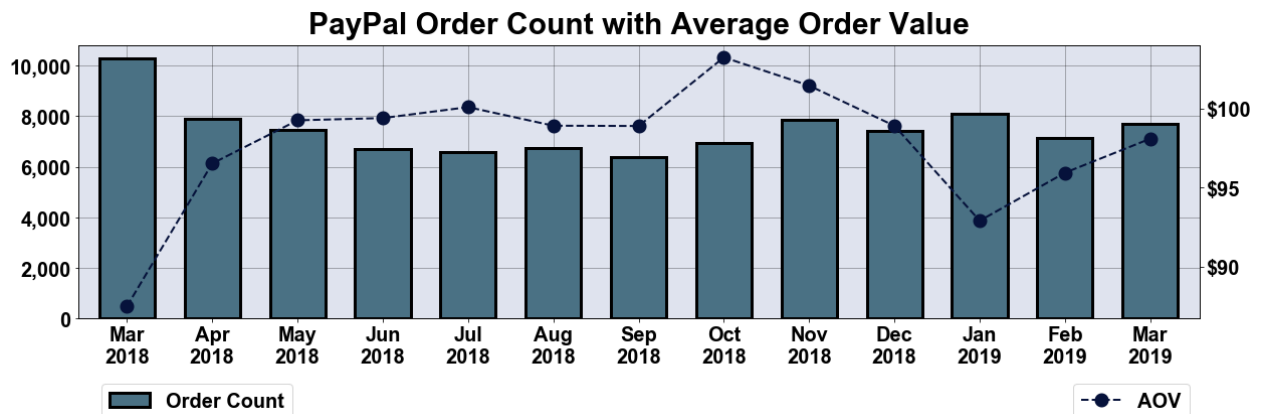
As a proportion of total monthly revenue, PayPal constituted 15.8%, below the average of 20.1%.

The average order value (AOV) rose 12.1% year over year, up from \$87.48 to \$98.09.

See below for PayPal revenue over time



See below for the PayPal order count along with the average order value



Fees

The total fee amount hit \$18,211, or 2.4% of PayPal revenue, which is in-line with the monthly average of 2.5%.

Refunds

The total amount refunded increased 37.7% year over year, up from \$10,222 to \$14,078. This total refund amount is above the monthly average of \$12,861.

The average amount refunded rose 81.3% year over, up from \$64.70 to \$117.31.

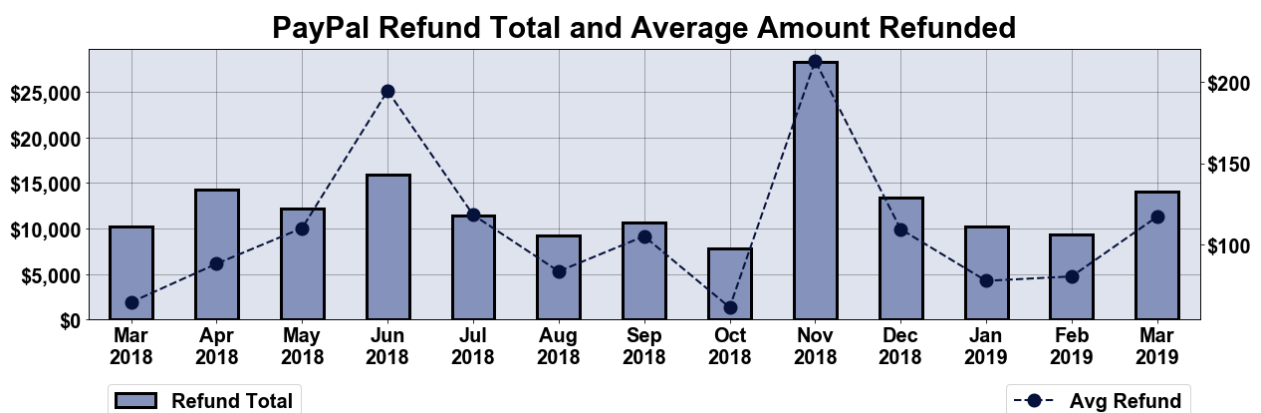
The top three refunds of the month are:

OID [2020457](#) for \$2,441

OID [1984582](#) for \$1,568

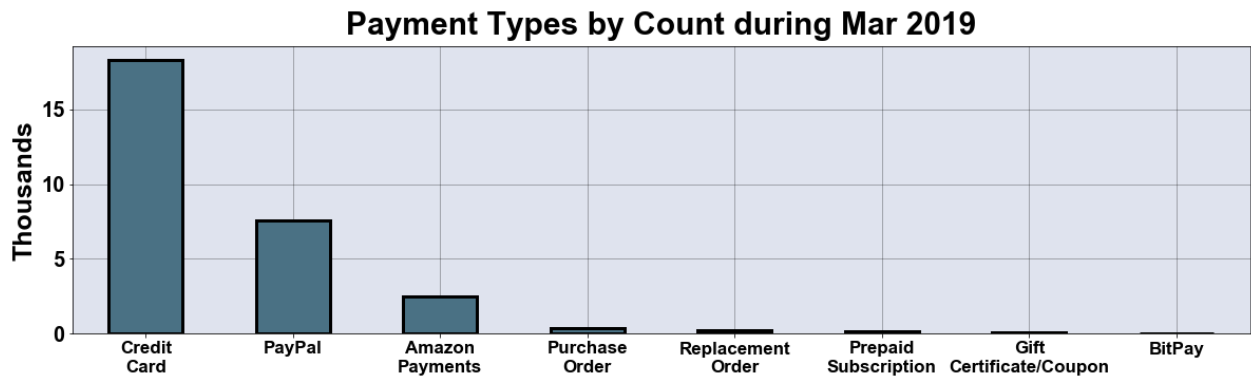
OID [2002200](#) for \$1,180

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



PayPal in Context

Below is a chart showing all payment types by count for the month of Mar 2019, where PayPal ranks second.



End of report