

PayPal Monthly Audit

Dec 2018

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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 10% year over year; the average order value remained the same year over year; fees were in-line with past months; total amount refunded was up 18% year over year; average amount refunded was up 19% year over year; PayPal revenue made up 23% of total monthly revenue.

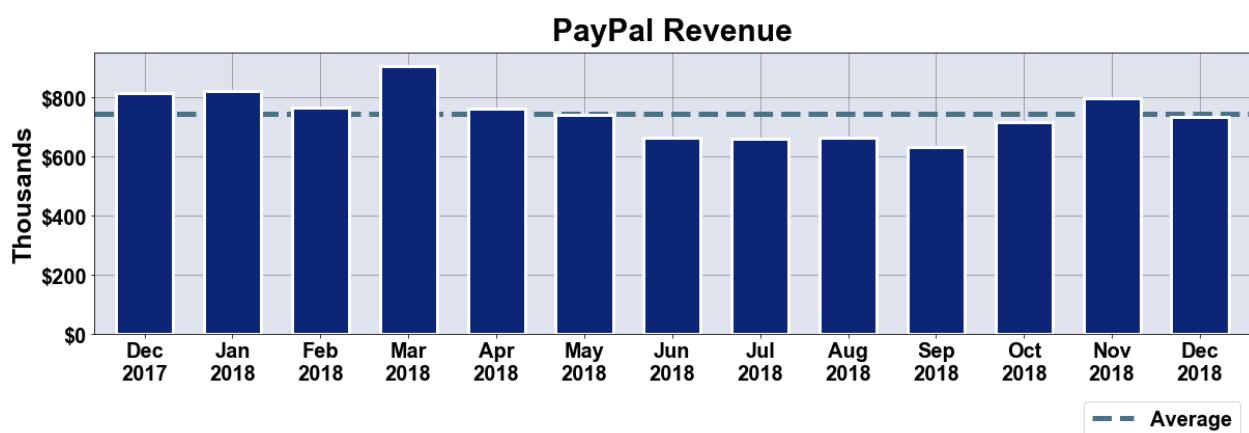
Revenue and AOV

PayPal revenue decreased 10.20% year over year, down from \$816,602 to \$733,285.

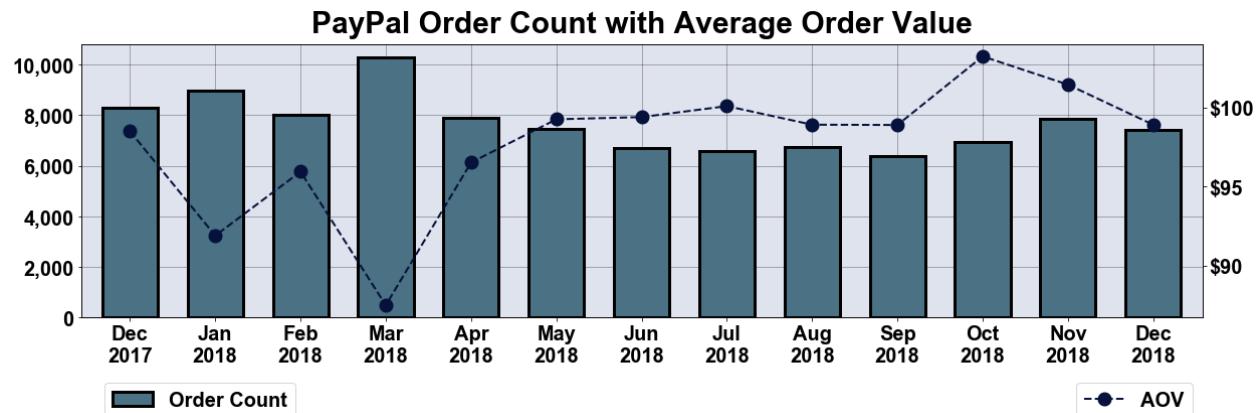
As a proportion of total monthly revenue, PayPal constituted 23.13%, above the average of 20.73%.

The average order value (AOV) rose 0.42% year over year, up from \$98.50 to \$98.91.

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 \$17,861, or 2.44% of PayPal revenue, which is in-line with the monthly average of 2.47%.

Refunds

The total amount refunded increased 18.29% year over year, up from \$11,306 to \$13,374. This total refund amount is above the monthly average of \$12,983.

The average amount refunded rose 19.26% year over, up from \$91.92 to \$109.62.

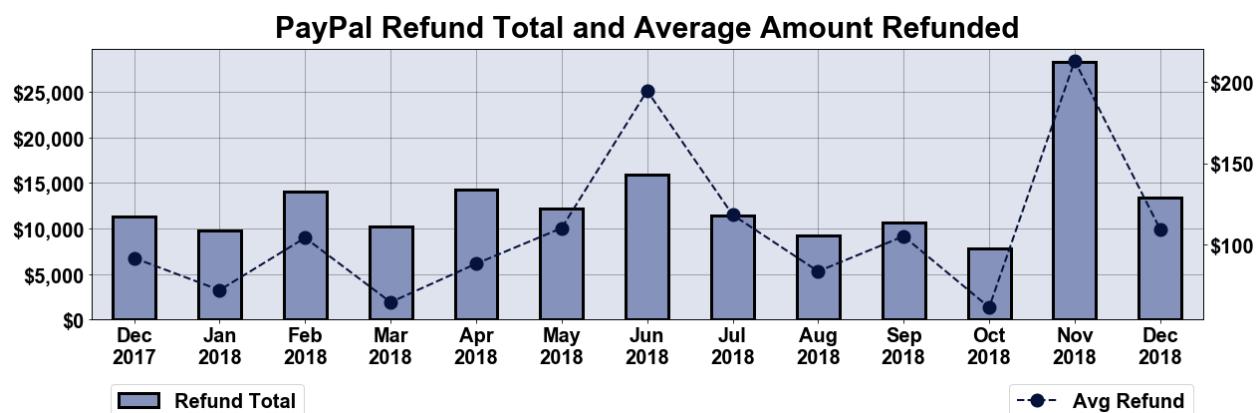
The top three refunds of the month are:

OID [1926114](#) for \$1,512

OID [1895723](#) for \$1,134

OID [1902738](#) for \$888

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 Dec 2018, where PayPal ranks second.

