

Authorize.net and Gravity Monthly Audit

Apr 2019

Created 2019-05-07

Purpose

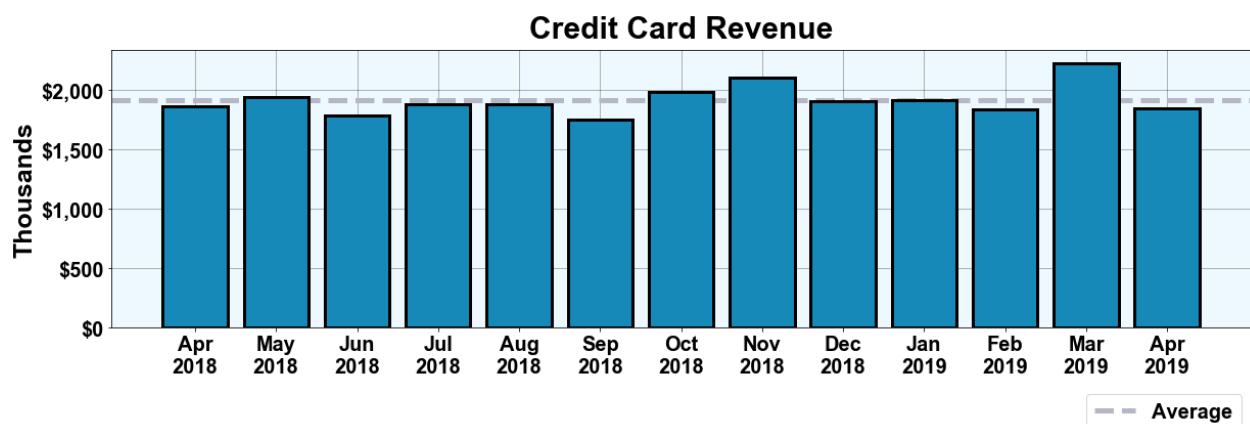
The purpose of this monthly audit is to monitor our credit card activity through Authorize.net, our gateway provider, and Gravity, our credit card processor. We look at revenue, order counts, average order value, and refunds. For reference, the latest Gravity statement can be found [here](#).

Summary + Financial Impact

Credit card revenue was down 1% year over year and constituted 50% of total revenue; the AOV increased 2% year over year; fees were in-line with the average; approval percentage was below the average; the average refund per order decreased 86% year over year; the amount of fraud stopped was 93% of total fraud committed.

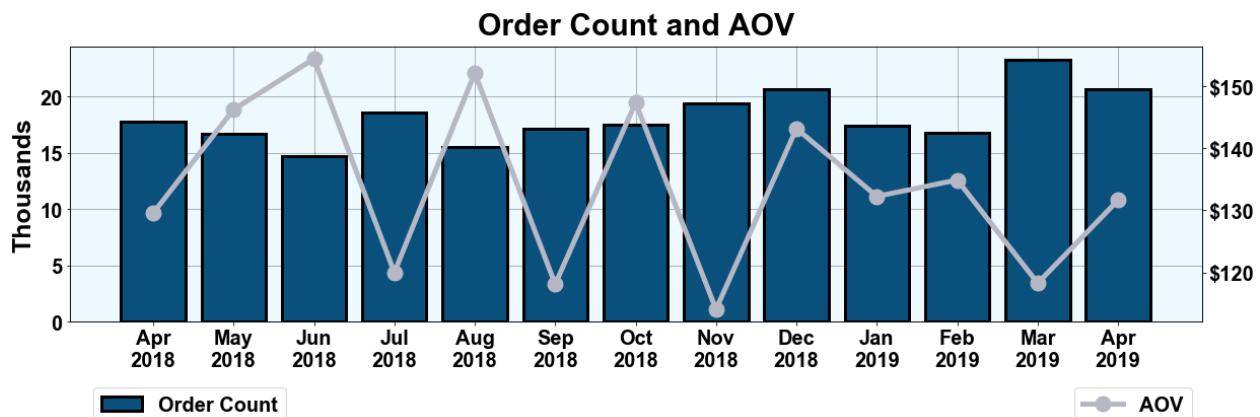
Revenue

Credit card revenue totaled \$1,848,430, down 0.9% from last year's \$1,864,927. As a proportion of total monthly revenue, credit cards made up 49.9%, about equal to the average of 49.9%. See below for credit card revenue over time



Order Count and AOV

The number of transactions increased 16.1% year over year, up from x17,744 to x20,609. The average order value (AOV) increased 1.6%, up from \$130 to \$132. Check out the chart below which shows the order count and AOV over time.

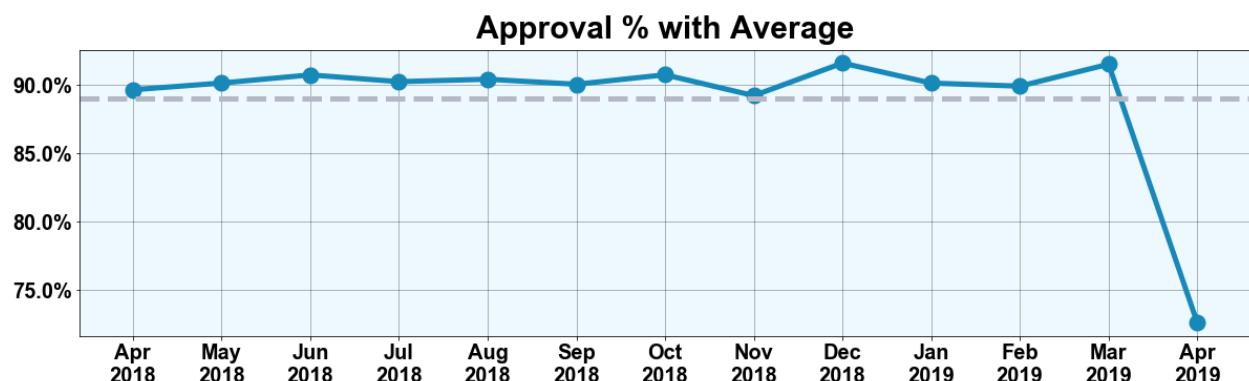


Fees

The combined Gravity and Authorize.net fee amount was \$44,293, or 2.4% of total revenue, in-line with the average proportion of 2.3%.

Approval Percentage

The approval percentage reached 72.5%, below the average of 89.0%, as shown in the chart below.



Refunds

The total refund amount decreased 77.7% year over year, down from \$24,987 to \$5,575. There were x170 refunds issued for an average amount refunded of \$32.79, lower than last year's \$227.15.

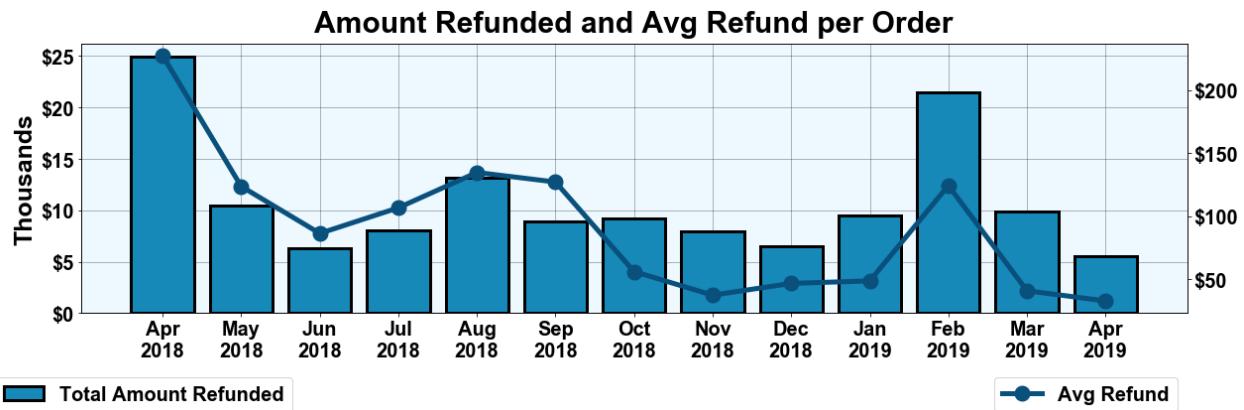
The top three refunds of the month are:

OID [2017455](#) for \$504

OID [2005426](#) for \$367

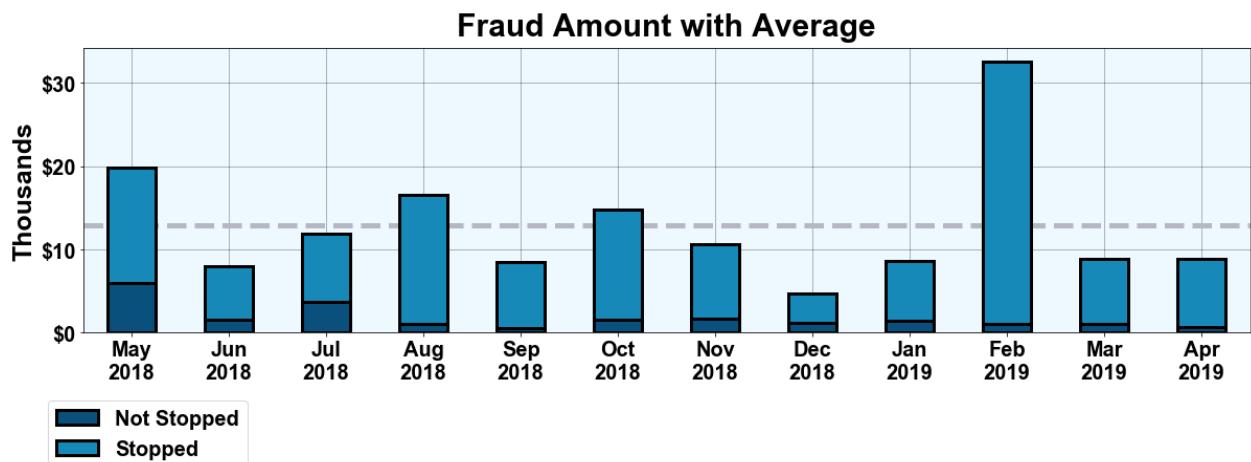
OID [1965149](#) for \$315

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



Fraud

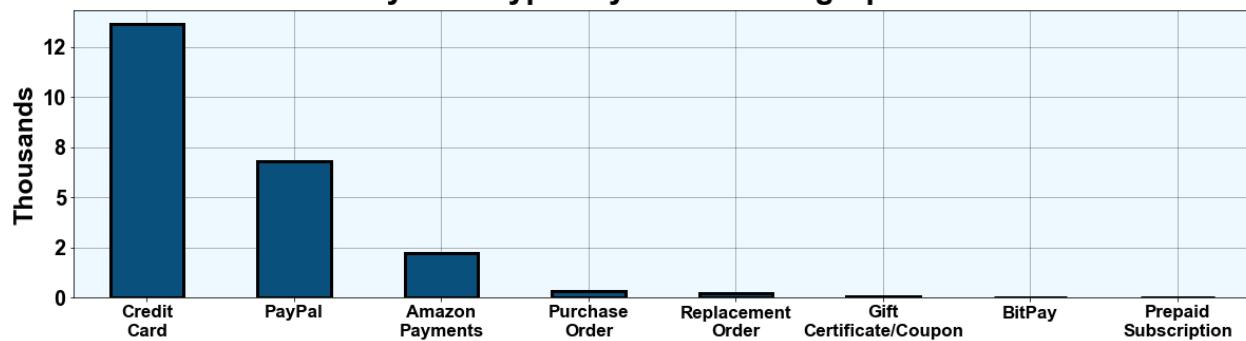
The amount of fraud stopped was \$8,276, which is 92.9% of total monthly fraud, above the average of 84.8%. The amount of fraud not stopped was \$630, which makes for a total fraud amount of \$8,906, below the average of \$12,851. Check out the chart below for fraud over time.



Credit Cards in Context

Below is a chart showing all payment types by count for the month of Apr 2019, where credit cards rank first.

Payment Types by Count during Apr 2019



End of report