

Amazon Monthly Audit

Jan 2019

Created 2019-02-07

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 9% year over year; the average order value rose 6% year over year; fees were in-line with past months; total amount refunded was down 72% year over year; average amount refunded was down 54% year over year; Amazon revenue made up 5% of total monthly revenue.

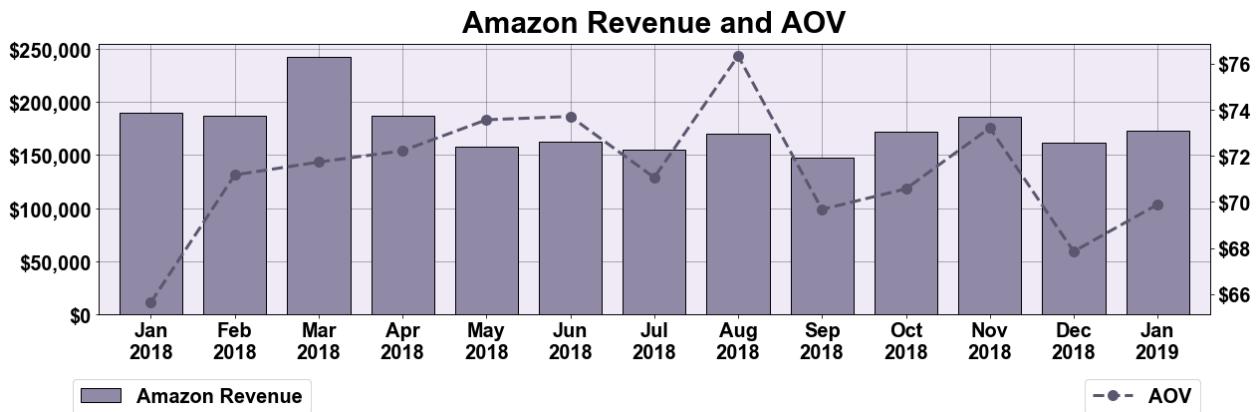
Revenue and AOV

Amazon revenue decreased 8.6% year over year, down from \$189,254 to \$172,987.

As a proportion of total monthly revenue, Amazon constituted 5.0%, about equal to the average of 4.9%.

The average order value (AOV) rose 6.5% year over year, up from \$65.64 to \$69.89.

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



Fees

The total fee amount hit \$5,011, or 2.9% of Amazon revenue, which is in-line with the monthly average of 2.9%.

Refunds

The total amount refunded decreased 72.2% year over year, down from \$1,700 to \$472. This total refund amount is below the monthly average of \$823.

The average amount refunded fell 54.2% year over, down from \$60.70 to \$27.78.

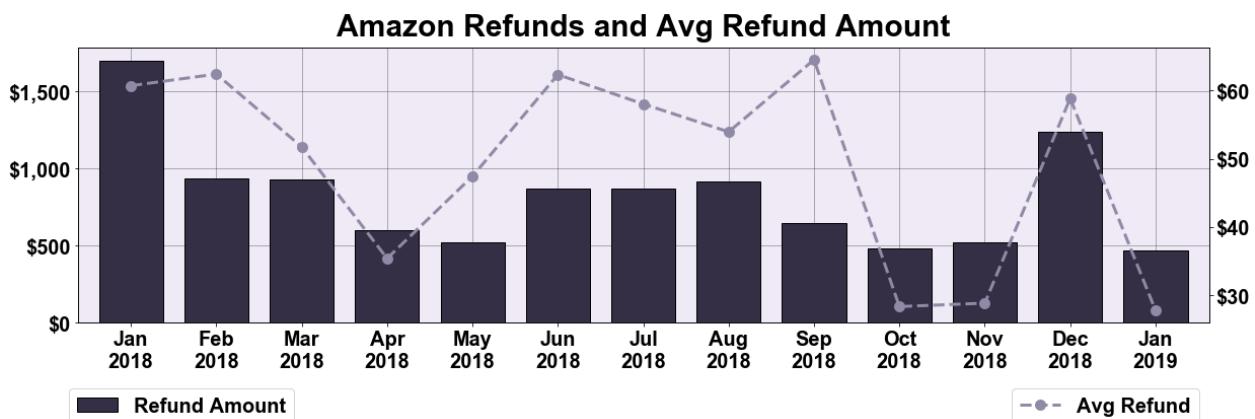
The top three refunds of the month are:

OID [1931224](#) for \$85

OID [1949828](#) for \$75

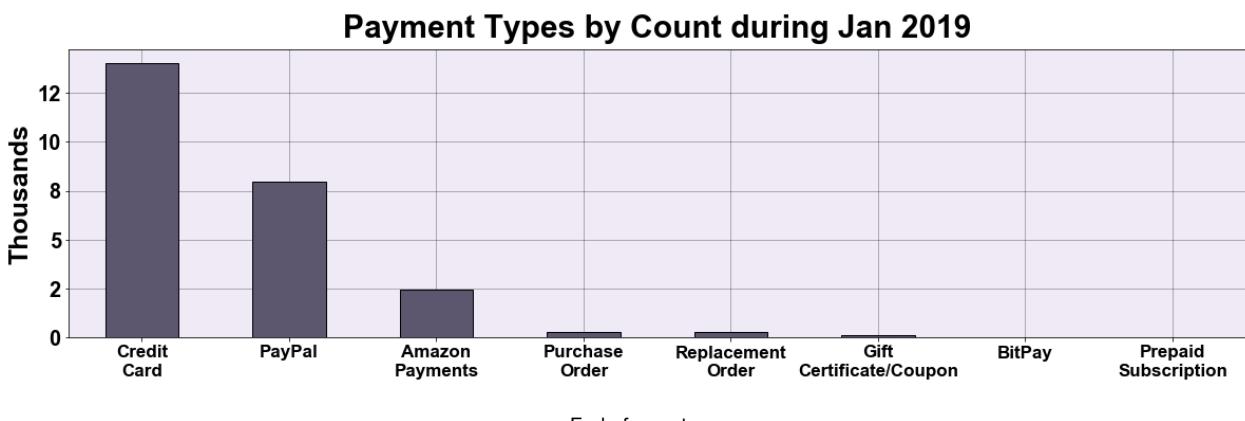
OID [1942321](#) for \$65

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 Jan 2019, where Amazon ranks third.



End of report