

Authorize.net and Gravity Monthly Audit

Dec 2018

Created 2019-01-08

Purpose

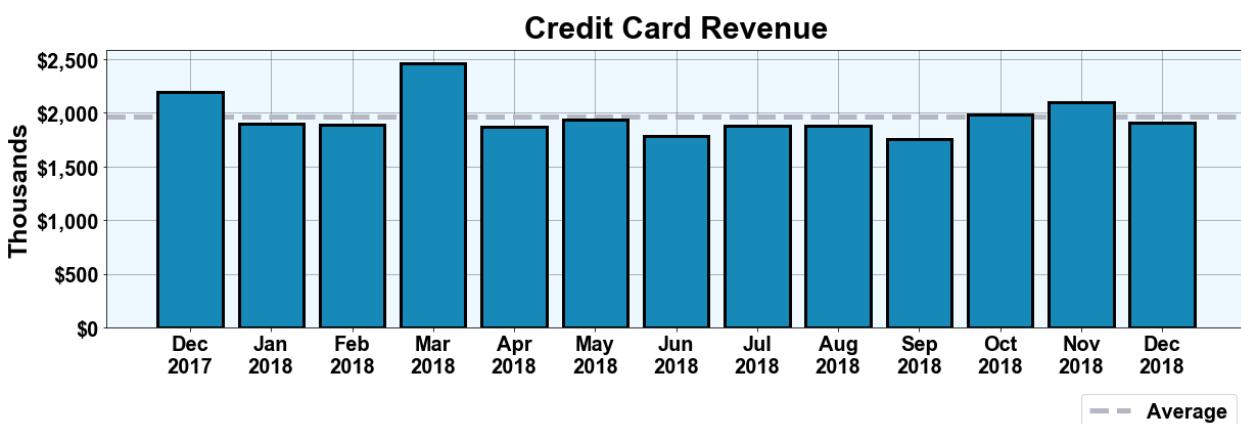
The purpose of this monthly audit is to monitor our credit card activity through Authorize.net, our gateway provider, and Gravity, our credit card processor. We look at revenue, order counts, average order value, refunds, and chargebacks. For reference, the latest Gravity statement can be found [here](#).

Summary + Financial Impact

Credit card revenue was down 18% year over year and constituted 55% of total revenue; the AOV increased 14% year over year; fees were in-line with the average; approval percentage was in-line with the average; the average refund per order decreased 50% year over year; the amount of fraud stopped was 69% of total fraud committed.

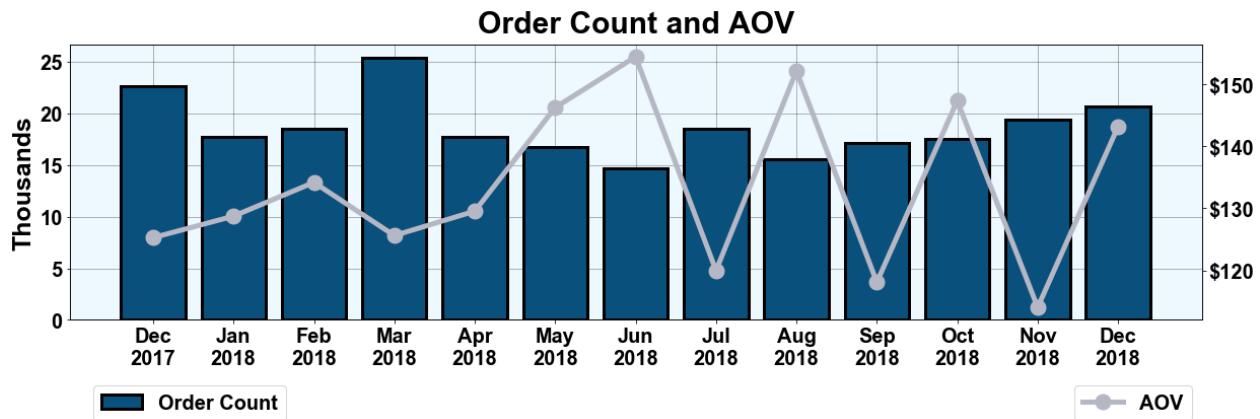
Revenue

Credit card revenue totaled \$1,905,397, down 12.92% from last year's \$2,187,992. As a proportion of total monthly revenue, credit cards made up 54.91%, greater than the average of 50.74% See below for credit card revenue over time



Order Count and AOV

The number of transactions decreased 8.76% year over year, down from x22,636 to x20,653. The average order value (AOV) increased 14.31%, up from \$125 to \$143. Check out the chart below which shows the order count and AOV over time.

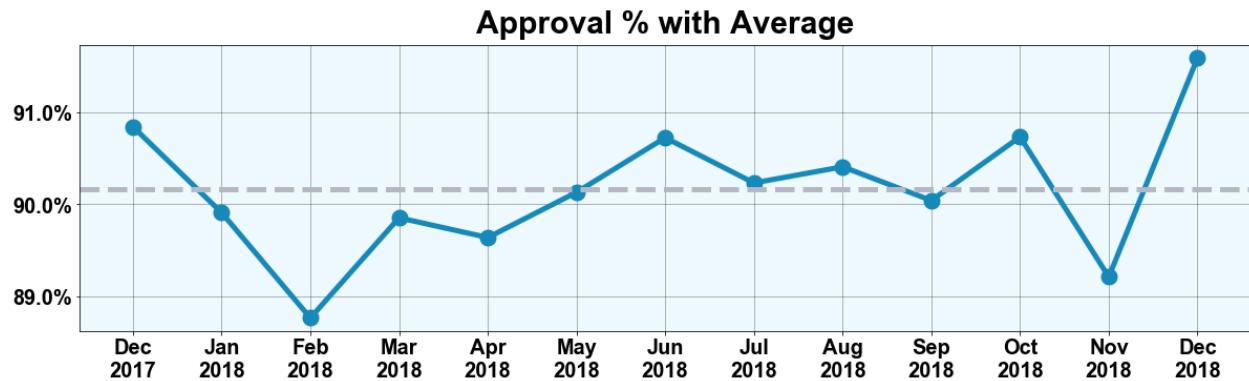


Fees

The combined Gravity and Authorize.net fee amount was \$42,019, or 2.21% of total revenue, in-line with the average proportion of 2.32%.

Approval Percentage

The approval percentage reached 91.60%, about equal to the average of 90.16%, as shown in the chart below.



Refunds

The total refund amount decreased 23.14% year over year, down from \$8,505 to \$6,537. There were x140 refunds issued for an average amount refunded of \$46.69, lower than last year's \$93.46.

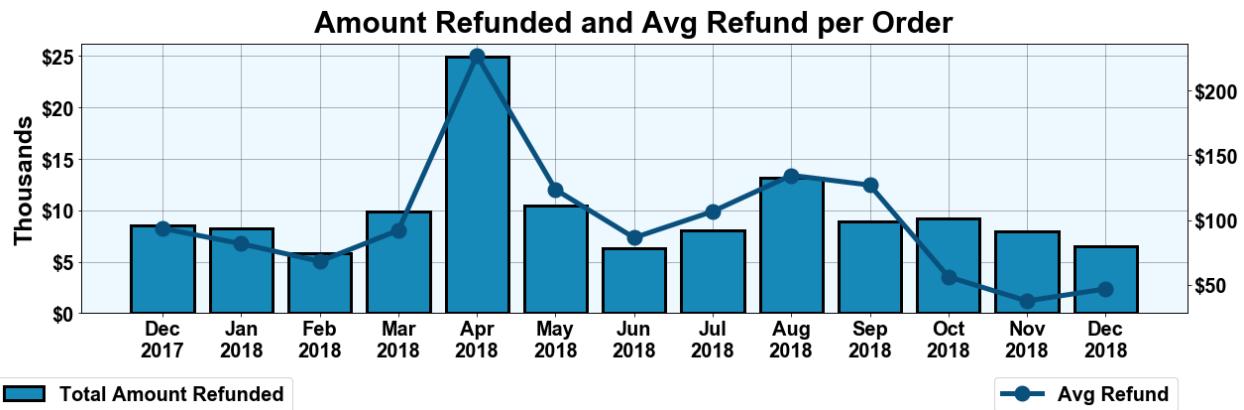
The top three refunds of the month are:

OID [1895695](#) for \$804

OID [1919992](#) for \$425

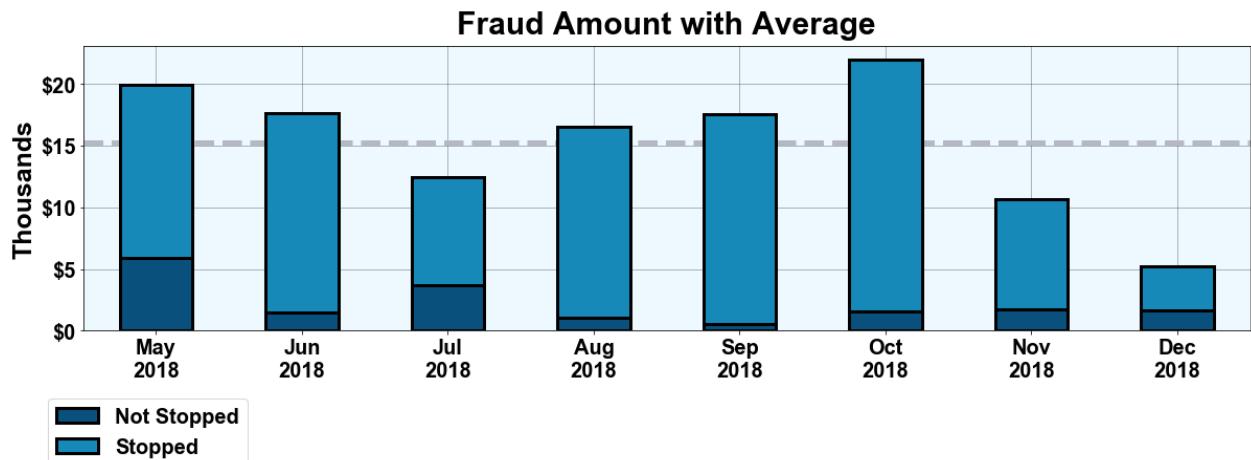
OID [1928685](#) for \$300

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



Fraud

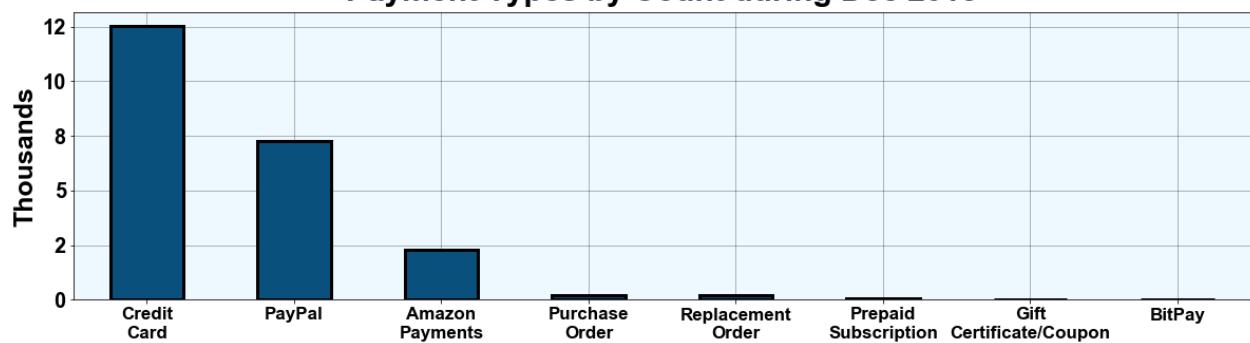
The amount of fraud stopped was \$3,582, which is 68.98% of total monthly fraud, below the average of 83.60%. The amount of fraud not stopped was \$1,611, which makes for a total fraud amount of \$5,192, below the average of \$15,246. Check out the chart below for fraud over time.



Credit Cards in Context

Below is a chart showing all payment types by count for the month of Dec 2018, where credit cards rank first.

Payment Types by Count during Dec 2018



End of report