

# Amazon Monthly Audit

## Mar 2019

Created 2019-04-08

### 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 25% year over year; the average order value rose 1% year over year; fees were in-line with past months; total amount refunded was down 32% year over year; average amount refunded was down 36% year over year; Amazon revenue made up 4% of total monthly revenue.

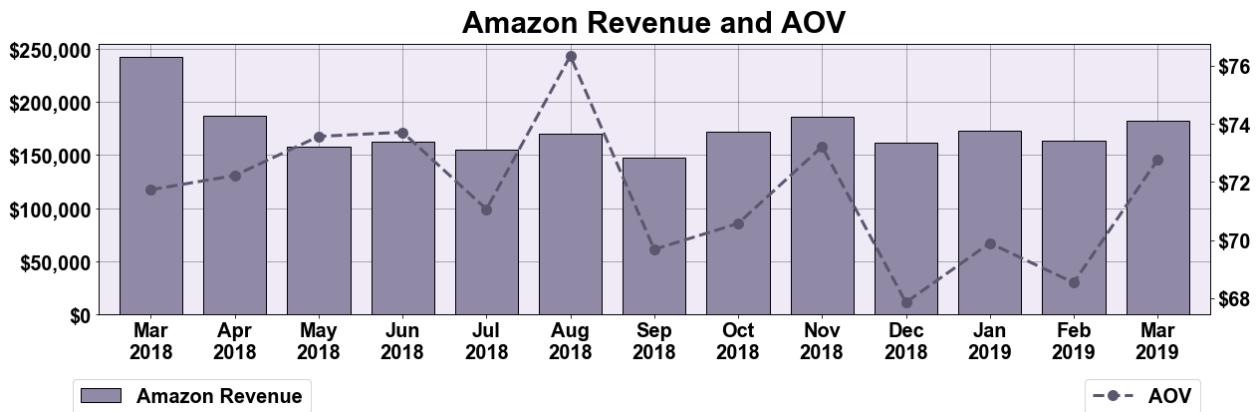
### Revenue and AOV

Amazon revenue decreased 24.9% year over year, down from \$242,529 to \$182,201.

As a proportion of total monthly revenue, Amazon constituted 3.8%, about equal to the average of 4.8%.

The average order value (AOV) rose 1.4% year over year, up from \$71.73 to \$72.76.

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



### Fees

The total fee amount hit \$5,254, or 2.9% of Amazon revenue, which is in-line with the monthly average of 2.9%.

### Refunds

The total amount refunded decreased 32.3% year over year, down from \$931 to \$630. This total refund amount is below the monthly average of \$709.

The average amount refunded fell 35.9% year over, down from \$51.72 to \$33.18.

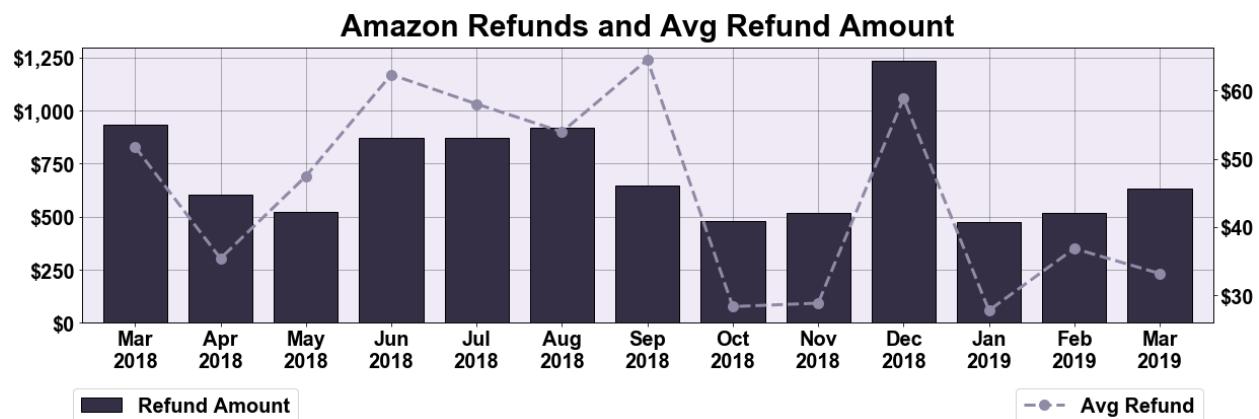
The top three refunds of the month are:

OID [1970408](#) for \$142

OID [2005329](#) for \$112

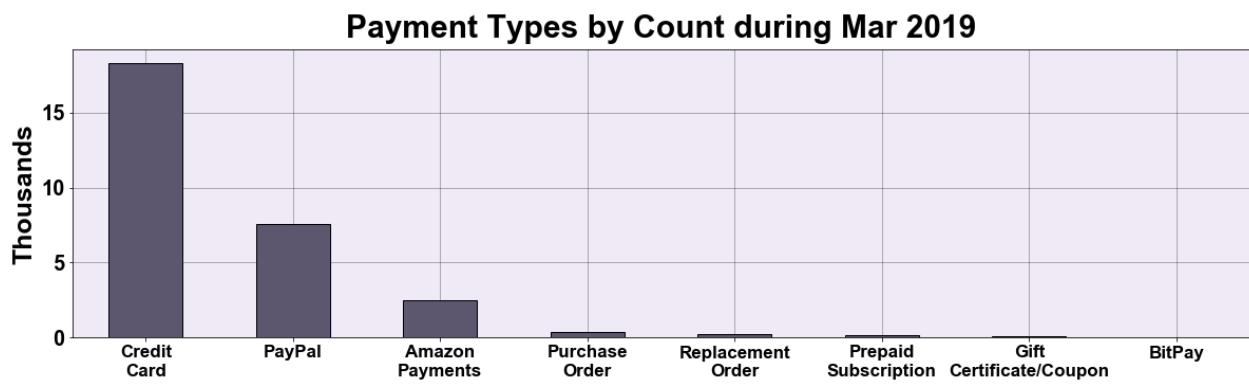
OID [1989498](#) for \$60

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 Mar 2019, where Amazon ranks third.



End of report