

Amazon Monthly Audit

Dec 2018

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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 15% year over year; the average order value fell 2% year over year; fees were in-line with past months; total amount refunded was down 32% year over year; average amount refunded was down 16% year over year; Amazon revenue made up 5% of total monthly revenue.

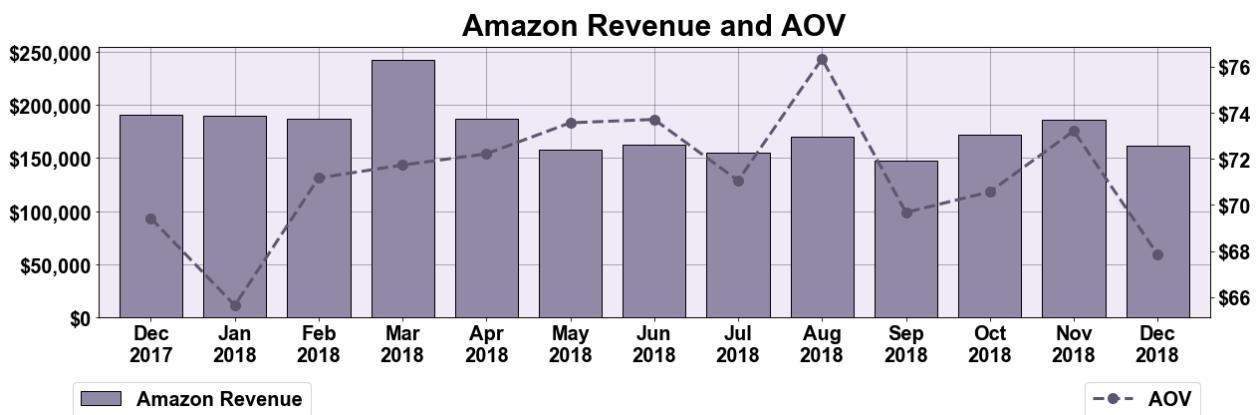
Revenue and AOV

Amazon revenue decreased 15.41% year over year, down from \$191,064 to \$161,628.

As a proportion of total monthly revenue, Amazon constituted 5.10%, about equal to the average of 4.93%.

The average order value (AOV) fell 2.27% year over year, down from \$69.43 to \$67.85.

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



Fees

The total fee amount hit \$4,695, or 2.90% of Amazon revenue, which is in-line with the monthly average of 2.92%.

Refunds

The total amount refunded decreased 32.32% year over year, down from \$1,825 to \$1,235. This total refund amount is above the monthly average of \$927.

The average amount refunded fell 16.20% year over, down from \$70.20 to \$58.83.

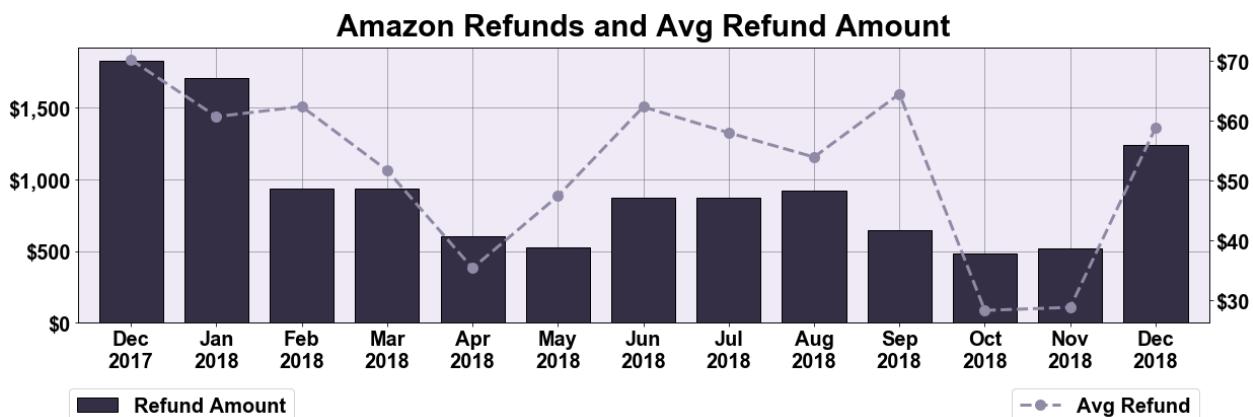
The top three refunds of the month are:

OID [1906570](#) for \$267

OID [1907344](#) for \$202

OID [1905394](#) for \$172

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 Dec 2018, where Amazon ranks third.

