

PayPal Monthly Audit

Jan 2019

Created 2019-02-07

Purpose

The purpose of this monthly audit is to monitor customer payments made through PayPal. We look at revenue, order counts, average order value, fees, and refunds.

Summary + Financial Impact

PayPal revenue decreased 9% year over year; the average order value rose 1% year over year; fees were in-line with past months; total amount refunded was up 4% year over year; average amount refunded was up 8% year over year; PayPal revenue made up 22% of total monthly revenue.

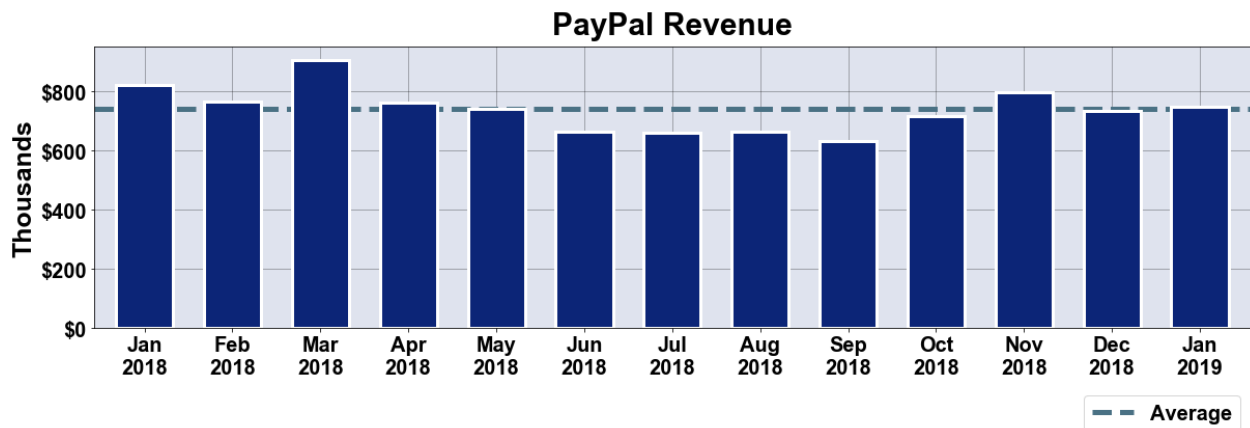
Revenue and AOV

PayPal revenue decreased 8.9% year over year, down from \$824,000 to \$750,397.

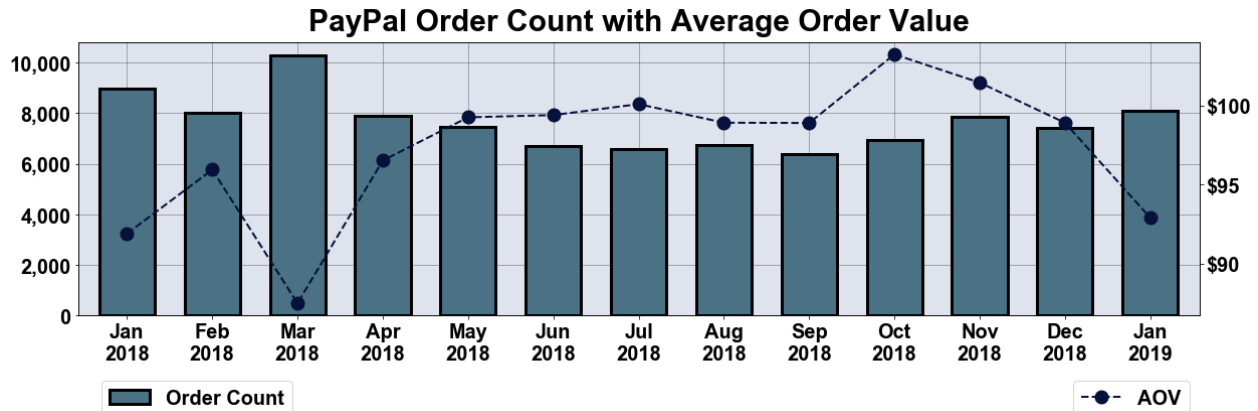
As a proportion of total monthly revenue, PayPal constituted 21.6%, about equal to the average of 20.8%.

The average order value (AOV) rose 1.1% year over year, up from \$91.89 to \$92.89.

See below for PayPal revenue over time



See below for the PayPal order count along with the average order value



Fees

The total fee amount hit \$18,328, or 2.4% of PayPal revenue, which is in-line with the monthly average of 2.5%.

Refunds

The total amount refunded increased 3.9% year over year, up from \$9,812 to \$10,199. This total refund amount is below the monthly average of \$12,898.

The average amount refunded rose 7.9% year over, up from \$72.15 to \$77.86.

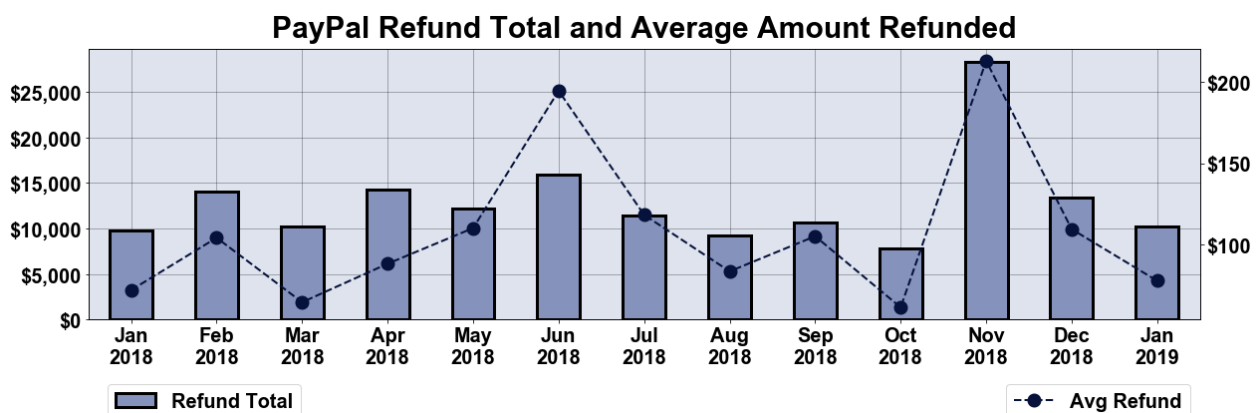
The top three refunds of the month are:

OID [1955914](#) for \$715

OID [1954505](#) for \$711

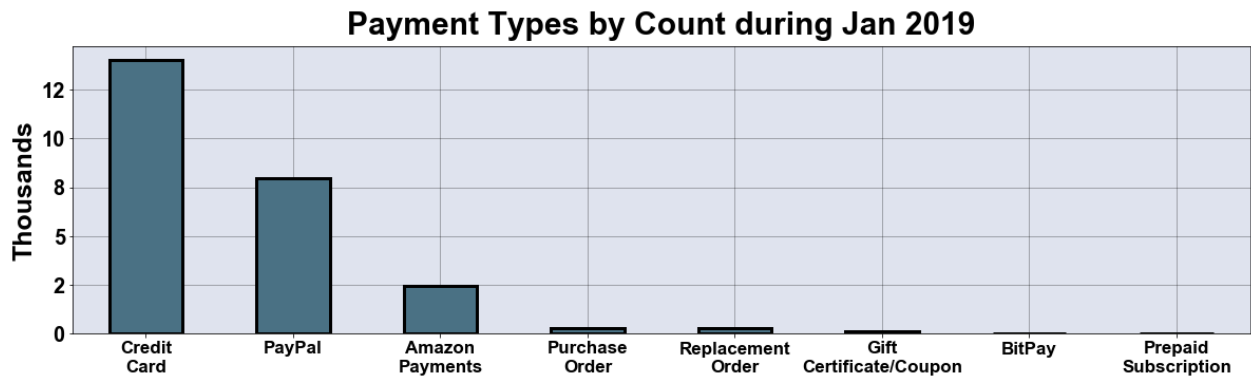
OID [1957681](#) for \$681

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



PayPal in Context

Below is a chart showing all payment types by count for the month of Jan 2019, where PayPal ranks second.



End of report