

Amazon Monthly Audit

Feb 2019

Created 2019-03-04

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 13% year over year; the average order value fell 4% year over year; fees were in-line with past months; total amount refunded was down 45% year over year; average amount refunded was down 41% year over year; Amazon revenue made up 5% of total monthly revenue.

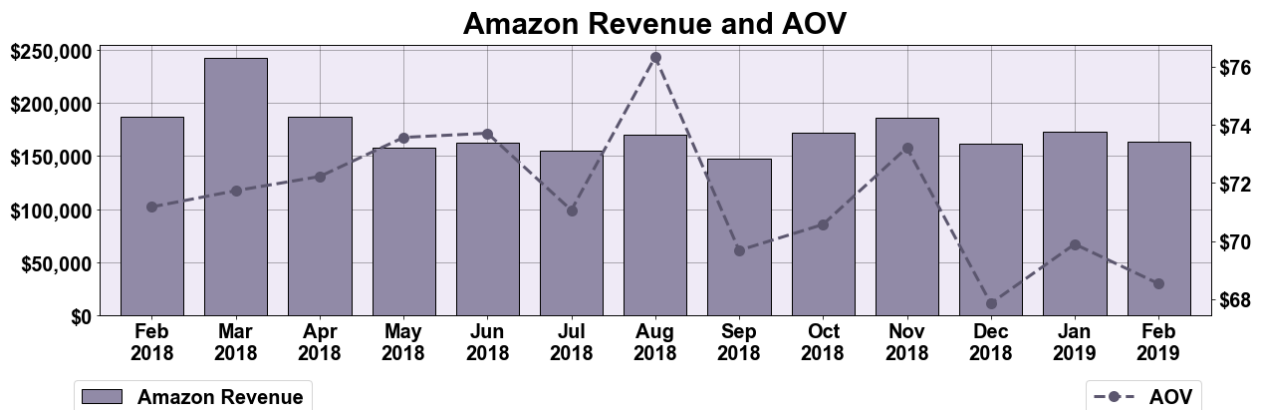
Revenue and AOV

Amazon revenue decreased 12.8% year over year, down from \$187,192 to \$163,174.

As a proportion of total monthly revenue, Amazon constituted 4.8%, about equal to the average of 4.9%.

The average order value (AOV) fell 3.7% year over year, down from \$71.18 to \$68.53.

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



Fees

The total fee amount hit \$4,737, or 2.9% of Amazon revenue, which is in-line with the monthly average of 2.9%.

Refunds

The total amount refunded decreased 44.9% year over year, down from \$936 to \$516. This total refund amount is below the monthly average of \$732.

The average amount refunded fell 41.0% year over, down from \$62.40 to \$36.84.

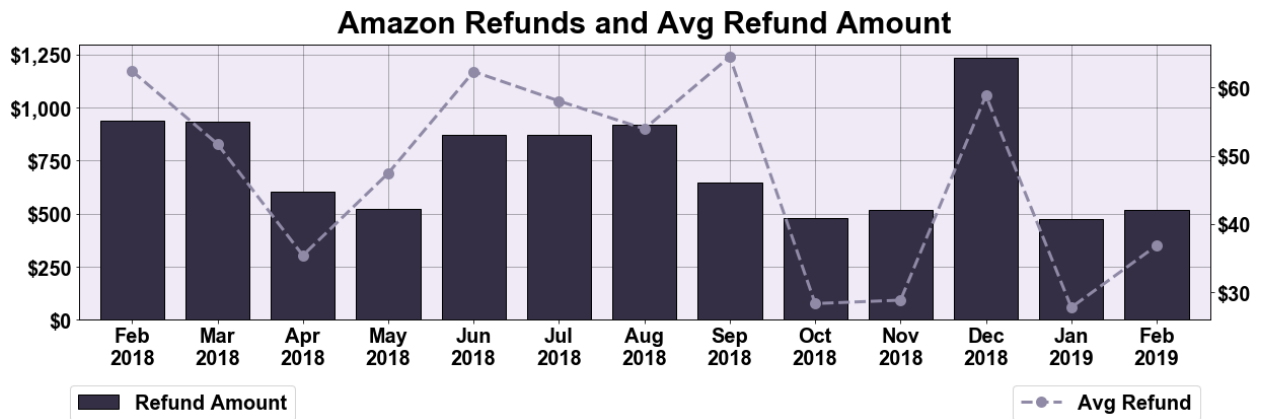
The top three refunds of the month are:

OID [1973079](#) for \$233

OID [1967517](#) for \$70

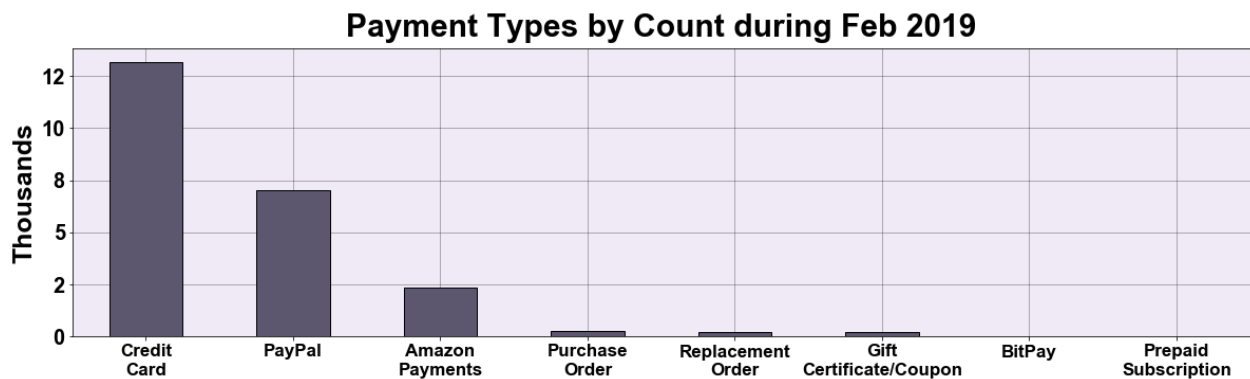
OID [1961233](#) for \$54

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 Feb 2019, where Amazon ranks third.



End of report