

PayPal Monthly Audit

Apr 2019

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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 12% year over year; the average order value remained the same year over year; fees were in-line with past months; total amount refunded was down 39% year over year; average amount refunded was down 16% year over year; PayPal revenue made up 20% of total monthly revenue.

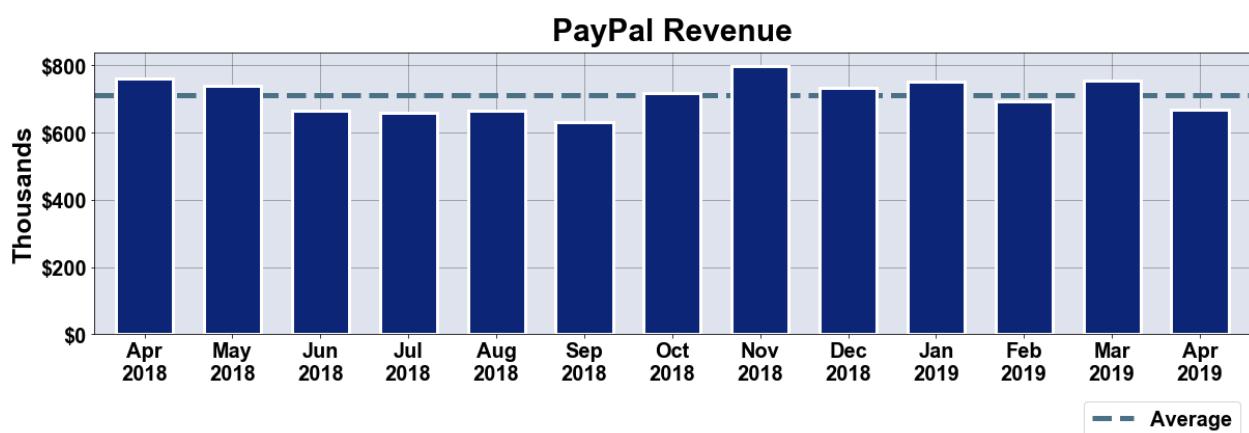
Revenue and AOV

PayPal revenue decreased 12.2% year over year, down from \$762,161 to \$669,263.

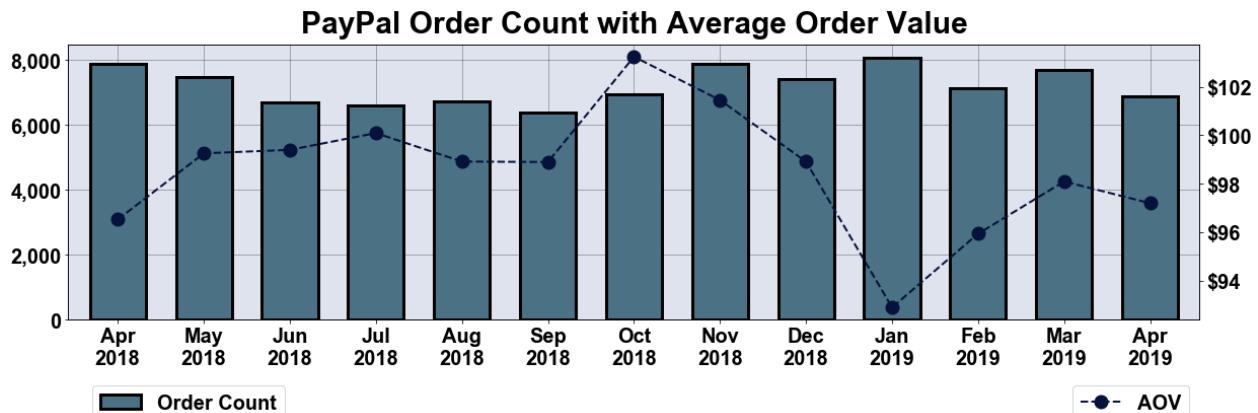
As a proportion of total monthly revenue, PayPal constituted 19.8%, about equal to the average of 20.0%.

The average order value (AOV) rose 0.7% year over year, up from \$96.52 to \$97.19.

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 \$16,219, or 2.4% of PayPal revenue, which is in-line with the monthly average of 2.5%.

Refunds

The total amount refunded decreased 39.0% year over year, down from \$14,228 to \$8,683. This total refund amount is below the monthly average of \$12,743.

The average amount refunded fell 16.0% year over, down from \$88.37 to \$74.21.

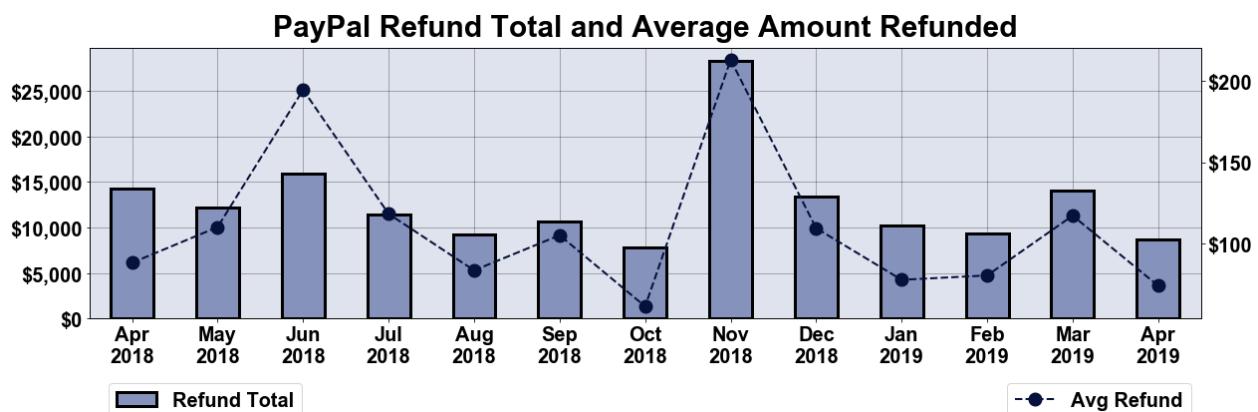
The top three refunds of the month are:

OID [2043525](#) for \$785

OID [2019381](#) for \$729

OID [2041517](#) for \$437

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 Apr 2019, where PayPal ranks second.

