

Amazon Monthly Audit May 2019

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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 9% year over year; the average order value fell 2% year over year; fees were in-line with past months; total amount refunded was up 154% year over year; average amount refunded was up 40% year over year; Amazon revenue made up 4% of total monthly revenue.

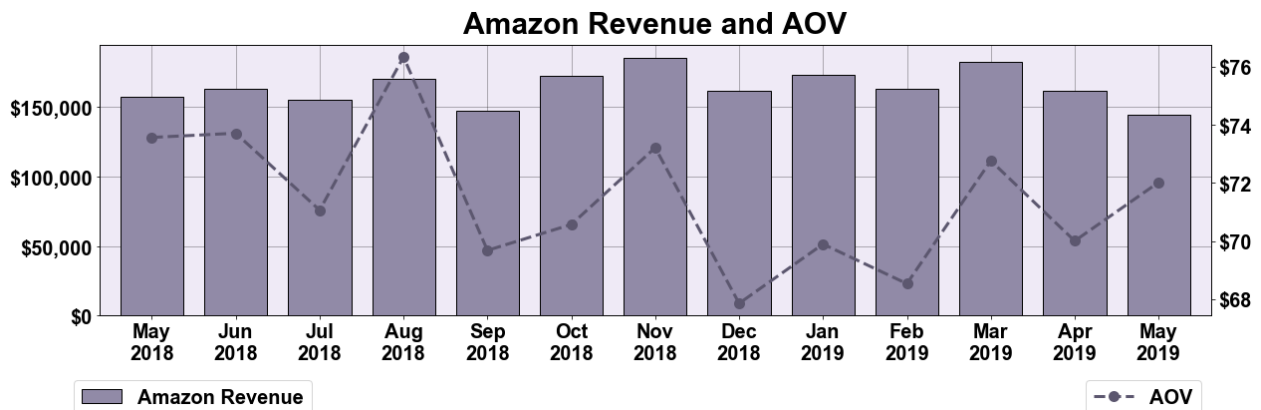
Revenue and AOV

Amazon revenue decreased 8.5% year over year, down from \$157,653 to \$144,181.

As a proportion of total monthly revenue, Amazon constituted 4.2%, about equal to the average of 4.7%.

The average order value (AOV) fell 2.1% year over year, down from \$73.57 to \$72.02.

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



Fees

The total fee amount hit \$4,217, or 2.9% of Amazon revenue, which is in-line with the monthly average of 2.9%.

Refunds

The total amount refunded increased 153.7% year over year, up from \$522 to \$1,324. This total refund amount is above the monthly average of \$777.

The average amount refunded rose 39.5% year over, up from \$47.43 to \$66.18.

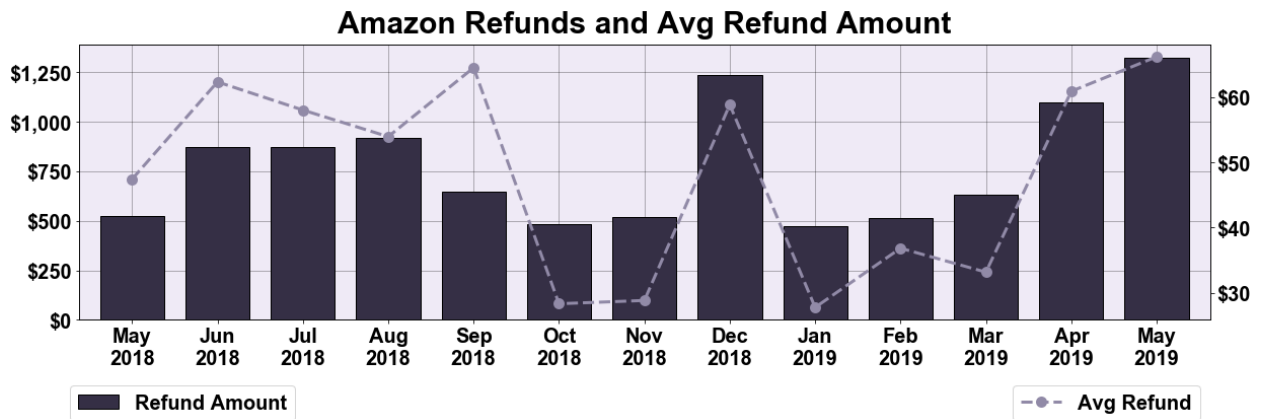
The top three refunds of the month are:

OID [2024909](#) for \$733

OID [2054988](#) for \$108

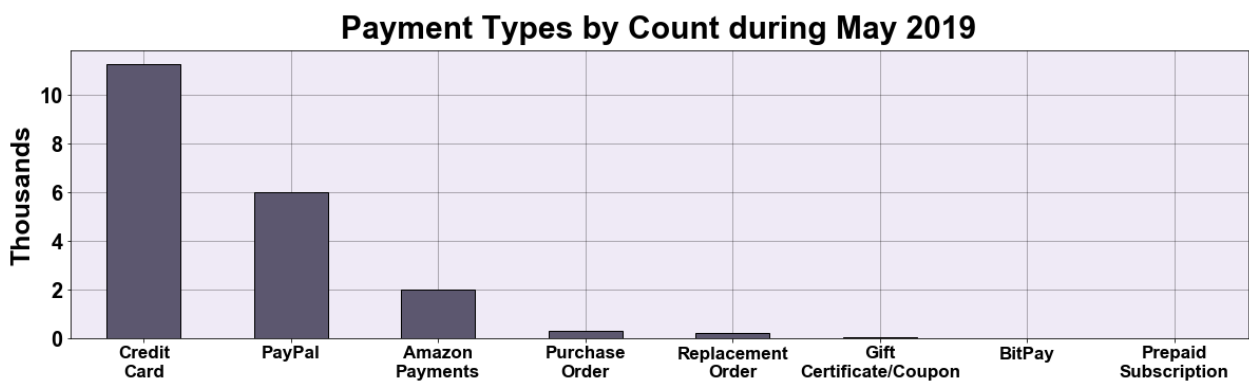
OID [2020340](#) for \$80

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 May 2019, where Amazon ranks third.



End of report