

PayPal Monthly Audit

Feb 2019

Created 2019-03-04

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 10% 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 34% year over year; average amount refunded was down 23% year over year; PayPal revenue made up 20% of total monthly revenue.

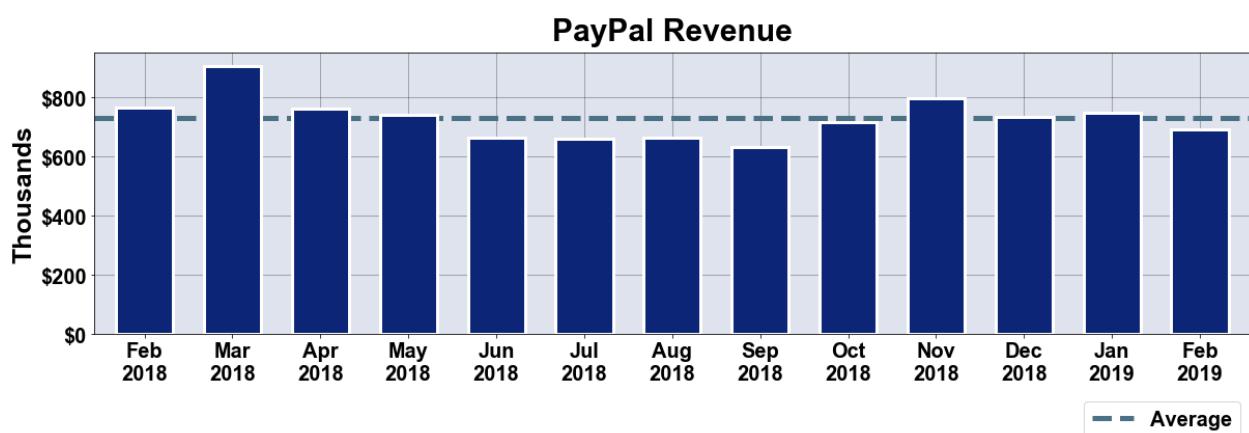
Revenue and AOV

PayPal revenue decreased 10.0% year over year, down from \$767,878 to \$691,363.

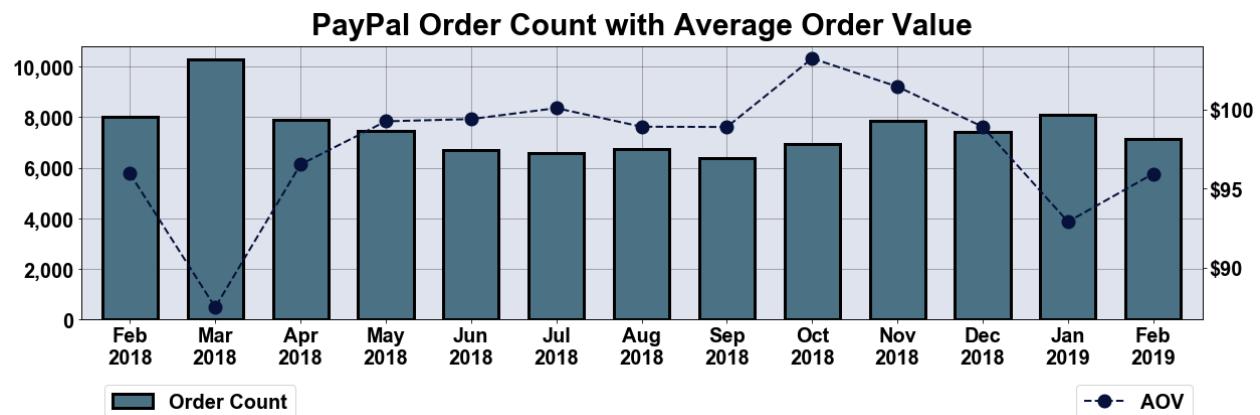
As a proportion of total monthly revenue, PayPal constituted 20.3%, about equal to the average of 20.6%.

The average order value (AOV) fell 0.0% year over year, down from \$95.94 to \$95.93.

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 \$16,901, or 2.4% of PayPal revenue, which is in-line with the monthly average of 2.5%.

Refunds

The total amount refunded decreased 33.6% year over year, down from \$14,084 to \$9,345. This total refund amount is below the monthly average of \$12,862.

The average amount refunded fell 22.8% year over, down from \$104.33 to \$80.56.

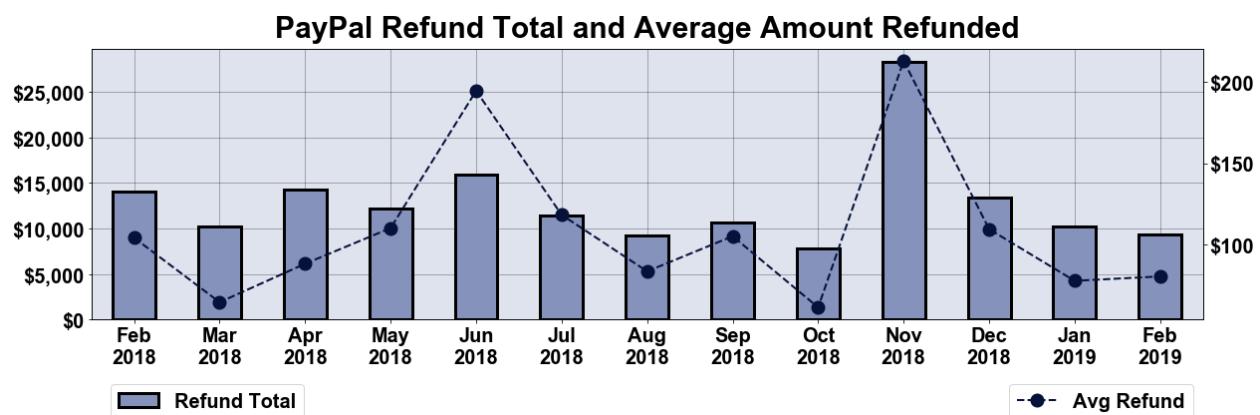
The top three refunds of the month are:

OID [1968486](#) for \$932

OID [1981687](#) for \$596

OID [1945865](#) for \$398

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 Feb 2019, where PayPal ranks second.

