

PayPal Monthly Audit

May 2019

Created 2019-06-21

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 18% 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 48% year over year; average amount refunded was down 45% year over year; PayPal revenue made up 18% of total monthly revenue.

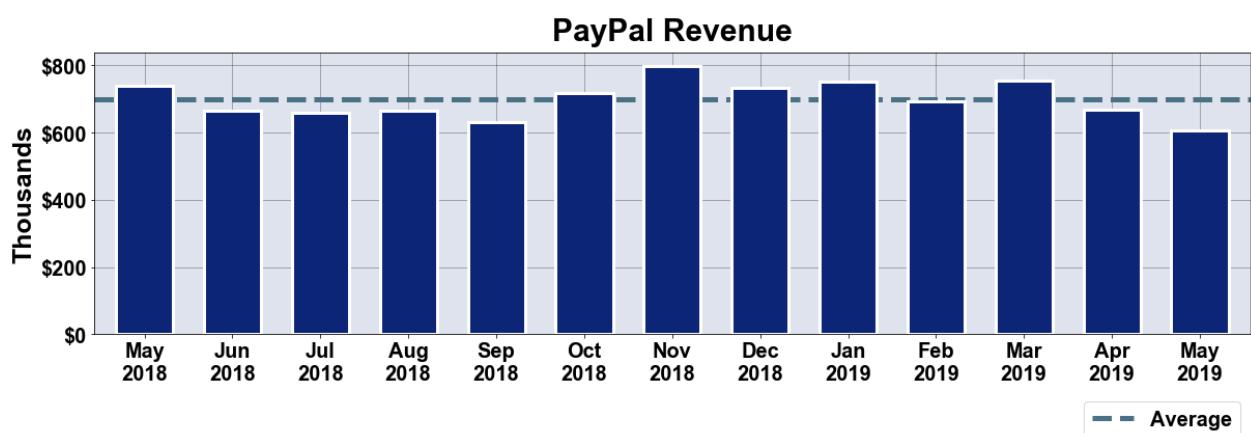
Revenue and AOV

PayPal revenue decreased 18.1% year over year, down from \$740,621 to \$606,625.

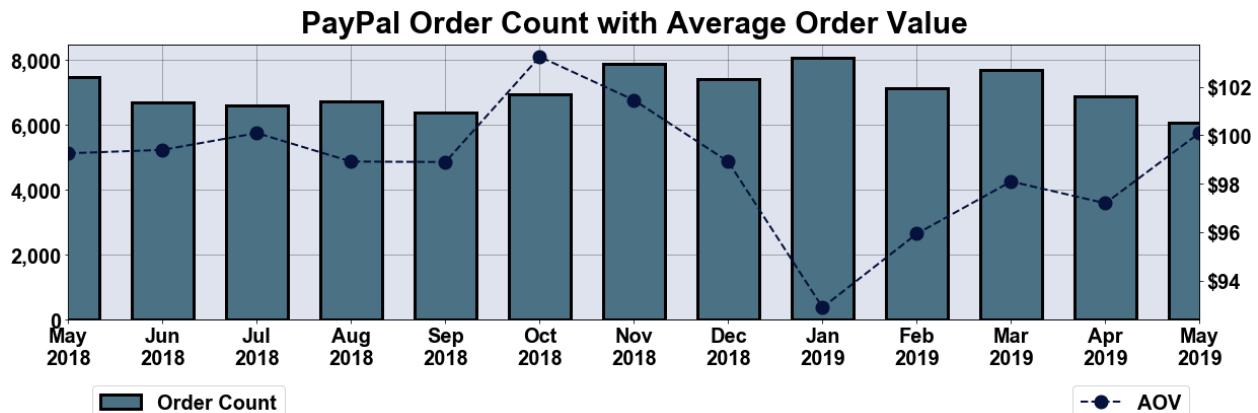
As a proportion of total monthly revenue, PayPal constituted 17.8%, about equal to the average of 19.8%.

The average order value (AOV) rose 0.9% year over year, up from \$99.25 to \$100.10.

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 \$14,800, or 2.4% of PayPal revenue, which is in-line with the monthly average of 2.5%.

Refunds

The total amount refunded decreased 47.6% year over year, down from \$12,242 to \$6,410. This total refund amount is below the monthly average of \$12,141.

The average amount refunded fell 44.7% year over, down from \$110.29 to \$61.04.

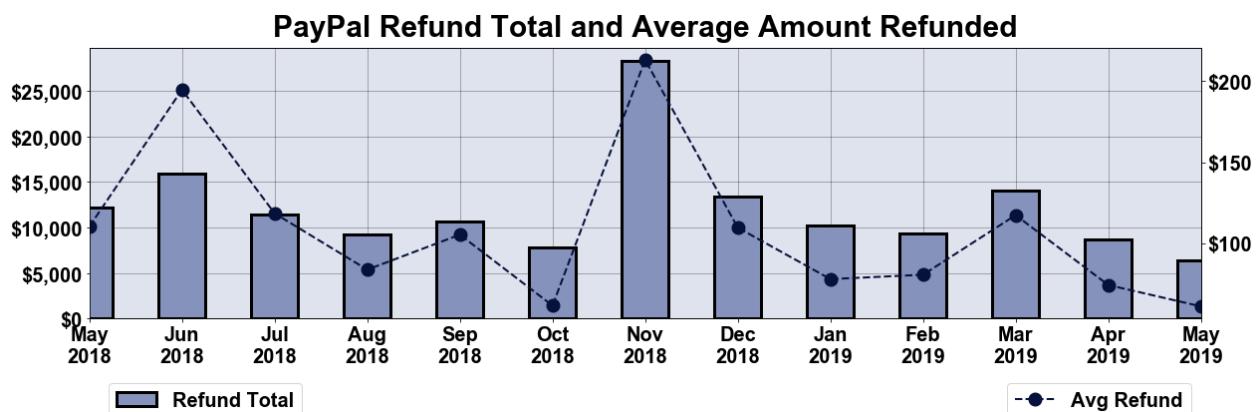
The top three refunds of the month are:

OID [2047886](#) for \$629

OID [2053446](#) for \$334

OID [2057739](#) for \$314

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 May 2019, where PayPal ranks second.

