

MCP SERVER

NO CODE

CLOUD HOSTED

Average Order Value Analytics MCP

Track and analyze customer spending patterns through your AI agent.

Average Order Value Analytics MCP gives your AI client direct access to core ecommerce spending metrics. Instead of manually pulling reports, you can ask your agent to calculate global AOV, drill down into specific product categories, or compare how spending shifts between different time periods. It turns raw transaction data into actionable insights about customer behavior.

A+ Quality Score 100/100

aov

kpi

revenue

ecommerce-analytics

business-metrics



The connectivity layer between AI and the world's software.

Vinkius sits between AI and every application. All communication passes through Vinkius Cloud via the Model Context Protocol (MCP) — with governance, observability, and security at every layer.

Your AI Connections Run Through Vinkius Cloud

The world's largest
managed MCP catalog

Vinkius is the connectivity layer where AI connects to the software your business already runs. We handle the hosting, the security, the credentials, the uptime — you get agents that actually do things.

We operate the world's largest managed MCP catalog. Major SaaS platforms, CRMs, databases, and cloud providers — running, monitored, production-ready. This MCP server is hosted and maintained by the Vinkius Cloud for AI Agents.

The agent doesn't manage credentials, doesn't manage uptime, doesn't manage security. Vinkius does.

— Architecture principle

Four Pillars of the Vinkius Runtime

01 — Security by design

Credentials stay encrypted at rest via AES-256. The AI agent never touches raw keys — they're injected into a sandboxed V8 isolate at runtime. Actions are logged, and connections have an emergency kill switch.

03 — Deterministic observability

Eight immutable metrics per endpoint: request volume, p95 latency, error rate, active connections, cost attribution. A live payload feed logs every tool call with mutation detection.

02 — Built on MCP Fusion

This MCP server was built with **MCP Fusion**, the open-source framework (Apache 2.0) that powers the entire Vinkius catalog. Schema-as-firewall strips undeclared fields, compiled PII redaction runs at zero overhead, and cryptographic lockfiles produce git-diffable audit trails.

04 — Autonomous operations

Servers are deployed, monitored, and patched autonomously. New capabilities and security patches ship weekly. Zero-downtime deployments ensure continuous availability across all managed MCP servers.

AES-256

Encryption at rest

Ed25519

PKI vault signatures

24h TTL

Ephemeral session keys

V8 Isolate

Sandboxed execution

One Token. Instant Access.

Every MCP server on Vinkius is accessed through a **Connection Token**. Tokens are generated in the cloud dashboard and produce a unique MCP endpoint URL. Paste this URL into any MCP-compatible client — no SDK required.

A single token can serve **multiple AI clients simultaneously**, or you can issue separate tokens per client for granular access control. Each token tracks its own request count, last activity timestamp, and can be individually enabled or revoked.

MCP ENDPOINT`https://edge.vinkius.com/{token}/mcp`

Claude



Cursor



VS Code



Windsurf



Grok



Gemini

Security Is the Architecture

Security in Vinkius is not a feature — it's the foundation of the runtime. The gateway enforces multiple independent protection layers between AI agents and third-party APIs.

01 — Ed25519 PKI Vault

Every workspace has an Ed25519 Master Key. Session keys are generated ephemerally (24h TTL) and signed by the Master Key. Credentials never leave the vault boundary.

02 — V8 Isolate Sandboxing

Tool code runs inside isolated-vm V8 isolates with 64 MB memory caps and per-request timeouts. No filesystem access, no network access except through the SSRF-guarded fetch bridge.

03 — SSRF Guard

All outbound HTTP requests are DNS-resolved and validated before execution. Private IP ranges (10.x, 172.16-31.x, 192.168.x, AWS metadata 169.254.x) are blocked at the network layer.

05 — Cryptographic Audit Trail

Every request is signed into a SHA-256 hash chain with Ed25519 signatures. Events form a tamper-proof, SIEM-exportable forensic record.

04 — DLP & PII Redaction

A ResponseGuard pipeline intercepts every tool response. Configurable redaction patterns strip sensitive fields (emails, SSNs, card numbers) before data reaches the AI agent.

06 — Honeypot Trap System

Phantom credentials are injected into isolated environments. If a honeypot is used outside Vinkius infrastructure, the server is quarantined instantly.

Emergency Kill Switch

EU AI Act Art. 14(1)
Compliant

The kill switch is an **emergency halt** mechanism — not a simple toggle. When triggered, it executes three actions atomically:

01 — Server deactivated

The MCP server is immediately taken offline across the entire cluster.

02 — All tokens revoked

Every connection token is invalidated. Total lockout — reconnection blocked until new tokens are issued.

03 — WebSocket connections killed

Active connections terminated via Redis pubsub broadcast. Propagates to every runtime node in the cluster.

Full Visibility. Zero Guesswork.

The Vinkius cloud dashboard includes a full MCP Governance suite — real-time analytics and security controls for production AI operations.

Control Plane

KPI dashboard with request volume, latency, success rate, token consumption, and AI-generated operational briefings.

FinOps

Cost tracking per tool, payload compression savings, budget optimization signals, and consumption trends.

Firewall & DLP

PII redaction activity, sensitive data protection counters, and security event timeline.

Agent Activity

Which AI clients are connecting, how often, and what they're doing — real-time session tracking.

Tool Health

Slowest and most error-prone tools, with actionable root-cause insights and performance baselines.

Incident Log

Error trends, failure rates, status-code breakdowns, and forensic audit trail access.

Get started at cloud.vinkius.com — connect your AI agent in under 60 seconds.

Average Order Value Analytics MCP

4 tools available

Cloud-hosted on Vinkius

You can stop digging through spreadsheets to figure out why your revenue is fluctuating. This MCP connects your AI client to your ecommerce data so you can interrogate your Average Order Value (AOV) in real time. Whether you need to see if a specific product category is driving higher spend or if your recent promotion actually increased the amount customers spend per visit, your agent handles the math. You can look at the big picture with global averages or get granular by looking at specific customer segments. It also makes it easy to spot trends by pulling chronological data or comparing two different timeframes to see if your business is growing or shrinking. It is built to turn complex KPI tracking into a simple conversation with your agent.

Core Capabilities

01 — Temporal Analysis

Your agent uses this to track how spending fluctuates over days, weeks, or months.

02 — Customer Segmentation

Your agent applies this to find spending differences between specific groups or categories.

03 — Growth Measurement

Your agent uses this to compare two distinct time periods to identify performance shifts.

04 — Global KPI Monitoring

Your agent pulls the total business AOV to provide a high level overview of health.

One Click on Vinkius — From Prompt to Execution

Available at vinkius.com/en/ai-agent-connect/average-order-value-analytics — connect your AI agent in three steps.

- 01 Connect your preferred MCP-compatible client to Vinkius.
- 02 Select the Average Order Value Analytics MCP from the catalog.
- 03 Type a natural language question about your AOV into your AI client.
- 04 The agent executes the necessary tool to pull and calculate the data.
- 05 Receive a direct answer or a list of values based on your request.

You connect the MCP to your client and start asking questions about your ecommerce data.

Built For

This MCP is for ecommerce professionals who need to monitor spending trends without manual data entry.

Ecommerce Managers

They ask the agent to check if specific product launches increased the average basket size.

Data Analysts

They use the agent to quickly pull segmented AOV reports for specific customer cohorts.

Marketing Leads

They task the agent with comparing AOV before and after a marketing campaign.

What Changes When You Connect

- 01 Eliminates manual calculation of AOV by letting your agent handle the math.

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- | | |
|----|---|
| 02 | Provides instant segmentation to see which products drive the highest spend. |
| 03 | Identifies growth or decline by comparing specific timeframes through simple prompts. |
| 04 | Visualizes spending trends over time using chronological data series. |
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Real-World Applications

Campaign Impact Assessment

Compare the AOV from a period with a discount code against a period without one.

Category Performance Review

Check if certain product categories are pulling the global AOV up or down.

Customer Behavior Tracking

Analyze how different customer segments spend compared to the business average.

Trend Identification

Monitor weekly or monthly AOV shifts to spot seasonal changes in spending.

Patterns to Avoid

Manual Spreadsheet Comparison

❌ AVOID

You download three different CSV files and try to manually calculate the difference in spending between last month and this month.

✓ INSTEAD

Just ask your agent to use ``compare_aov_periods`` to get the delta between two timeframes instantly.

Vague Global Queries

❌ AVOID

You ask your agent if the business is doing well without specifying which customer group or product category you care about.

✓ INSTEAD

Use ``get_segmented_aov`` to drill down into specific product categories or customer cohorts for a more precise answer.

Ignoring Spending Trends

❌ AVOID

You only check your total revenue once a month and miss the fact that basket sizes have been dropping every week.

✓ INSTEAD

Run ``get_aov_trend`` to see a chronological list of how spending patterns change over your chosen timeline.

The Right Fit

Ecommerce managers and analysts should connect this MCP if they need to monitor basket size fluctuations without manual data entry. Marketing teams who need to measure campaign impact should also use it. If you only care about total revenue and don't need to understand spending behavior, you don't need this.



4 Tools for Real-Time Average Order Value Analysis

These tools let your agent calculate, compare, and track spending patterns across your entire ecommerce store.

#	TOOL	DESCRIPTION
01	get_aov_trend	This tool provides a chronological list of AOV values. Use it to see how spending patterns change over a specific timeline.
02	get_global_aov	This tool retrieves the total average order value for your entire business. It covers any timeframe you specify.
03	get_segmented_aov	This tool calculates AOV for specific subsets of your data. You can target particular product categories or customer segments.
04	compare_aov_periods	This tool compares AOV between two different timeframes. It helps you measure growth or decline between specific periods.

See It in Action

Real prompts you can use once this MCP is connected to your AI agent through Vinkius Cloud.

U What was our average order value between 2024-01-01 and 2024-01-31?



The average order value for January 2024 was \$54.20, with a total revenue of \$54,200 from 1,000 orders.

U Show me the AOV trend for the last month on a weekly basis.



In the last month, the weekly AOV trend was: Week 1: \$45.00, Week 2: \$48.50, Week 3: \$52.00, Week 4: \$50.50.

U How does the AOV for the 'electronics' category compare to the global average for Q1 2024?



The AOV for the electronics category in Q1 2024 was \$120.00, while the global average for the same period was \$55.00.

Frequently Asked Questions

01 What is this MCP used for?

It is used to calculate and analyze Average Order Value (AOV) across different business segments and timeframes.

02 Can I compare AOV between two different months?

Yes, you can use the `compare_aov_periods` tool to measure performance shifts between any two distinct timeframes.

03 Which AI clients can I use with this?

You can use this MCP with any compatible client like Claude, Cursor, Windsurf, or VS Code.

04 Can I look at AOV for specific product categories?

Yes, the `get_segmented_aov` tool allows you to drill down into specific product categories or customer types.

05 How do I see if my AOV is trending up or down?

You can use the `get_aov_trend` tool to get a chronological series of values to see how spending changes over time.

06 How is Average Order Value calculated?

AOV is calculated by dividing the total revenue by the total number of orders within a specific timeframe.

07 Can I analyze AOV for specific product categories?

Yes, you can use the `'get_segmented_aov'` tool to filter AOV by `'productCategory'` or `'customerType'`.

08 How do I compare performance between two months?

You can use the `'compare_aov_periods'` tool by providing the start and end dates for both periods.

Go Live in 60 Seconds

Get your connection token from cloud.vinkius.com, then paste the endpoint URL into any MCP-compatible client.

YOUR MCP ENDPOINT

`https://edge.vinkius.com/[TOKEN]/mcp`

CLIENT	WHERE TO CONFIGURE
 Claude AI	Profile → Customize → Connectors → "+" → Add custom connector → Paste endpoint
 Cursor	Settings → Features → MCP Servers → "+ Add New MCP Server" → Type: SSE → Paste endpoint
 VS Code	Ctrl/Cmd+Shift+P → "MCP: Add Server" → add <code>"average-order-value-analytics": { "url": "..." }</code>
 Windsurf	MCP Settings → <code>mcp_settings.json</code> → Add endpoint URL
 ChatGPT	Settings → Tools & plugins → Add MCP server → Paste endpoint
 Gemini	Extensions → Add MCP Server → Paste endpoint URL

ASK AN AI ABOUT THIS

Let your preferred AI explain this MCP server

-  Ask ChatGPT 
-  Ask Claude 
-  Ask Perplexity 
-  Ask Gemini 
-  Ask Grok 

READY TO CONNECT

Average Order Value Analytics is live on Vinkius Cloud.

Get your connection token, paste it into your AI agent, and
start building. No SDK. No deployment. Just results.

Start at cloud.vinkius.com →

vinkius.com · support@vinkius.com

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Platform	Vinkius Cloud for AI Agents
Endpoint	<code>https://edge.vinkius.com/{token}/mcp</code>

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