

# E-commerce Dashboard

Generated: 2026-02-15 13:19 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$767.18**

87 confirmed orders

## Delivered Profit (USD)

**\$396.37**

46 delivered orders

## Ad Spend (USD)

**\$394.33**

Meta spend

## Net Profit After Ads

**\$2.04**

Delivered – spend

## Potential Net Profit

**\$372.85**

Confirmed – spend

## ROAS (Realized)

**1.01**

Potential ROAS: 1.95

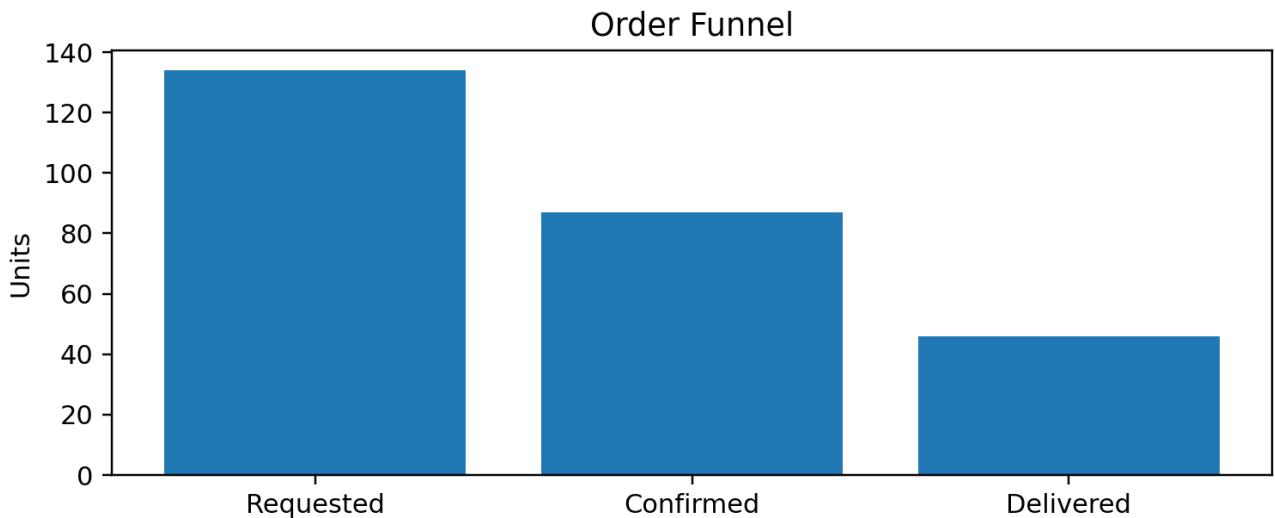
## Operations & Ads Health

- Confirmation rate: **64.9%**
- Delivery rate: **52.9%**
- Return rate: **0.0%**
- CPM: **\$2.64** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$30.92**

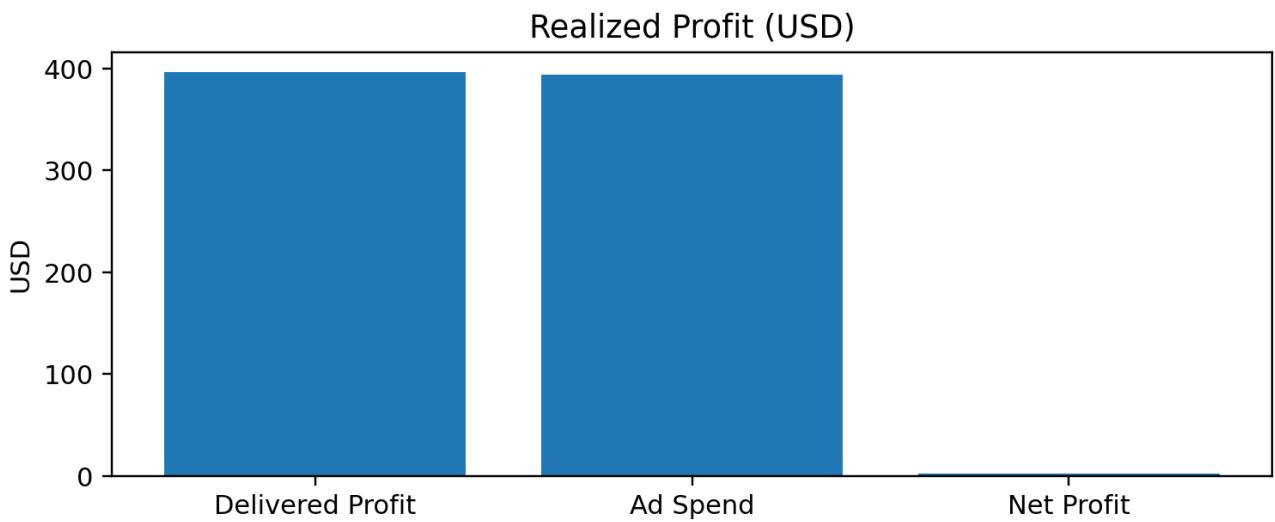
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

