

# E-commerce Dashboard

Generated: 2026-02-16 10:57 • FX: 1 USD = 1,310 IQD

|  |  |
|--|--|
| <div>Confirmed Profit (USD)</div> <div>\$842.75</div> <div>96 confirmed orders</div> | <div>Delivered Profit (USD)</div> <div>\$453.63</div> <div>53 delivered orders</div> |
| <div>Ad Spend (USD)</div> <div>\$388.40</div> <div>Meta spend</div>                  | <div>Net Profit After Ads</div> <div>\$65.23</div> <div>Delivered – spend</div>      |
| <div>Potential Net Profit</div> <div>\$454.35</div> <div>Confirmed – spend</div>     | <div>ROAS (Realized)</div> <div>1.17</div> <div>Potential ROAS: 2.17</div>           |

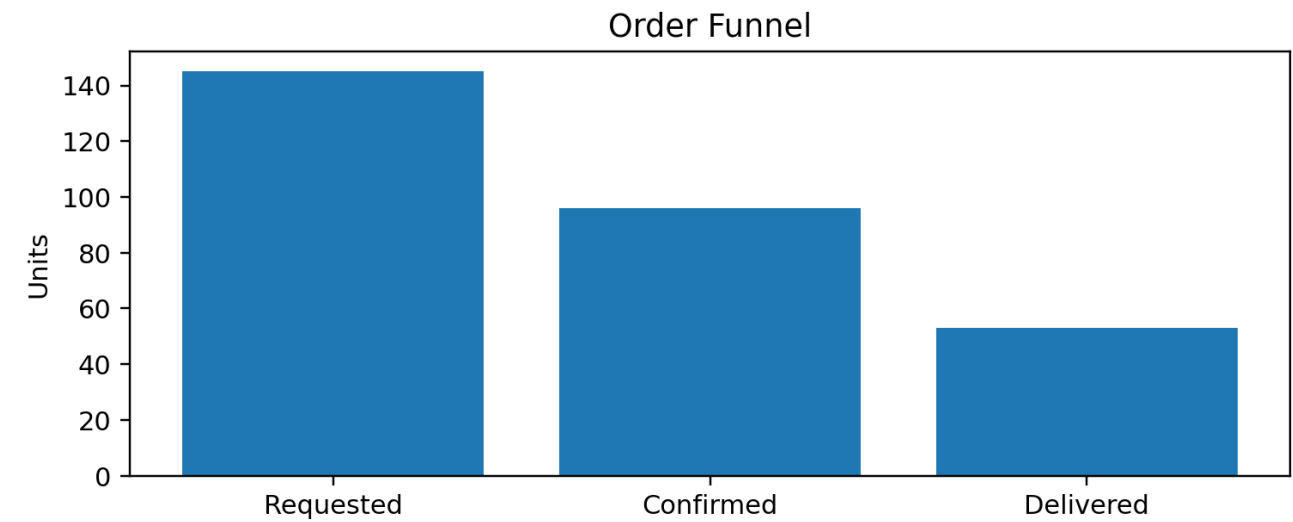
## Operations & Ads Health

- Confirmation rate: 66.2%
- Delivery rate: 55.2%
- Return rate: 0.0%
- CPM: \$2.68 • Cost/reach: \$0.00
- Expected profit (USD): \$85.88

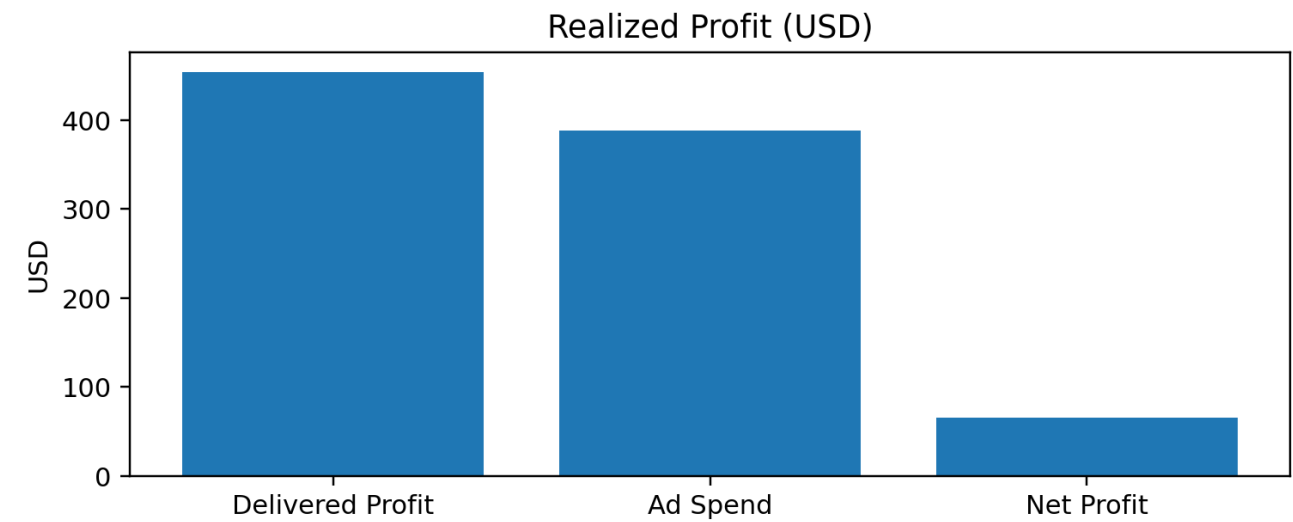
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

