

# E-commerce Dashboard

Generated: 2026-02-10 14:54 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$304.20**

37 confirmed orders

## Delivered Profit (USD)

**\$107.25**

13 delivered orders

## Ad Spend (USD)

**\$222.52**

Meta spend

## Net Profit After Ads

**\$-115.27**

Delivered – spend

## Potential Net Profit

**\$81.68**

Confirmed – spend

## ROAS (Realized)

**0.48**

Potential ROAS: 1.37

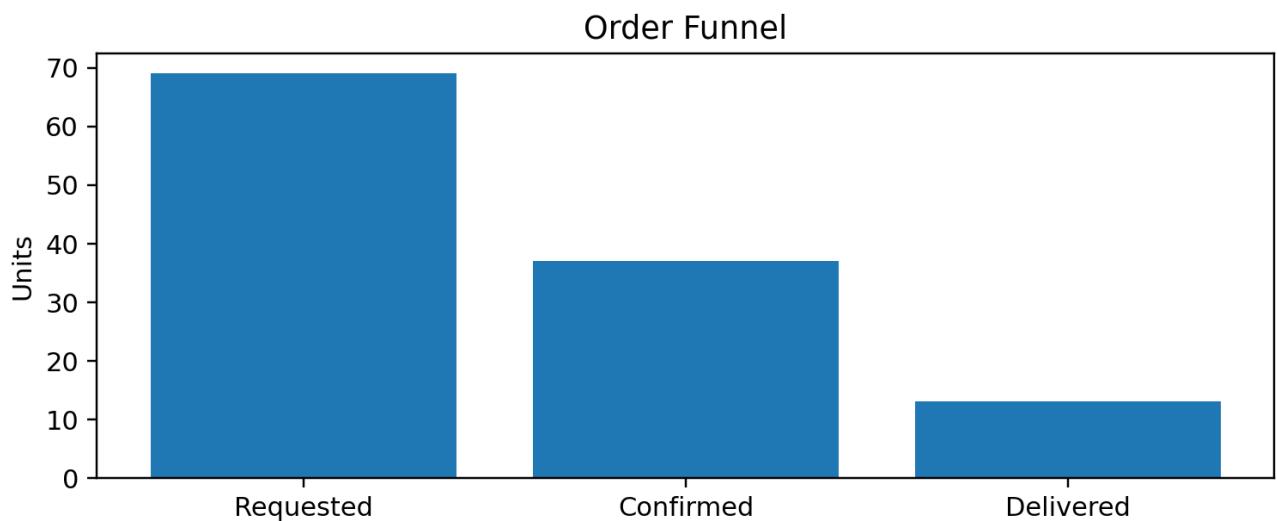
## Operations & Ads Health

- Confirmation rate: **53.6%**
- Delivery rate: **35.1%**
- Return rate: **0.0%**
- CPM: **\$3.71** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$0.00**

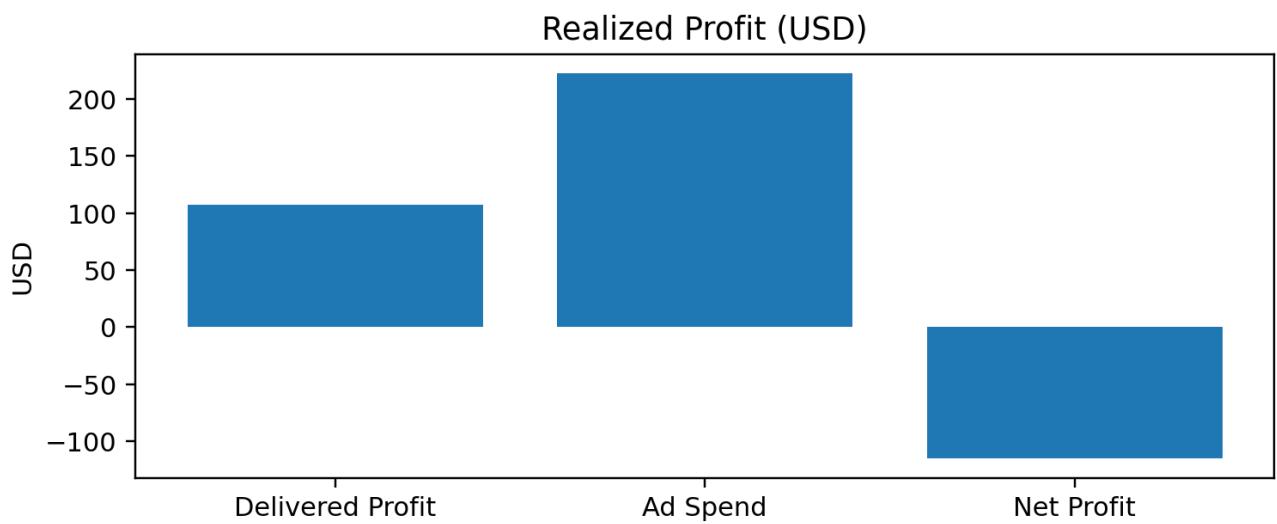
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

