

# E-commerce Dashboard

Generated: 2026-02-17 12:59 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$903.05**

102 confirmed orders

## Delivered Profit (USD)

**\$540.27**

62 delivered orders

## Ad Spend (USD)

**\$487.15**

Meta spend

## Net Profit After Ads

**\$53.12**

Delivered – spend

## Potential Net Profit

**\$415.90**

Confirmed – spend

## ROAS (Realized)

**1.11**

Potential ROAS: 1.85

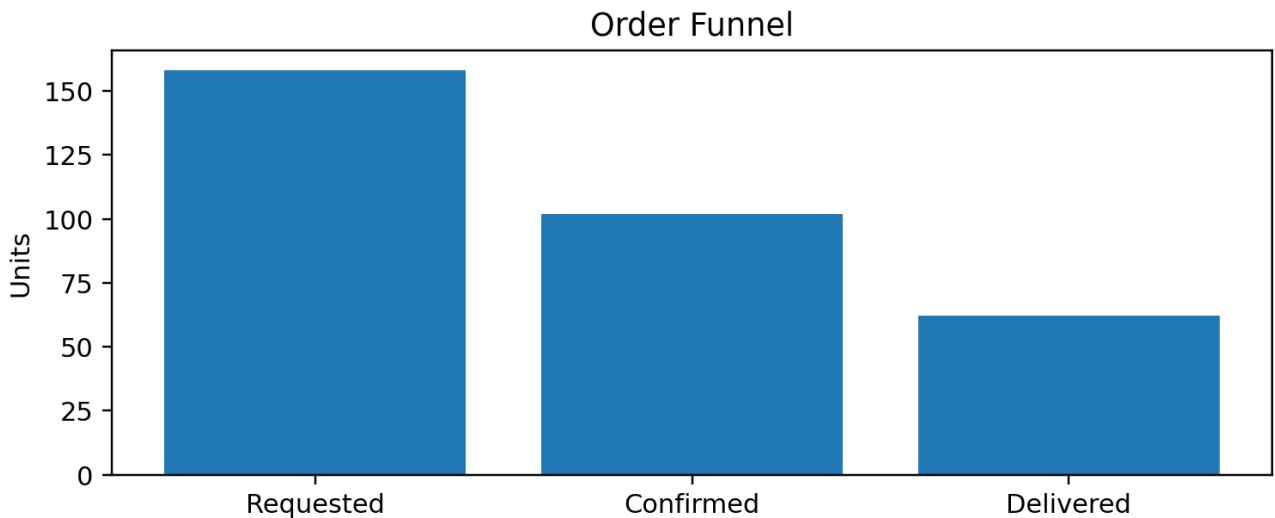
## Operations & Ads Health

- Confirmation rate: **64.6%**
- Delivery rate: **60.8%**
- Return rate: **0.0%**
- CPM: **\$2.15** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$158.59**

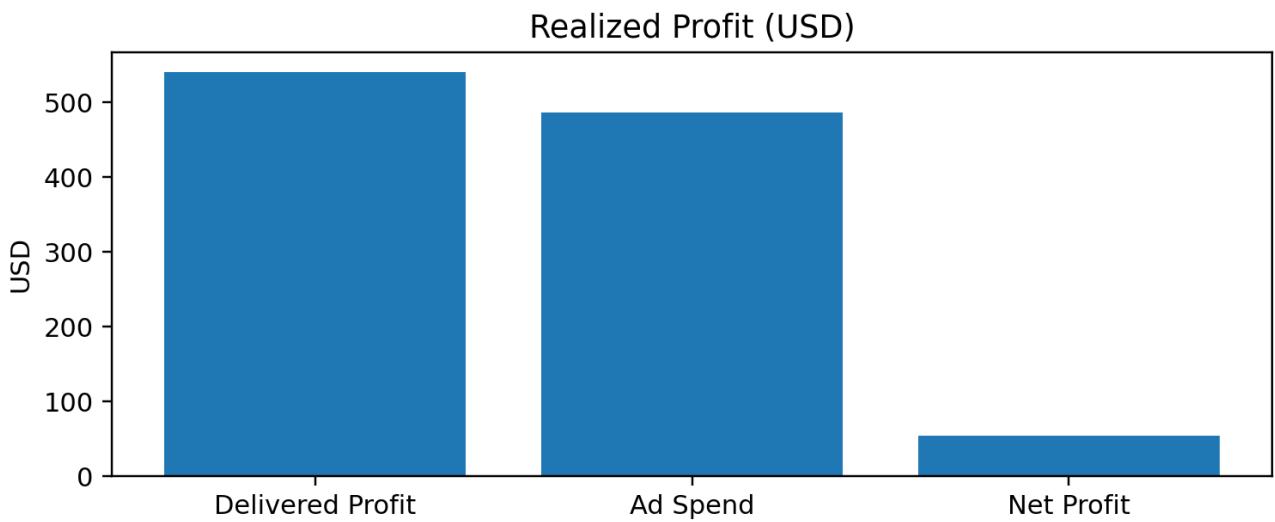
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

