

# E-commerce Dashboard

Generated: 2026-02-18 23:48 • FX: 1 USD = 1,310 IQD

<div>Confirmed Profit (USD)</div> <div>\$1,012.21</div> <div>112 confirmed orders</div>	<div>Delivered Profit (USD)</div> <div>\$631.87</div> <div>72 delivered orders</div>
<div>Ad Spend (USD)</div> <div>\$549.29</div> <div>Meta spend</div>	<div>Net Profit After Ads</div> <div>\$82.58</div> <div>Delivered – spend</div>
<div>Potential Net Profit</div> <div>\$462.92</div> <div>Confirmed – spend</div>	<div>ROAS (Realized)</div> <div>1.15</div> <div>Potential ROAS: 1.84</div>

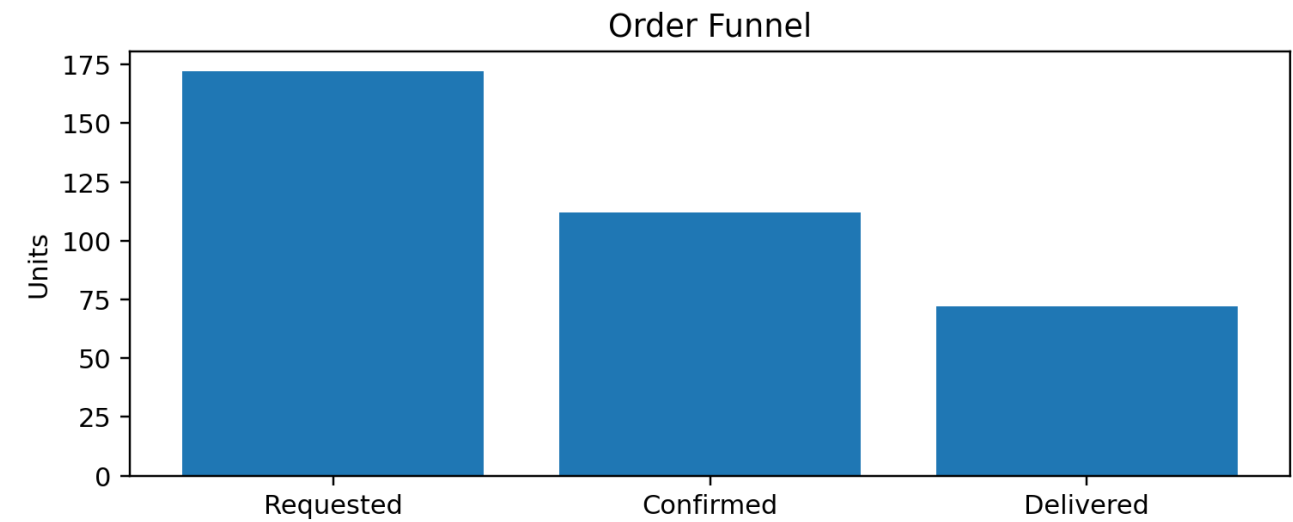
## Operations & Ads Health

- Confirmation rate: 65.1%
- Delivery rate: 64.3%
- Return rate: 0.0%
- CPM: \$1.98 • Cost/reach: \$0.00
- Expected profit (USD): \$221.18

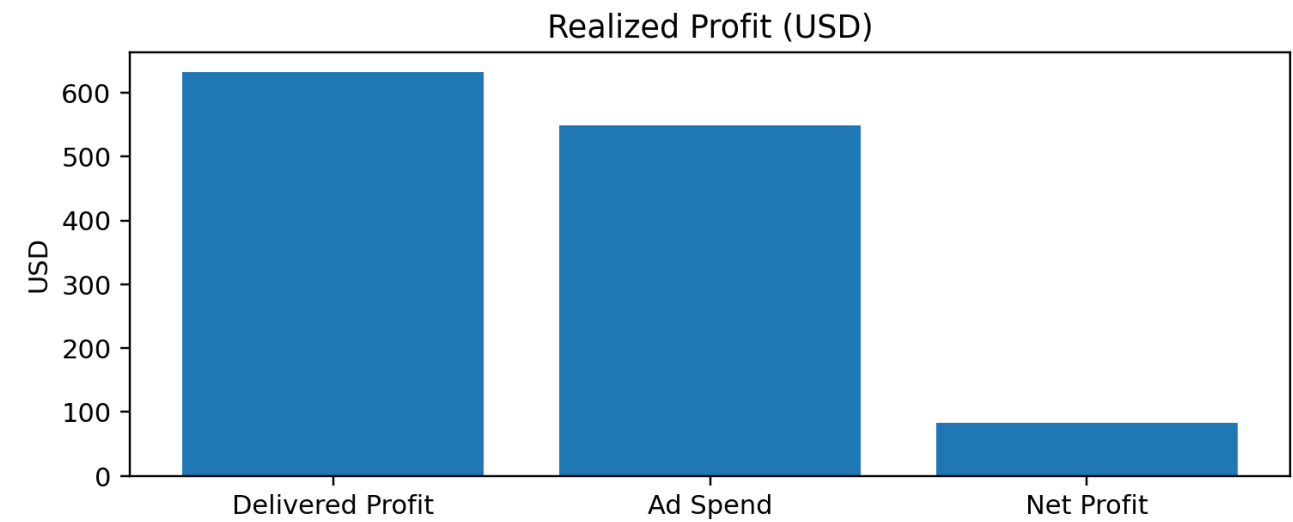
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

