

# E-commerce Dashboard

Generated: 2026-02-20 12:47 • FX: 1 USD = 1,310 IQD

<div>Confirmed Profit (USD)</div> <div>\$1,201.91</div> <div>128 confirmed orders</div>	<div>Delivered Profit (USD)</div> <div>\$663.55</div> <div>76 delivered orders</div>
<div>Ad Spend (USD)</div> <div>\$624.60</div> <div>Meta spend</div>	<div>Net Profit After Ads</div> <div>\$38.95</div> <div>Delivered – spend</div>
<div>Potential Net Profit</div> <div>\$577.31</div> <div>Confirmed – spend</div>	<div>ROAS (Realized)</div> <div>1.06</div> <div>Potential ROAS: 1.92</div>

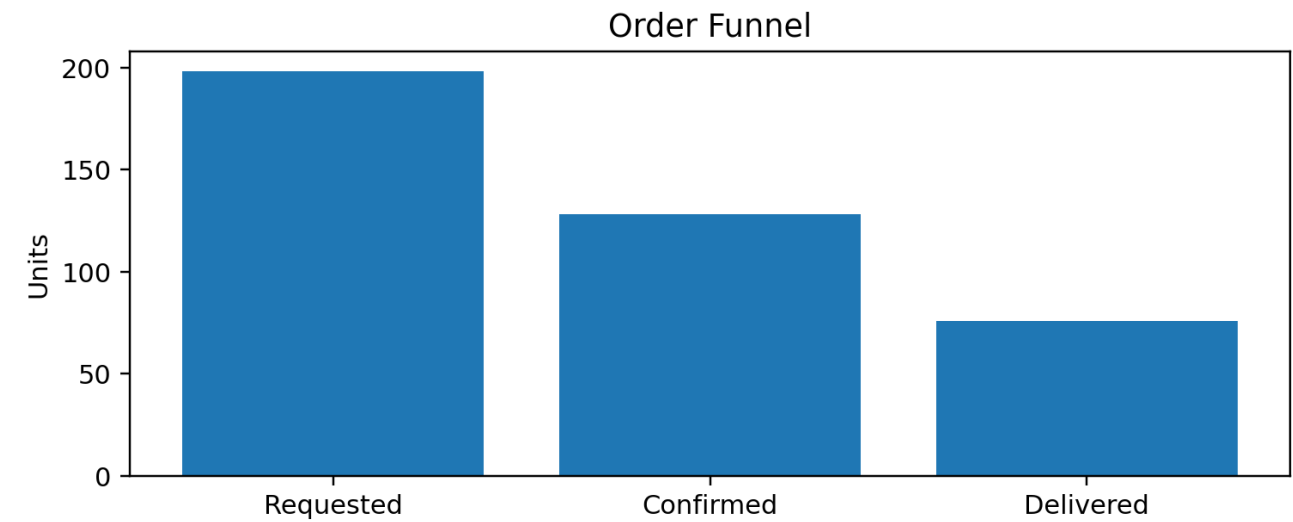
## Operations & Ads Health

- Confirmation rate: 64.6%
- Delivery rate: 59.4%
- Return rate: 1.3%
- CPM: \$1.97 • Cost/reach: \$0.00
- Expected profit (USD): \$346.37

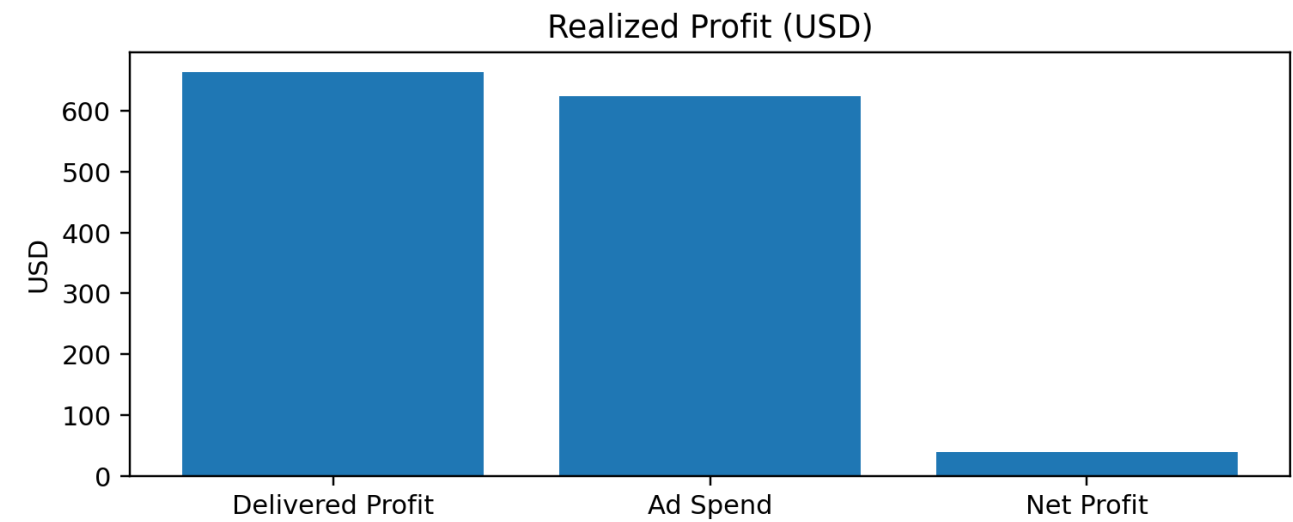
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

