

# E-commerce Dashboard

Generated: 2026-02-15 22:57 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$808.78**

92 confirmed orders

## Delivered Profit (USD)

**\$453.63**

53 delivered orders

## Ad Spend (USD)

**\$411.96**

Meta spend

## Net Profit After Ads

**\$41.67**

Delivered – spend

## Potential Net Profit

**\$396.82**

Confirmed – spend

## ROAS (Realized)

**1.10**

Potential ROAS: 1.96

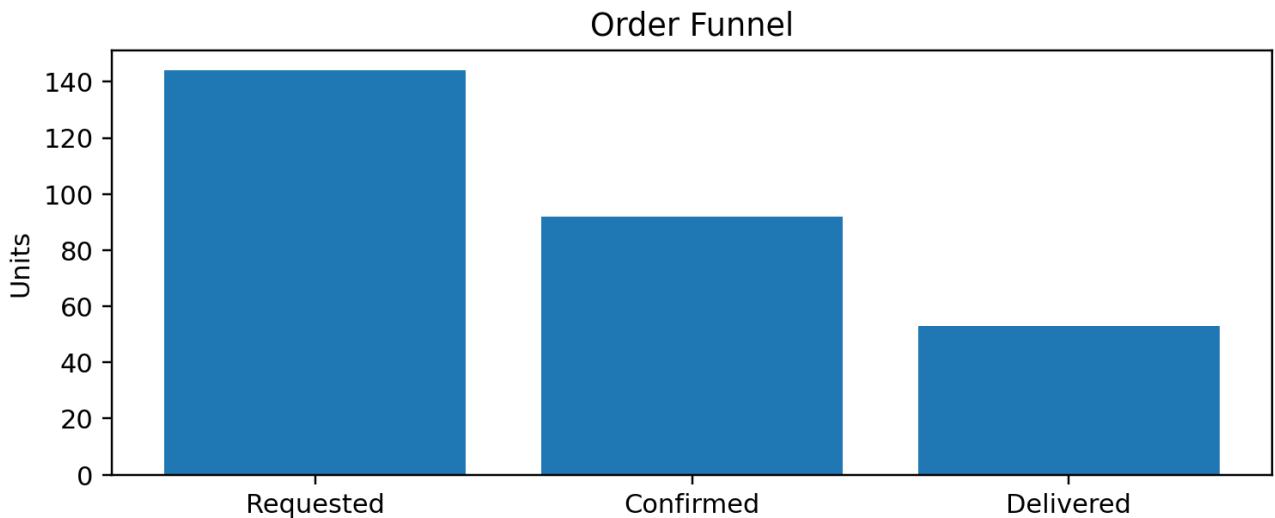
## Operations & Ads Health

- Confirmation rate: **63.9%**
- Delivery rate: **57.6%**
- Return rate: **0.0%**
- CPM: **\$2.51** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$30.92**

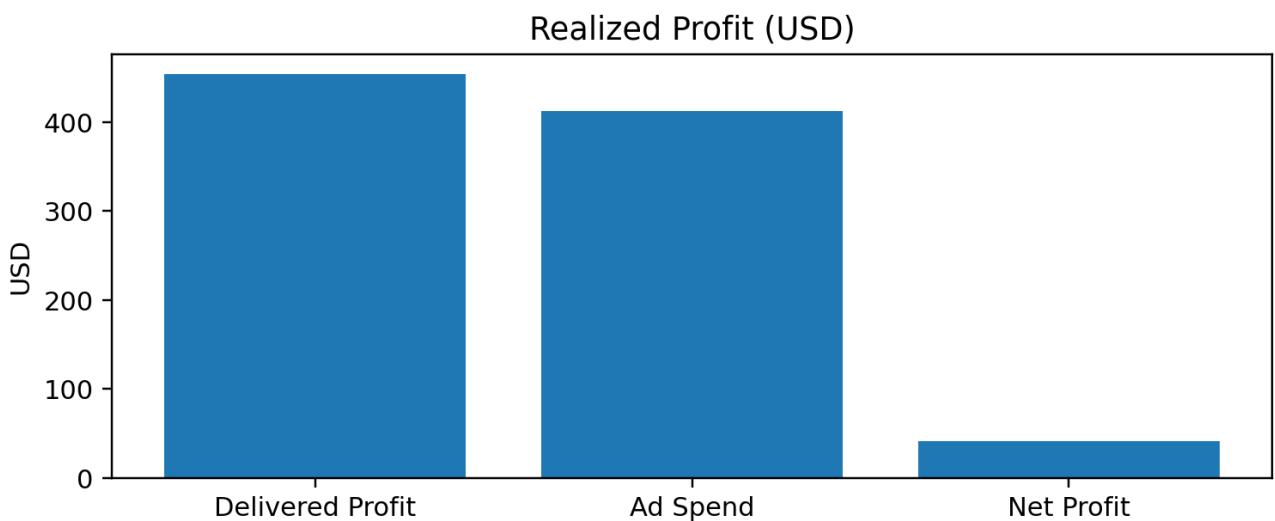
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

