

# E-commerce Dashboard

Generated: 2026-02-16 10:57 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$842.75**

96 confirmed orders

## Delivered Profit (USD)

**\$453.63**

53 delivered orders

## Ad Spend (USD)

**\$388.40**

Meta spend

## Net Profit After Ads

**\$65.23**

Delivered – spend

## Potential Net Profit

**\$454.35**

Confirmed – spend

## ROAS (Realized)

**1.17**

Potential ROAS: 2.17

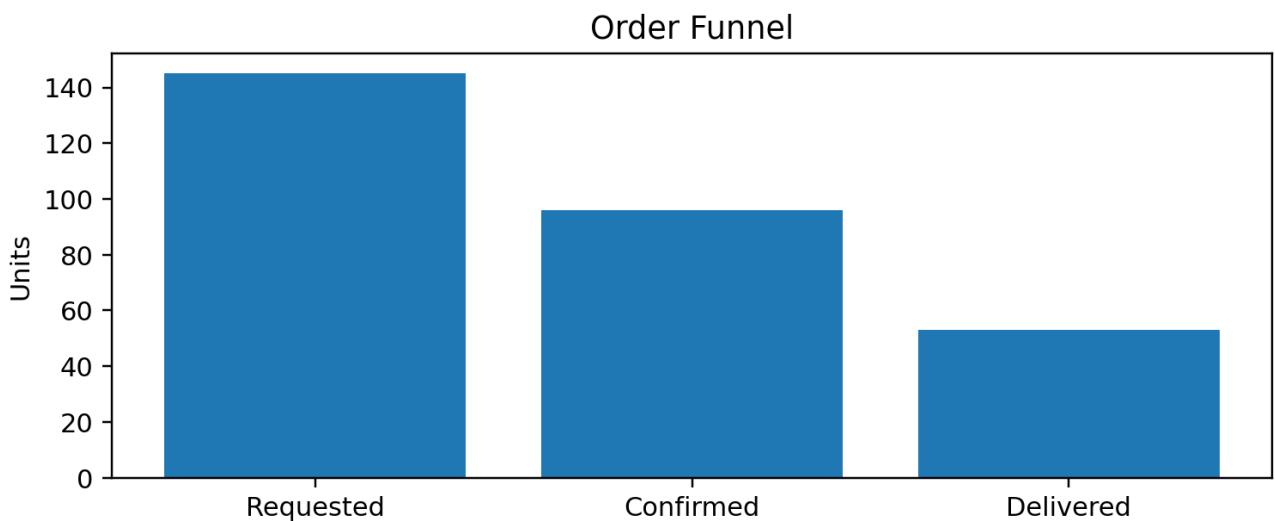
## Operations & Ads Health

- Confirmation rate: **66.2%**
- Delivery rate: **55.2%**
- Return rate: **0.0%**
- CPM: **\$2.68** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$85.88**

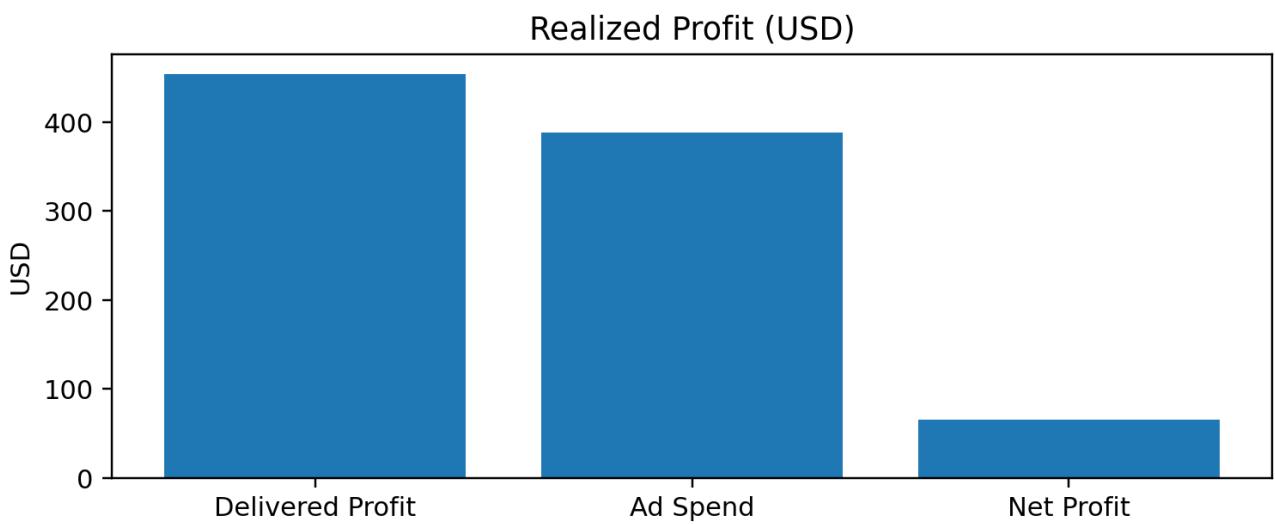
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

