

# E-commerce Dashboard

Generated: 2026-02-18 12:38 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$977.10**

109 confirmed orders

## Delivered Profit (USD)

**\$621.56**

71 delivered orders

## Ad Spend (USD)

**\$535.83**

Meta spend

## Net Profit After Ads

**\$85.73**

Delivered – spend

## Potential Net Profit

**\$441.27**

Confirmed – spend

## ROAS (Realized)

**1.16**

Potential ROAS: 1.82

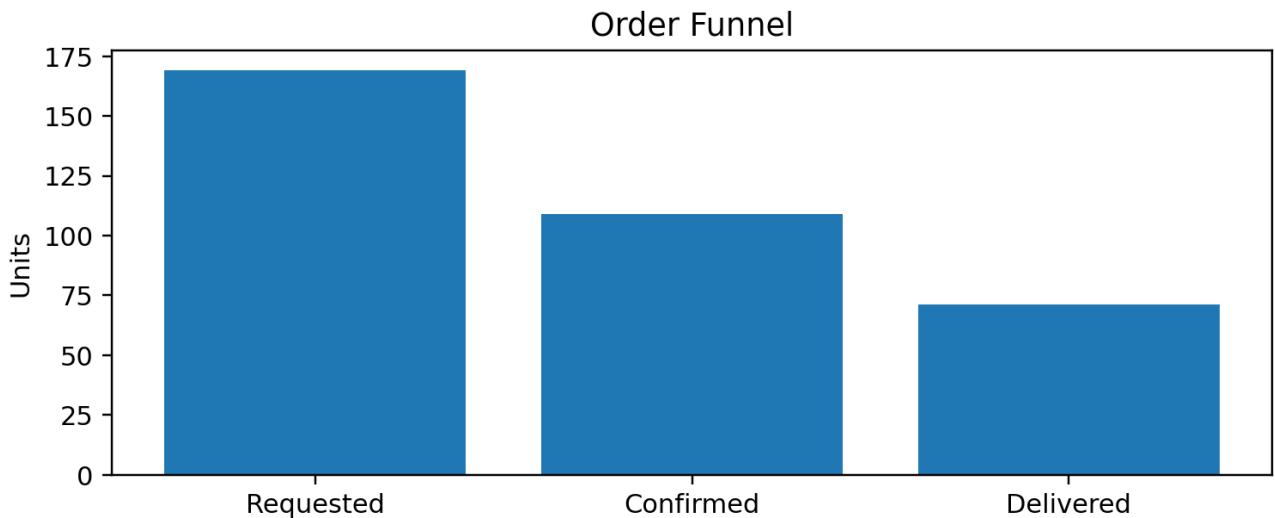
## Operations & Ads Health

- Confirmation rate: **64.5%**
- Delivery rate: **65.1%**
- Return rate: **0.0%**
- CPM: **\$2.01** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$221.18**

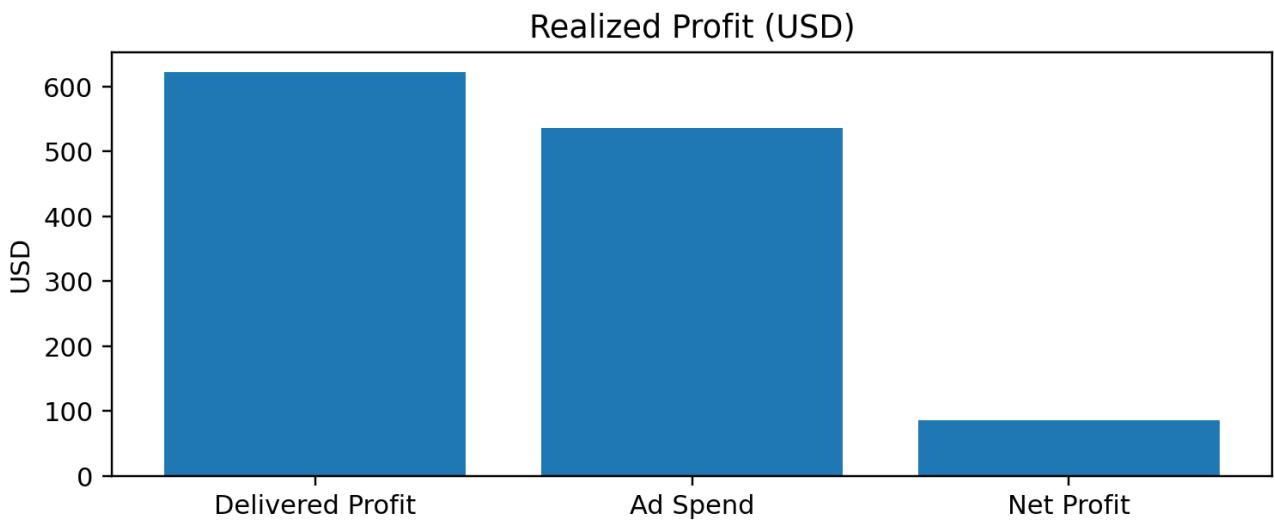
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

