

# E-commerce Dashboard

Generated: 2026-02-11 17:35 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$438.93**

52 confirmed orders

## Delivered Profit (USD)

**\$205.92**

26 delivered orders

## Ad Spend (USD)

**\$254.89**

Meta spend

## Net Profit After Ads

**\$-48.97**

Delivered – spend

## Potential Net Profit

**\$184.04**

Confirmed – spend

## ROAS (Realized)

**0.81**

Potential ROAS: 1.72

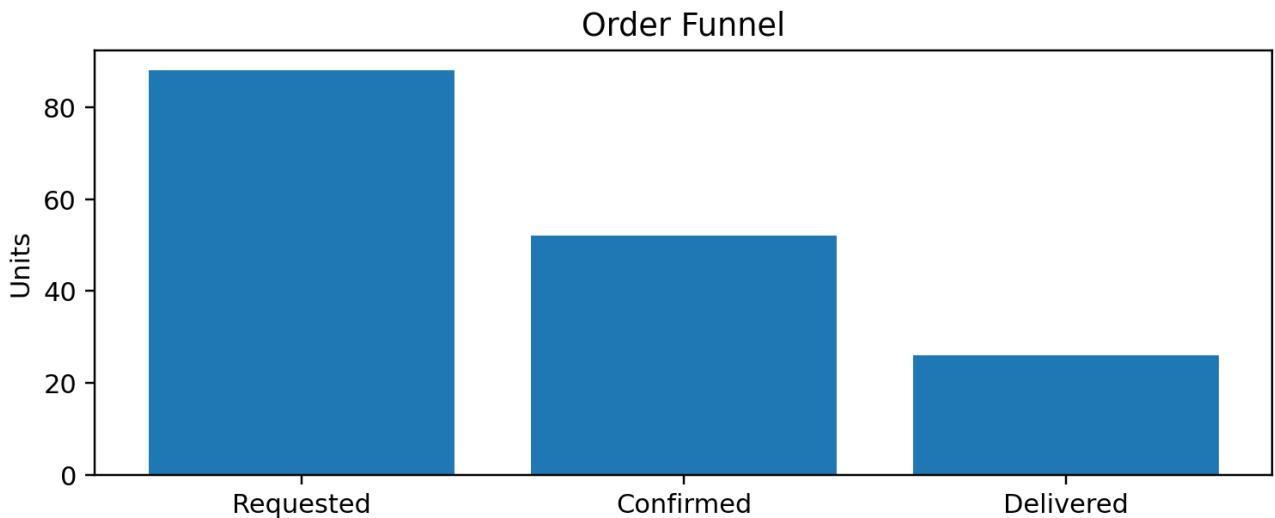
## Operations & Ads Health

- Confirmation rate: **59.1%**
- Delivery rate: **50.0%**
- Return rate: **0.0%**
- CPM: **\$3.36** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$0.00**

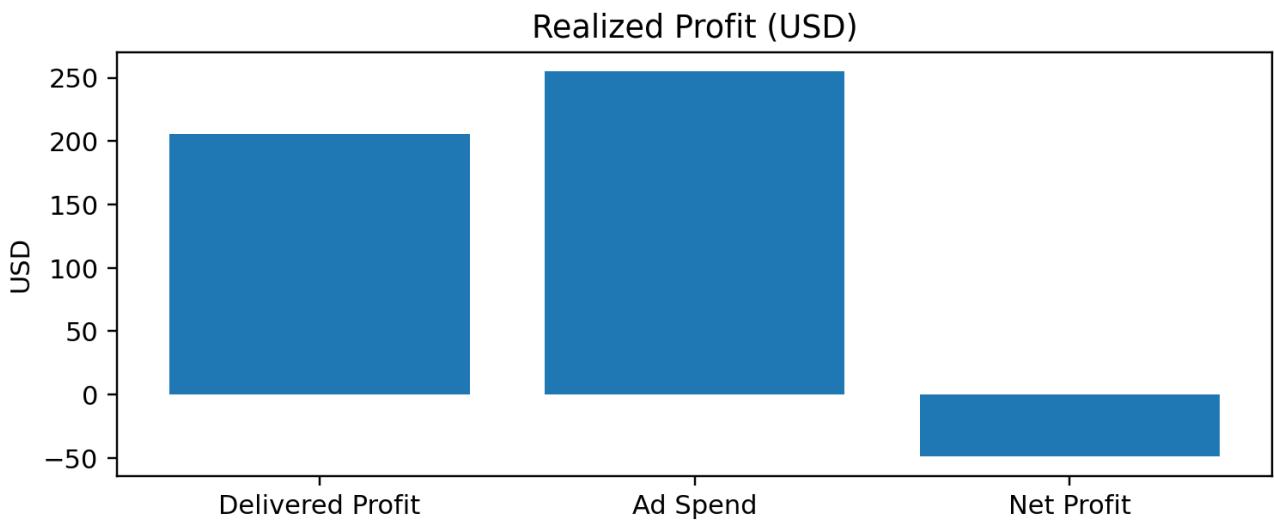
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

