

# E-commerce Dashboard

Generated: 2026-02-17 21:45 • FX: 1 USD = 1,310 IQD

<div>Confirmed Profit (USD)</div> <div>\$953.44</div> <div>107 confirmed orders</div>	<div>Delivered Profit (USD)</div> <div>\$609.73</div> <div>69 delivered orders</div>
<div>Ad Spend (USD)</div> <div>\$509.20</div> <div>Meta spend</div>	<div>Net Profit After Ads</div> <div>\$100.53</div> <div>Delivered – spend</div>
<div>Potential Net Profit</div> <div>\$444.24</div> <div>Confirmed – spend</div>	<div>ROAS (Realized)</div> <div>1.20</div> <div>Potential ROAS: 1.87</div>

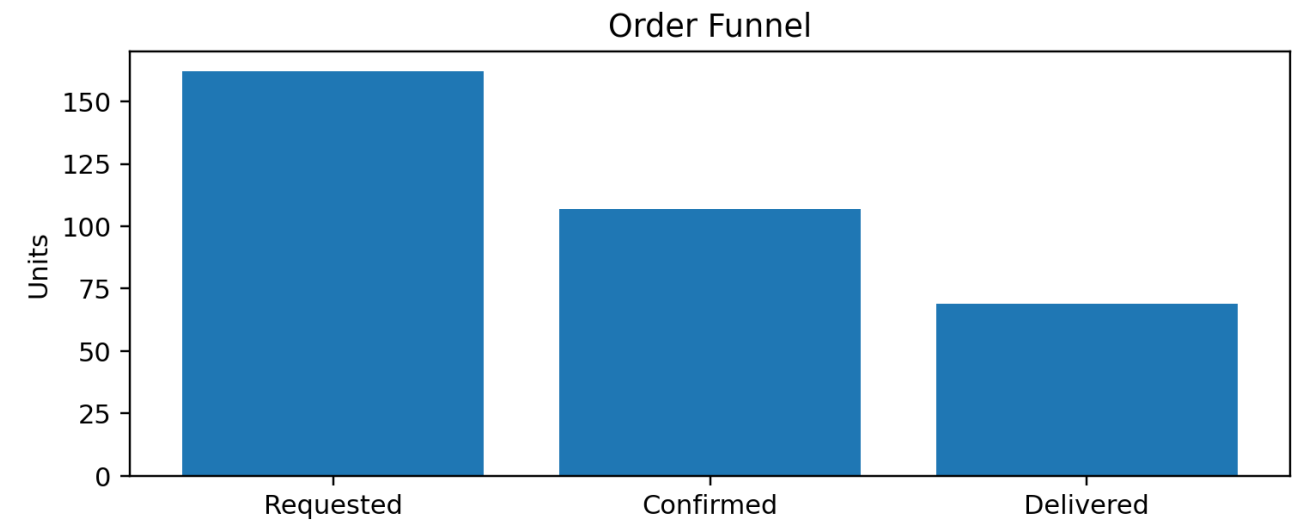
## Operations & Ads Health

- Confirmation rate: 66.0%
- Delivery rate: 64.5%
- Return rate: 0.0%
- CPM: \$2.08 • Cost/reach: \$0.00
- Expected profit (USD): \$158.59

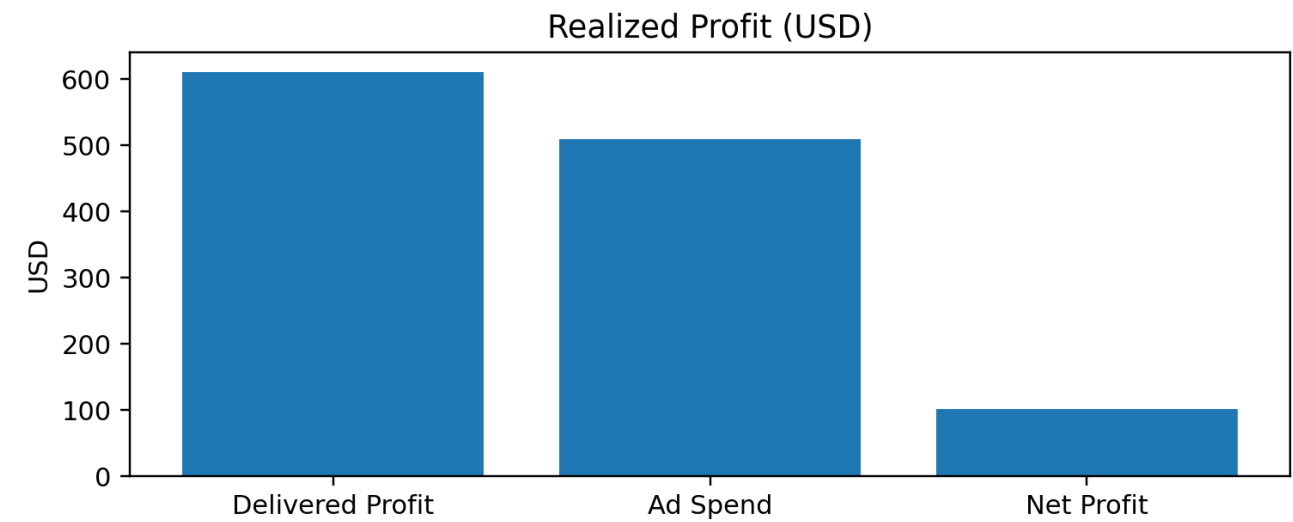
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

