

# E-commerce Dashboard

Generated: 2026-02-18 23:48 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$1,012.21**

112 confirmed orders

## Delivered Profit (USD)

**\$631.87**

72 delivered orders

## Ad Spend (USD)

**\$549.29**

Meta spend

## Net Profit After Ads

**\$82.58**

Delivered – spend

## Potential Net Profit

**\$462.92**

Confirmed – spend

## ROAS (Realized)

**1.15**

Potential ROAS: 1.84

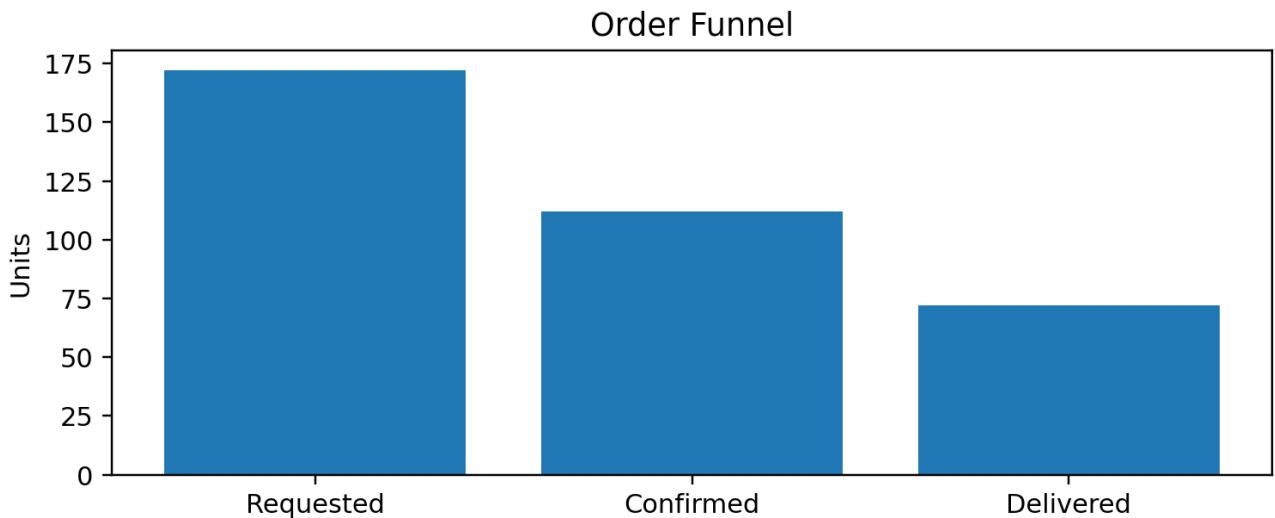
## Operations & Ads Health

- Confirmation rate: **65.1%**
- Delivery rate: **64.3%**
- Return rate: **0.0%**
- CPM: **\$1.98** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$221.18**

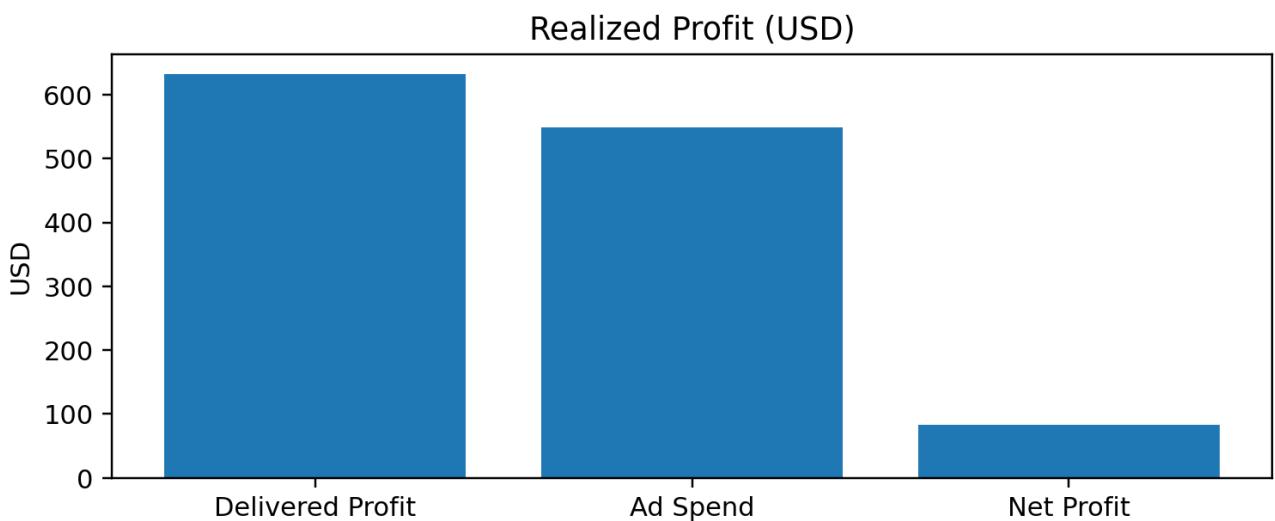
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

