

# E-commerce Dashboard

Generated: 2026-02-12 00:12 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$438.93**

52 confirmed orders

## Delivered Profit (USD)

**\$236.83**

29 delivered orders

## Ad Spend (USD)

**\$281.88**

Meta spend

## Net Profit After Ads

**\$-45.05**

Delivered – spend

## Potential Net Profit

**\$157.05**

Confirmed – spend

## ROAS (Realized)

**0.84**

Potential ROAS: 1.56

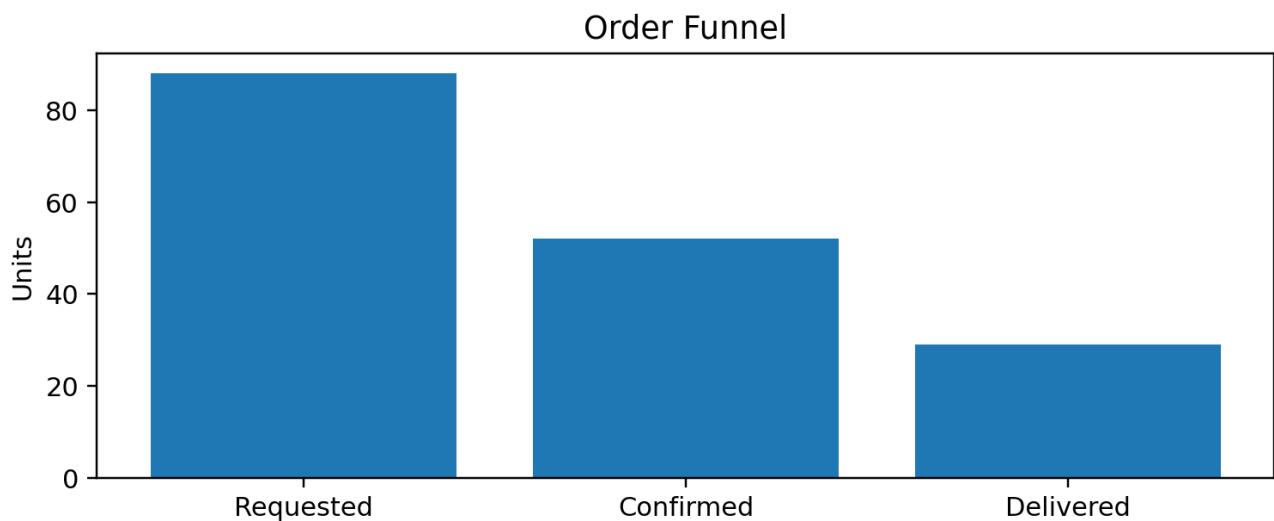
## Operations & Ads Health

- Confirmation rate: **59.1%**
- Delivery rate: **55.8%**
- Return rate: **0.0%**
- CPM: **\$3.29** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$0.00**

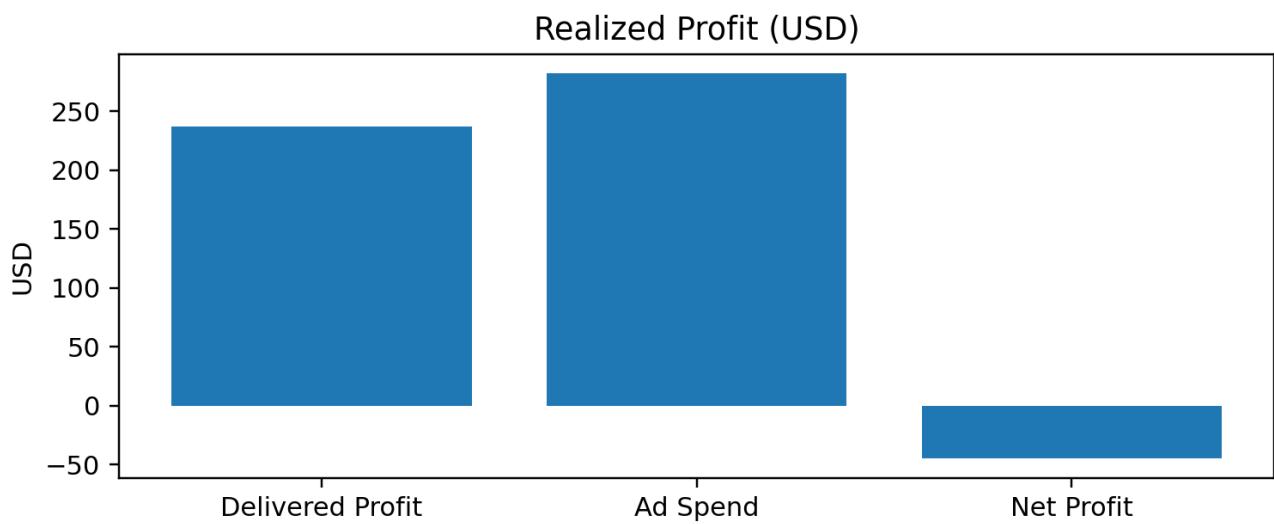
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

