

# E-commerce Dashboard

Generated: 2026-02-20 23:17 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$1,279.01**

135 confirmed orders

## Delivered Profit (USD)

**\$744.47**

83 delivered orders

## Ad Spend (USD)

**\$634.78**

Meta spend

## Net Profit After Ads

**\$109.69**

Delivered – spend

## Potential Net Profit

**\$644.23**

Confirmed – spend

## ROAS (Realized)

**1.17**

Potential ROAS: 2.01

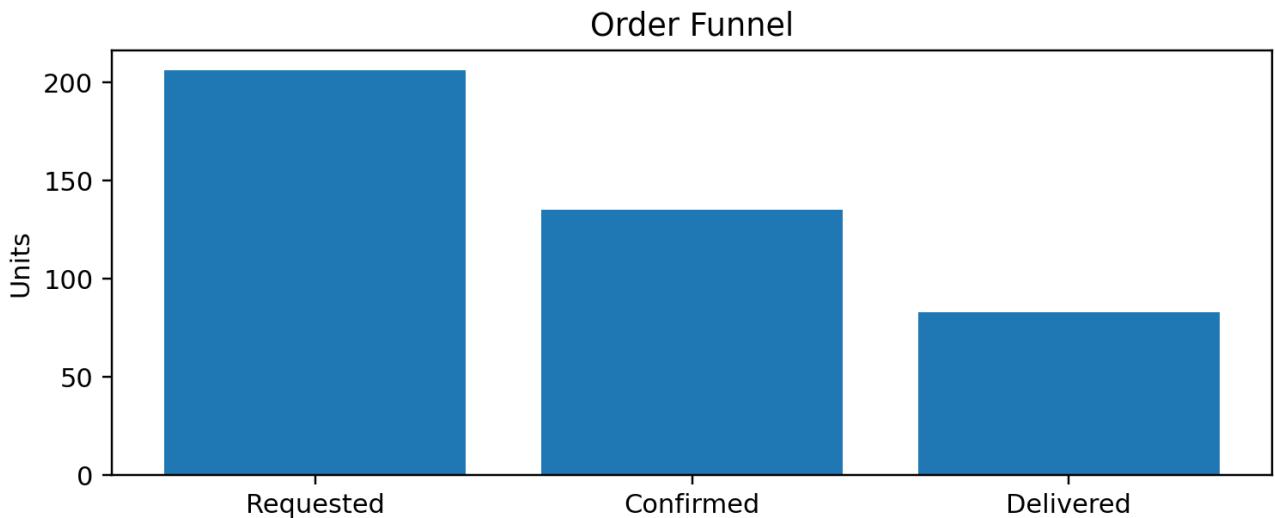
## Operations & Ads Health

- Confirmation rate: **65.5%**
- Delivery rate: **61.5%**
- Return rate: **1.2%**
- CPM: **\$1.96** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$346.37**

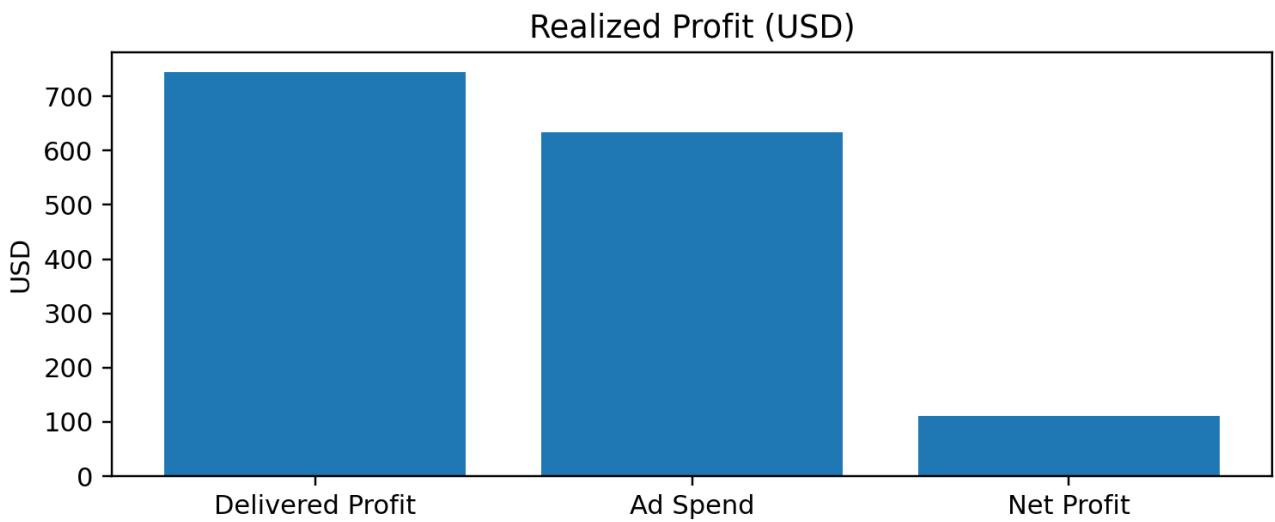
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

