

# E-commerce Dashboard

Generated: 2026-02-20 01:50 • FX: 1 USD = 1,310 IQD

<div>Confirmed Profit (USD)</div> <div>\$1,063.74</div> <div>117 confirmed orders</div>	<div>Delivered Profit (USD)</div> <div>\$643.70</div> <div>74 delivered orders</div>
<div>Ad Spend (USD)</div> <div>\$603.53</div> <div>Meta spend</div>	<div>Net Profit After Ads</div> <div>\$40.17</div> <div>Delivered – spend</div>
<div>Potential Net Profit</div> <div>\$460.21</div> <div>Confirmed – spend</div>	<div>ROAS (Realized)</div> <div>1.07</div> <div>Potential ROAS: 1.76</div>

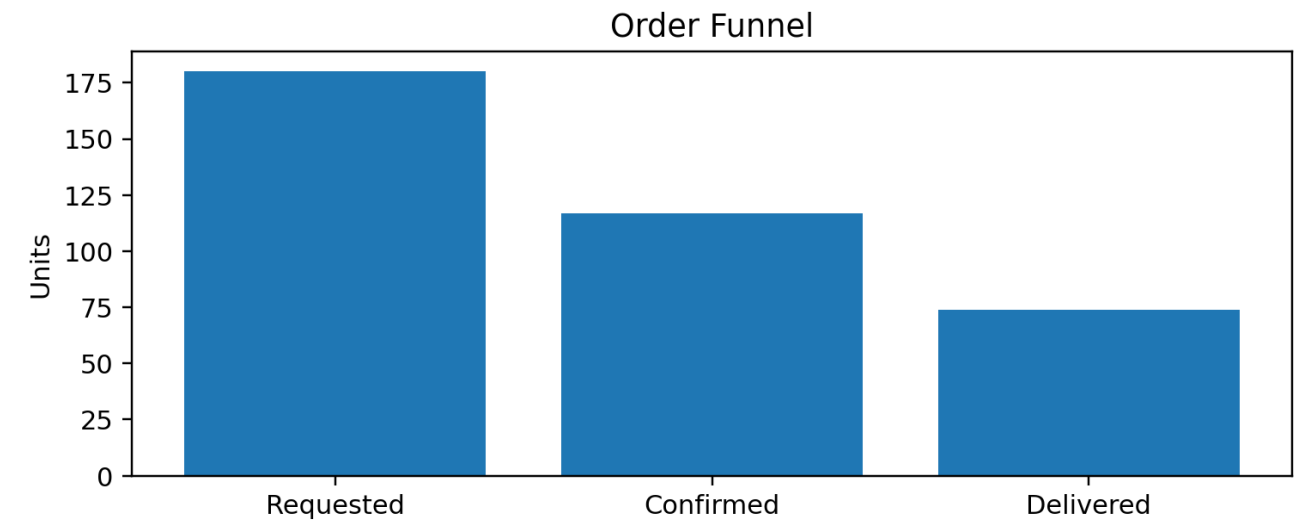
## Operations & Ads Health

- Confirmation rate: 65.0%
- Delivery rate: 63.2%
- Return rate: 1.4%
- CPM: \$1.98 • Cost/reach: \$0.00
- Expected profit (USD): \$346.37

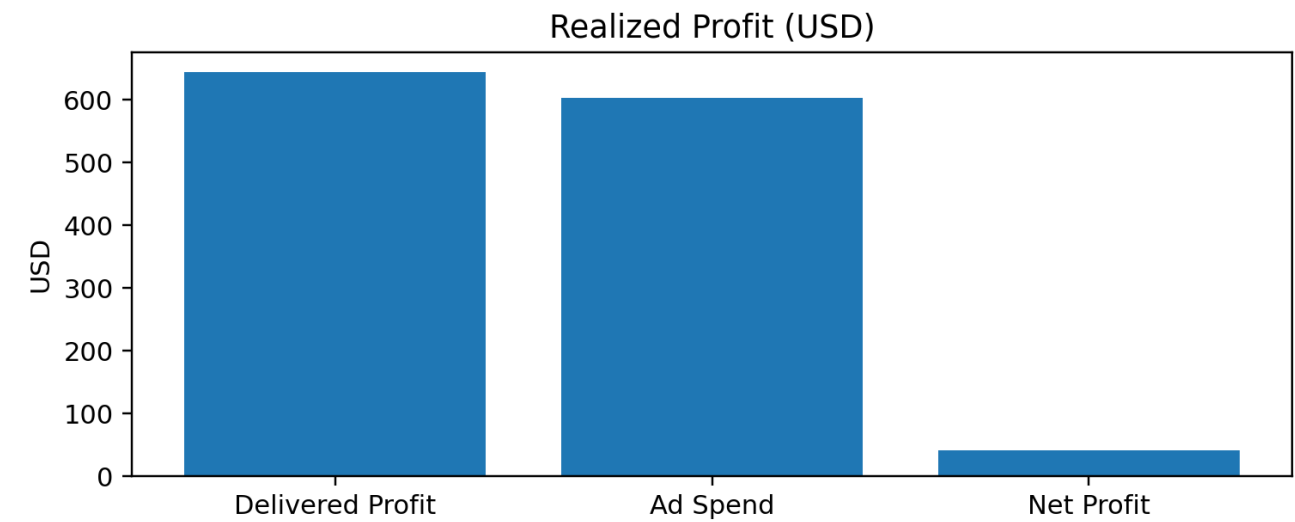
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

