

# E-commerce Dashboard

Generated: 2026-02-21 21:38 • FX: 1 USD = 1,310 IQD

<div>Confirmed Profit (USD)</div> <div>\$1,317.18</div> <div>138 confirmed orders</div>	<div>Delivered Profit (USD)</div> <div>\$871.56</div> <div>93 delivered orders</div>
<div>Ad Spend (USD)</div> <div>\$652.96</div> <div>Meta spend</div>	<div>Net Profit After Ads</div> <div>\$218.60</div> <div>Delivered – spend</div>
<div>Potential Net Profit</div> <div>\$664.22</div> <div>Confirmed – spend</div>	<div>ROAS (Realized)</div> <div>1.33</div> <div>Potential ROAS: 2.02</div>

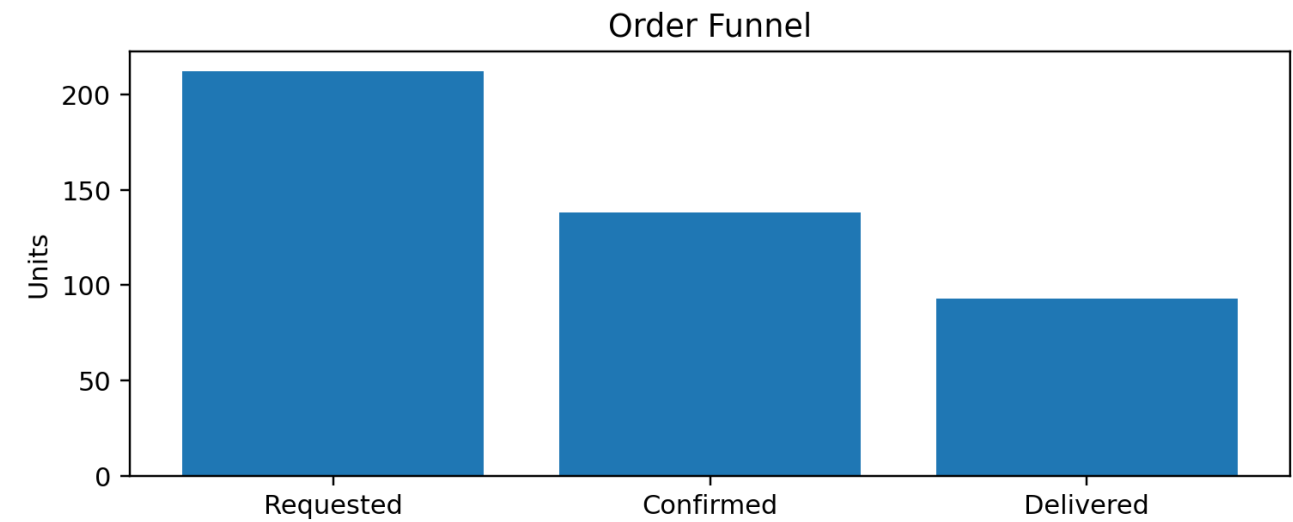
## Operations & Ads Health

- Confirmation rate: 65.1%
- Delivery rate: 67.4%
- Return rate: 1.1%
- CPM: \$1.90 • Cost/reach: \$0.00
- Expected profit (USD): \$402.86

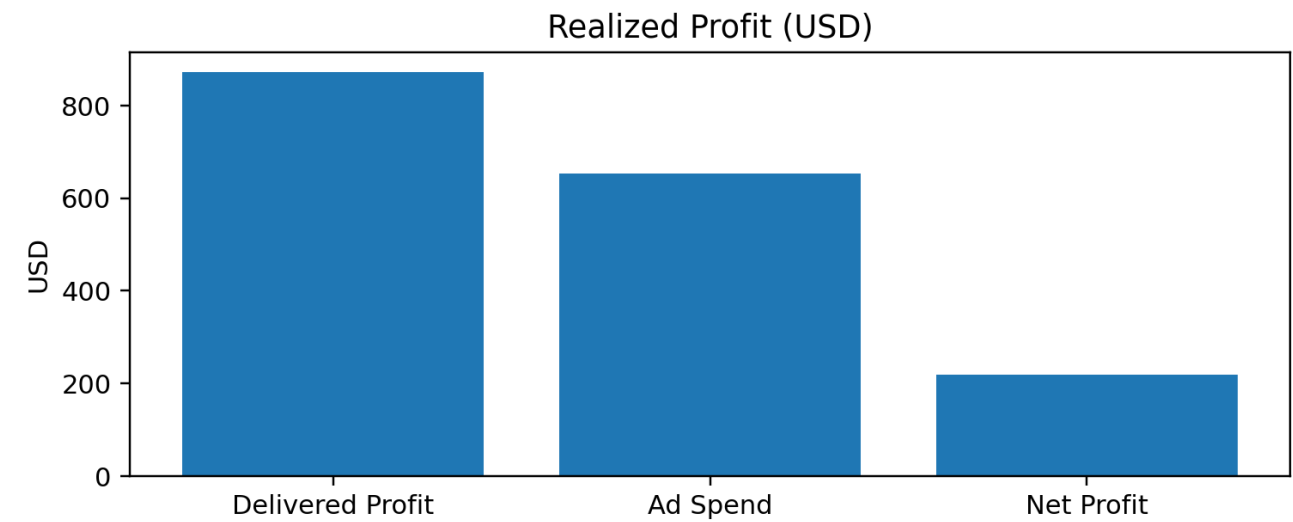
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

