

# E-commerce Dashboard

Generated: 2026-02-12 23:05 • FX: 1 USD = 1,310 IQD

## Confirmed Profit (USD)

**\$487.40**

58 confirmed orders

## Delivered Profit (USD)

**\$285.69**

35 delivered orders

## Ad Spend (USD)

**\$306.28**

Meta spend

## Net Profit After Ads

**\$-20.59**

Delivered – spend

## Potential Net Profit

**\$181.12**

Confirmed – spend

## ROAS (Realized)

**0.93**

Potential ROAS: 1.59

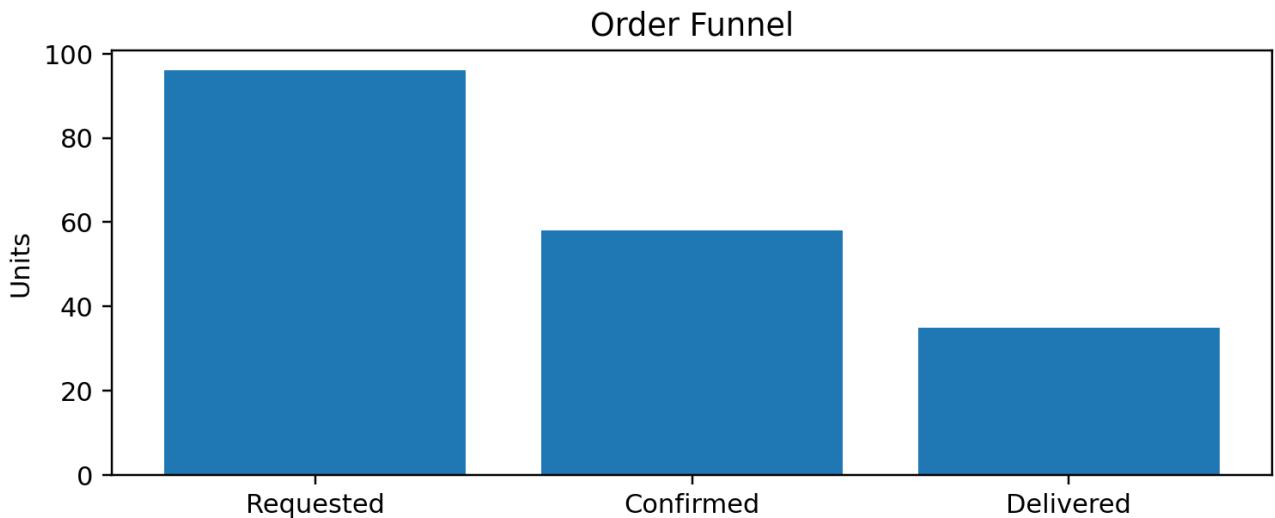
## Operations & Ads Health

- Confirmation rate: **60.4%**
- Delivery rate: **60.3%**
- Return rate: **0.0%**
- CPM: **\$3.15** • Cost/reach: **\$0.00**
- Expected profit (USD): **\$0.00**

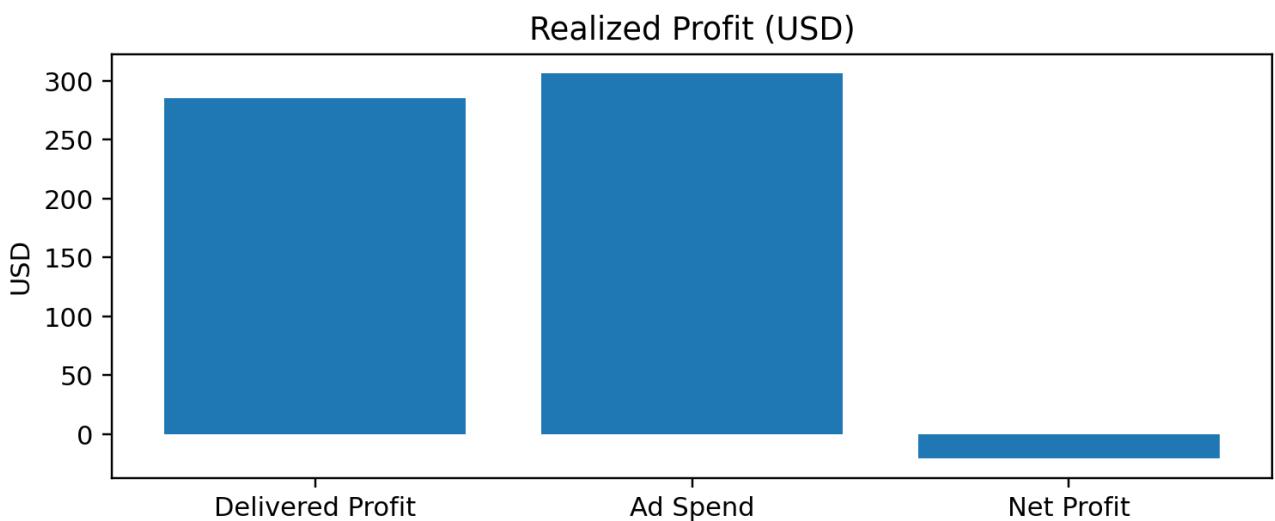
# Charts

Order funnel and profit views (USD).

## Order Funnel



## Realized Profit



## Potential Profit (Confirmed)

Potential Profit from Confirmed (USD)

