also tell me in which cell i have to put which formula in this:

Here is **exactly where and how to enter each required formula** in your "Q1 Marketing Spend" sheet, according to the assignment and matching your screenshot:

1. Column B: Unique Campaign List

Cell: `B4` *(and down the column)*
Formula:
If "Expenses" tab column B is "Campaign":

```
=UNIQUE(Expenses!B:B)
```

- This will auto-populate a vertically expanding, automatically-updating list of Campaigns.

2. Monthly Spend per Campaign (Jan/Feb/Mar/Apr)

Assuming:

- "Expenses" tab:
    - Column B: Campaign
    - Column C: Amount
    - Column D: Month (as full text name "Jan", "Feb", etc.)

Cell C4 (Jan 2024):

```
=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Jan")
```

Drag or copy **down** for all campaigns.

Cell D4 (Feb 2024):

```
=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Feb")
```

Drag/copy **down**.

Cell E4 (Mar 2024):

```
=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Mar")
```

Drag/copy **down**.

Cell F4 (Apr 2024):

```
=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Apr")
```

Drag/copy **down**.

3. Total Spend Row (Row 3, C3, D3, E3, F3)

- **C3 (Jan Total):**

```
=SUM(C4:C8)
```

(Adjust C8 as needed for how many campaign rows you have. Copy similarly for D3, E3, F3)

- **D3 (Feb Total):**

```
=SUM(D4:D8)
```

- **E3 (Mar Total):**

```
=SUM(E4:E8)
```

- **F3 (Apr Total):**

```
=SUM(F4:F8)
```

4. % of Total Spend Q1 Allocated to Each Campaign (G4)

- **First, total Q1 spend (helper cell, e.g., H9):**

```
=SUM(H4:H8)
```

(If your campaign list ends at row 8; if more campaigns, expand accordingly.)

- **G4:**

```
=H4 / $H$9
```

(Copy/drag down for all campaign rows; format as percentage with two decimals)

5. Total Spend Per Campaign (H)

- **H4:**

```
=SUM(C4:F4)
```

(Add all month columns; copy down)

Cell-by-Cell Formula Placement Example

	B	C	D	E	F	G
3		=SUM(C4:C8)	=SUM(D4:D8)	=SUM(E4:E8)	=SUM(F4:F8)	
4	=UNIQUE(Expenses!B:B)	=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Jan")	=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Feb")	=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Mar")	=SUMIFS(Expenses!C:C, Expenses!B:B, $B4, Expenses!D:D, "Apr")	=H4/H9

- Drag/copy all formulas **down** for each campaign row.
- Adjust the ranges (`C8`, `H8`, etc.) to match your campaign list length.
- Format **column G as %**.

If you have different exact column setups (i.e., "Month" in another column), just switch column letters in the formulas—but the approach is identical.

⁂