list of excel functions used in award allocation:
Sumsif
*
/
Pivot Tables
Sorting

award allocation strategy:
4 out of 11 representatives selected for payout. 2 highest earners and 2
highest sales. 1st placed highest earner and 1st placed highest sales person
gets 60% of total allocation. 2nd placed representatives get 40%. So first
placed individuals will get 30% each of the award bonus, and 20% for 2nd
placed individuals.

Total:	19627.88
5% of Total:	981.394
1st Place (c):	588.8364
2nd Place (c):	392.5576
1st Place (i):	294.4182
2nd Place (i):	196.2788

Award Proposal:
Dear Owner,
I would like to propose my award allocation strategy to you based on my
analysis of the report. I have thoroughly calculated the total of unit price * units
and created another column based on that. And then calculate the grand total
to find the 5%. Next we find pivot the main table such that the representatives
are the primary key (column), and find the highest-lowest earners (based on
SUMOF (Units * $), and highest salesperson and lowest (based on SUMOF
(Units)). I find the highest two earners as Matthew and Susan. I found the

people who sold the most as Richard and Alex, respectively. Thus, I use the award allocation strategy to assign both of them the money. Rearranged tables show us the proof. Then since Matthew and Richard placed first, in their respective categories and SUsan and Alex placed second, I allocate them their funds respectively. We create another table to show award allocation for all with the rest of the data.

The reason why I allocated for only 4 people is that it creates a kind of competition, and doesn't dilute the award money.. And secondly, even in those 4 people I created winners and losers. So to motivate them to fit in either highest earners (sell expensive products more) or highest product sellers (sell individual items more).

Lastly, I create a table that shows the winnings of them. I hope you approve of my strategy since I put effort and dedication to come up and analyze the work. All of which is present in the excel file, if you'd like to take a look.
Thanks and let me know.
Regards,
Ahmad.

Row Labels	Sum of Units	Sum of Units
Rachel	438.37	183
Nick	536.75	125
Thomas	1203.11	89
James	1283.61	142
Morgan	1387.77	173
Smith	1641.43	156
Bill	1749.87	213
Richard	2363.04	396
Alex	2812.19	281
Susan	3102.3	170
Matthew	3109.44	193
Grand Total	19627.88	2121

Row Labels	Sum of Un	Sum of Units
Thomas	89	1203.11
Nick	125	536.75
James	142	1283.61
Smith	156	1641.43
Susan	170	3102.3
Morgan	173	1387.77
Rachel	183	438.37
Matthew	193	3109.44
Bill	213	1749.87
Alex	281	2812.19
Richard	396	2363.04
Grand Tot	2121	19627.9

Rep	Award Money
Alex	196.279
Matthew	294.418
Richard	294.418
Susan	196.279
Grand Total	981.394