

VLOOKUP

=COUNTIFS(\$A\$2:\$A\$11, "Apples", \$C\$2:\$C\$11, "Cancelled") +
COUNTIFS(\$A\$2:\$A\$11, "Apples", \$C\$2:\$C\$11, "Pending")

	A	B	C	D	E	F
1	Product	Amount	Status		Product	Apples
2	Apples	\$250	Delivered		Status	Cancelled or Pending
3	Bananas	\$450	Pending		Count	3
4	Oranges	\$250	Delivered			
5	Apples	\$150	Cancelled			
6	Apples	\$100	Delivered			
7	Bananas	\$150	Cancelled			
8	Oranges	\$100	Pending			
9	Apples	\$400	Cancelled			
10	Apples	\$300	Pending			
11	Bananas	\$200	Cancelled			