

Splitter: Pivot Table for Survey Data in Excel

Student version 4.0

September 2024

maxi

Splitter : A Quick Guide

- 1. One Survey per Workbook/Excel file:** Each workbook (or Excel file) should contain only one survey data set. If you need to analyze other survey data, you should use a separate workbook.
- 2. Survey Data Set Up:** Your survey data is located on a single sheet within the workbook. The data should start in cell A1, with the first row containing the questions and the first column containing the respondent IDs (or a Timestamp that can serve as an ID). Each intersecting cell holds the answer to a specific question from a particular respondent. When Splitter is first activated, it will automatically rename the sheet to "Form Response 1."
- 3. One Cell Data :** Answer for any question type—whether single answer, multiple answers, or open-ended—are recorded in a single cell, regardless of the length of the response. For multiple answers, separate each answer with a comma.
- 4. AI-Assisted Data Cleaning:** Before creating tables, AI may be needed to clean the data, especially for open-ended questions. Copy the data from the relevant column, paste it into an AI tool with specific instructions/prompts, and then paste the cleaned data back into the survey data column. This AI data cleaning process may require multiple attempts, with adjustments to the **prompts** and careful double-checking, until the results are satisfactory.
- 5. Initial Run:** On the first run, Splitter will automatically code all text data within the survey. This process may take a few minutes, depending on the size of your survey data.
- 6. Generating Tables:** After coding is complete, you can directly generate the data tables you wish to create on a new sheet.
- 7. Tables Essentials:** Splitter is equipped with cross-tabulation, filtering functions, and basic statistics like averages and standard deviations for in-depth data analysis, similar to Pivot Table.
- 8. Saving Your Work:** When you save the workbook, Splitter will retain the latest arrangements, ensuring your data and analysis setup are preserved.
- 9. Data Safety:** Your data is safe. If during organizing or editing you feel you've made a mistake, simply copy the data in the "Form Response 1" sheet to another workbook and start over.
- 10. Sharing Your Work:** Your work, including its arrangements, can be shared with other Splitter users. Simply send the file to another Splitter user, allowing them to create tables based on your saved configurations.

Survey Data in Excel

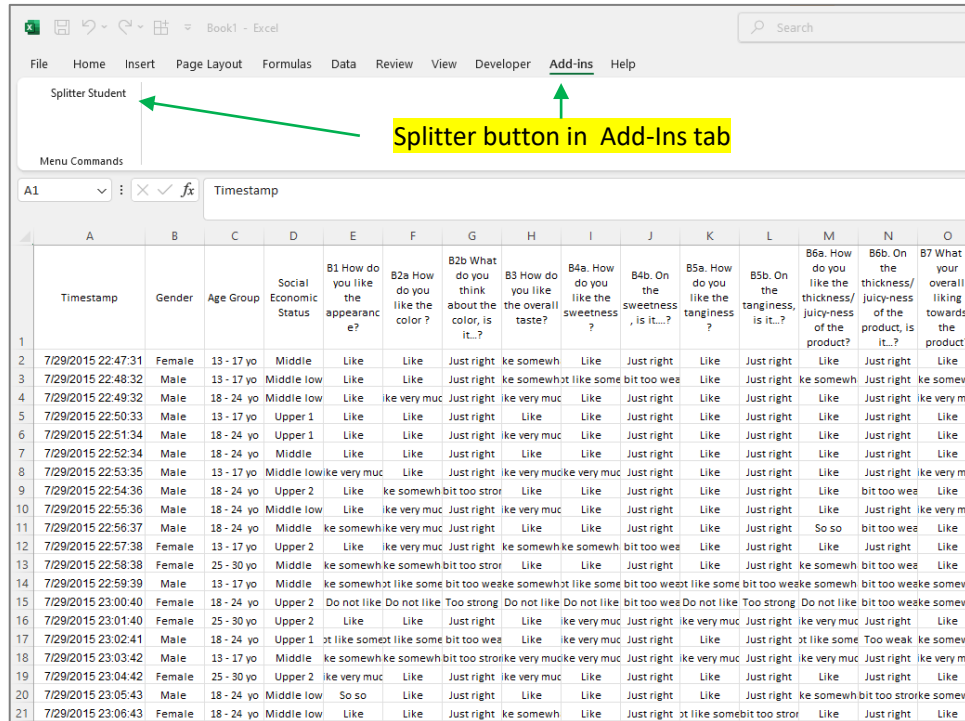
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	
	Timestamp	Gender	Age	Position	A1. How do you like the Logo Design?	A2. How do you like the Logo Color?	A3. How to you like its Tagline?	A4. How do you like the Background Design?	A5. How do you like the Background color?	A6. How do you like the Logo Font type?	A7. How do you like the Tagline Font type?	B1. How do you agree with the statement that the logo "Unique"?	B2. How do you agree with the statement that the logo Latest Technology?	B3. How do you agree with the statement that the logo Simple?	B4. How do you agree with the statement that the logo Attractive?	B5. How do you agree with the statement that the logo Looks sophisticated?	B6. How do you agree with the statement that the logo Fit Premium?	B7. How do you agree with the statement that the logo Company?		
1																				
2	7/29/2015 23:52:53	Female	25 - 45 yo	External	like very much	like very much	like very much	like very much	like very much	like very much	like very much	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
3	7/29/2015 23:53:34	Male	25 - 45 yo	Senior Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
4	7/29/2015 23:54:14	Female	>45 yo	Manager	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
5	7/29/2015 23:55:15	Female	25 - 45 yo	Director	like very much	like very much	like very much	like very much	like very much	like very much	like very much	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
6	7/29/2015 23:56:16	Male	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
7	7/29/2015 23:57:16	Female	<25 yo	Senior Staff	like very much	Like	Like	like very much	Like	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
8	7/29/2015 23:58:17	Female	<25 yo	Manager	Like	Like	like somewhat	like somewhat	Like	like very much	like very much	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
9	7/29/2015 23:59:18	Male	<25 yo	External	Like	Like	Like	like very much	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
10	7/30/2015 00:00:18	Male	25 - 45 yo	Senior Staff	So so	like somewhat	like somewhat	like somewhat	So so	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
11	7/30/2015 00:01:19	Male	<25 yo	Senior Staff	Like	like very much	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
12	7/30/2015 00:02:20	Male	<25 yo	Staff	like somewhat	like very much	Like	like very much	like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
13	7/30/2015 00:03:20	Male	<25 yo	Staff	like somewhat	like very much	like very much	like very much	like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
14	7/30/2015 00:04:21	Female	>45 yo	Manager	like very much	Like	Like	like very much	like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
15	7/30/2015 00:05:21	Male	<25 yo	Staff	Like	Like	Like	like somewhat	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
16	7/30/2015 00:06:22	Female	<25 yo	Staff	Like	Like	Like	like very much	like very much	like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
17	7/30/2015 00:07:23	Female	<25 yo	External	Like	Like	Like	like very much	like very much	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
18	7/30/2015 00:08:23	Female	<25 yo	Staff	like very much	Like	Like	like somewhat	like very much	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
19	7/30/2015 00:09:24	Female	25 - 45 yo	External	Like	Like	Like	like somewhat	like very much	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
20	7/30/2015 00:10:25	Female	>45 yo	Manager	like somewhat	like somewhat	Like	like somewhat	like somewhat	like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
21	7/30/2015 00:11:25	Female	>45 yo	Manager	Like	Like	Like	like very much	Like	Like	like very much	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
22	7/30/2015 00:12:26	Female	25 - 45 yo	Manager	Like	Like	Like	Like	like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
23	7/30/2015 00:13:27	Female	25 - 45 yo	Manager	Like	Like	Like	Like	like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
24	7/30/2015 00:14:27	Female	<25 yo	External	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
25	7/30/2015 00:15:28	Female	25 - 45 yo	External	Like	Like	So so	like somewhat	like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
26	7/30/2015 00:16:29	Female	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
27	7/30/2015 00:17:29	Female	>45 yo	Staff	So so	like somewhat	Like	Like	So so	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
28	7/30/2015 00:18:30	Male	<25 yo	Staff	Like	like very much	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
29	7/30/2015 00:19:31	Female	>45 yo	Senior Staff	like very much	like very much	like very much	like very much	Like	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
30	7/30/2015 00:20:31	Male	25 - 45 yo	Staff	like very much	Like	Like	like somewhat	like somewhat	Like	like somewhat	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
31	7/30/2015 00:21:32	Female	<25 yo	Staff	like very much	So so	So so	like somewhat	So so	like somewhat	like somewhat	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
32	7/30/2015 00:22:33	Female	<25 yo	Staff	like very much	like somewhat	like somewhat	like somewhat	Dislike	Like	like somewhat	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
33	7/30/2015 00:23:33	Female	<25 yo	Staff	So so	like very much	Like	Like	like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
34	7/30/2015 00:24:34	Male	<25 yo	Manager	Like	Like	Like	Like	like somewhat	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
35	7/30/2015 00:25:35	Female	<25 yo	Staff	Dislike	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
36	7/30/2015 00:26:35	Female	>45 yo	Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
37	7/30/2015 00:27:36	Female	25 - 45 yo	Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
38	7/30/2015 00:28:37	Female	<25 yo	Staff	like somewhat	Like	Like	Like	Like	like somewhat	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
39	7/30/2015 00:29:37	Male	>45 yo	Senior Staff	Like	Like	Like	Like	Like	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
40	7/30/2015 00:30:38	Female	<25 yo	Staff	Like	Like	Like	Like	like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
41	7/30/2015 00:31:39	Male	25 - 45 yo	External	Like	Like	Like	Like	like very much	Like	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	
42	7/30/2015 00:32:40	Female	>45 yo	Manager	like very much	like very much	like very much	like very much	like very much	like very much	Like	Agree	Agree	Agree	Agree	Agree	Agree	Agree	Agree	

- **Start in Cell A1:** Ensure your survey data begins at the top-left corner of the sheet in cell A1.
- **Row 1:** Contains the survey questions, with each column representing a different question.
- **Row 2 and Beyond:** Each row contains responses from individual respondent, with each column corresponding to the respective question
- **Column A:** Contains the respondent IDs or a Timestamp that serves as an ID
- **Square Format:** The survey data is organized in a simple square format. Each cell, where a row and a column intersect, holds the answer to a specific question from a particular respondent.
- **One Cell Data:** Answers for any question type—whether single answer, multiple answer, or open-ended—are recorded in a single cell, regardless of the length of the response.
- **Handling Multiple Answers:** For multiple answers, separate each answer with a comma within the same cell.
- **Data Format Template:** This setup is similar to the format of survey data downloaded from Google Forms into Excel.

Survey Data Cleaning with AI

- You can ask AI like ChatGPT to handle any data-cleaning task, particularly for open-ended questions where respondents type their answers themselves.
- Capitalizing words, Correcting names, Fixing spelling errors, Handling abbreviations, Removing irrelevant characters, Ensuring uniform formatting, and much more depending on your needs.
- Simply copy the column for a specific question from your survey data, paste it into the AI tool like ChatGPT with a prompt like, "Capitalize Brand Names," and then copy the corrected text back into your Excel column.
 - However, this AI data cleaning process may require multiple attempts, with adjustments to the prompts and careful double-checking, until the results are satisfactory.
- The most important aspect of data cleaning for Splitter involves the use of commas as a delimiter or separator.
 - A comma delimiter or separator helps distinguish different elements or items within a single cell. For example, if a respondent lists multiple brands they prefer, Splitter will recognize each brand as a separate item when they are separated by commas
 - When you use a prompt like "Clean the Data" with AI tools such as ChatGPT, it will typically correct any improper use of commas.

First Time Running Splitter : Automatic Text Coding



Splitter Student

Menu Commands

A1 : X ✓ fx Timestamp

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O
	Timestamp	Gender	Age Group	Social Economic Status	B1 How do you like the appearance?	B2a How do you like the color?	B2b What do you think about the color, is it...?	B3 How do you like the overall taste?	B4a. How do you like the sweetness?	B4b. On the sweetness, is it...?	B5a. How do you like the tanginess?	B5b. On the tanginess, is it...?	B6a. How do you like the thickness/juicy-ness of the product?	B6b. On the thickness/juicy-ness of the product, is it...?	B7 What is your overall liking towards the product?
1															
2	7/29/2015 22:47:31	Female	13 - 17 yo	Middle	Like	Like	Just right	ke somewh	Like	Just right	Like	Just right	Like	Just right	Like
3	7/29/2015 22:48:32	Male	13 - 17 yo	Middle low	Like	Like	Just right	ke somewht like some	Like	Just right	Like	Just right	ke somewh	Just right	ke somew
4	7/29/2015 22:49:32	Male	18 - 24 yo	Middle low	Like	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	ike very mu
5	7/29/2015 22:50:33	Male	13 - 17 yo	Upper 1	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like
6	7/29/2015 22:51:34	Male	18 - 24 yo	Upper 1	Like	Like	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	Like
7	7/29/2015 22:52:34	Male	18 - 24 yo	Middle	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right	Like
8	7/29/2015 22:53:35	Male	13 - 17 yo	Middle low	ike very muc	Like	Just right	ike very muc	ike very muc	Just right	Like	Just right	Like	Just right	ike very mu
9	7/29/2015 22:54:36	Male	18 - 24 yo	Upper 2	Like	ke somewh	bit too stro	Like	Like	Just right	Like	Just right	Like	bit too wea	Like
10	7/29/2015 22:55:36	Male	18 - 24 yo	Middle low	Like	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	ike very mu
11	7/29/2015 22:56:37	Male	18 - 24 yo	Middle	ke somewh	ike very muc	Just right	Like	Like	Just right	Like	Just right	So so	bit too wea	Like
12	7/29/2015 22:57:38	Female	13 - 17 yo	Upper 2	Like	ike very muc	Just right	ke somewh	ke somewh	bit too wea	Like	Just right	Like	Just right	Like
13	7/29/2015 22:58:38	Female	25 - 30 yo	Middle	ke somewh	ke somewh	bit too stro	Like	Like	Just right	Like	Just right	ke somewh	bit too wea	Like
14	7/29/2015 22:59:39	Male	13 - 17 yo	Middle	ke somewht	like some	bit too weake	somewh	like some	bit too weat	like some	bit too weake	somewh	bit too weake	somew
15	7/29/2015 23:00:40	Female	18 - 24 yo	Upper 2	Do not like	Do not like	Too strong	Do not like	Do not like	bit too wea	Do not like	Too strong	Do not like	bit too weake	somew
16	7/29/2015 23:01:40	Female	25 - 30 yo	Upper 2	Like	Like	Just right	Like	ike very muc	Just right	ike very muc	Just right	ike very muc	Just right	Like
17	7/29/2015 23:02:41	Male	18 - 24 yo	Upper 1	ot like some	ot like some	bit too wea	Like	ike very muc	Just right	Like	Just right	ot like some	Too weak	ke somew
18	7/29/2015 23:03:42	Male	13 - 17 yo	Middle	ke somewh	ke somewh	bit too stro	ike very muc	ike very muc	Just right	ike very muc	Just right	ike very muc	Just right	ike very mu
19	7/29/2015 23:04:42	Female	25 - 30 yo	Upper 2	ike very muc	Like	Just right	ike very muc	Like	Just right	Like	Just right	Like	Just right	Like
20	7/29/2015 23:05:43	Male	18 - 24 yo	Middle low	So so	Like	Just right	Like	Like	Just right	Like	Just right	ke somewh	bit too stro	ke somew
21	7/29/2015 23:06:43	Female	18 - 24 yo	Middle low	Like	Like	Just right	ke somewh	Like	Just right	ot like some	bit too stro	Like	Just right	Like

Running Splitter for the First Time:

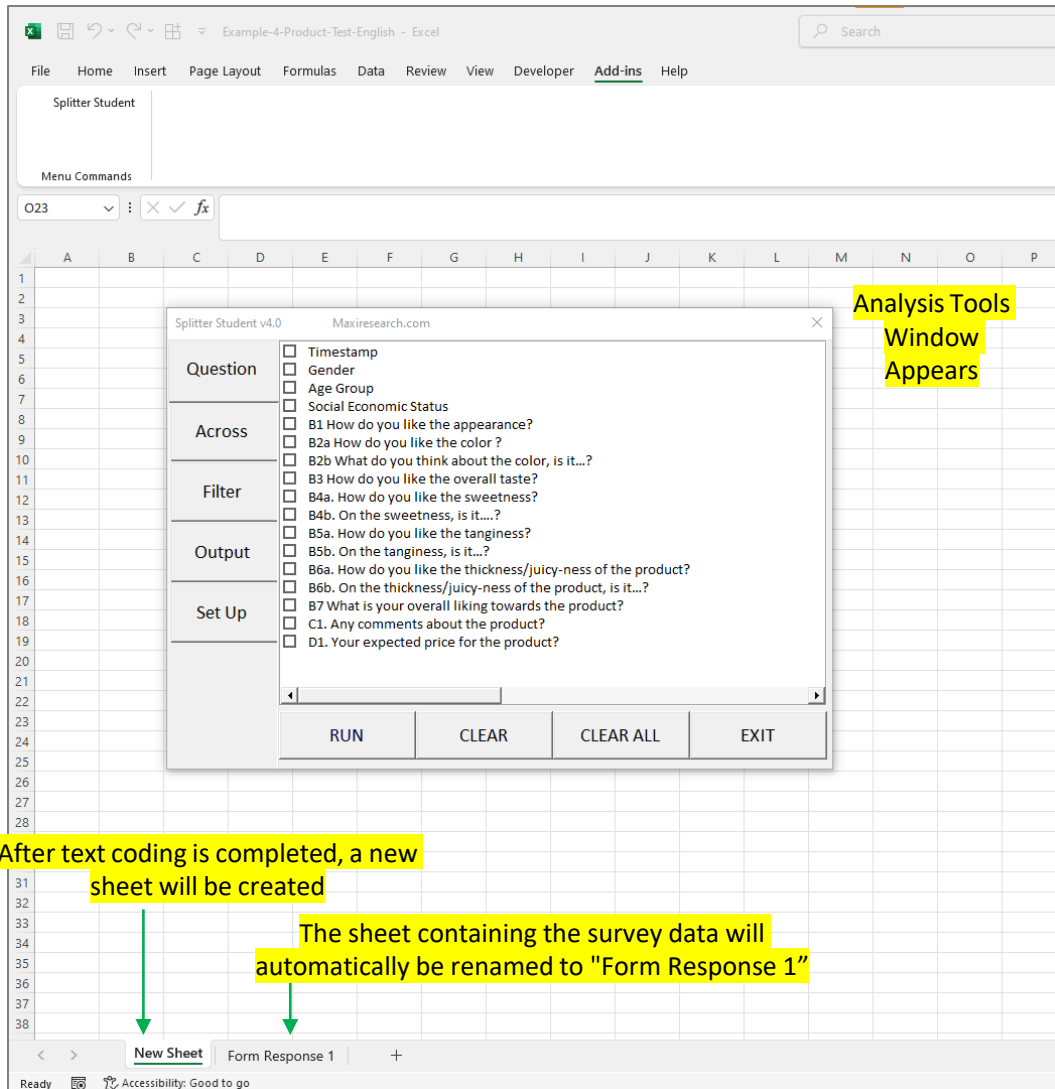
1. Open Survey Data Workbook: Start by opening the Excel workbook containing your survey data sheet.

2. Ensure Active Sheet: If your workbook contains only one sheet with survey data, everything is set. However, if your workbook has multiple sheets, make sure the sheet with the survey data is active (it should be the front sheet with the data displayed on your screen).

3. Run Splitter: Once you are on the active survey data sheet, simply click "Splitter" button in the Add-Ins tab to initiate the process.

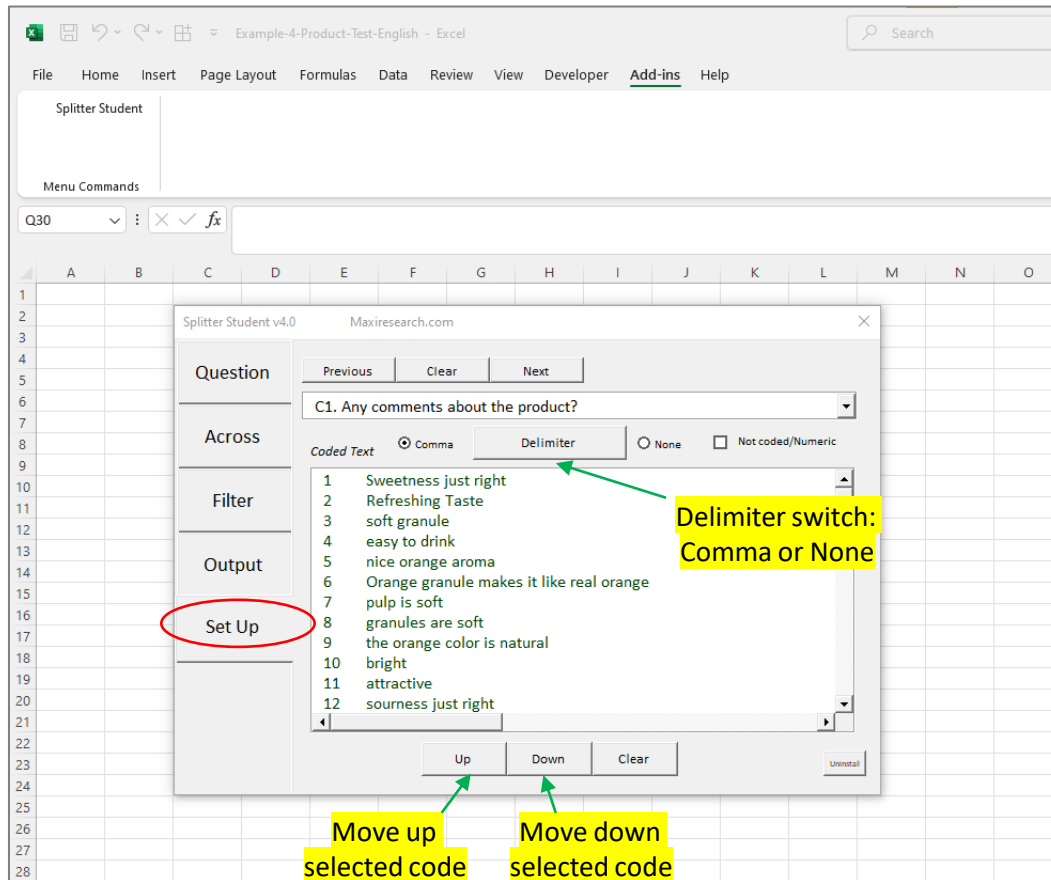
4. Text Data Coding: Splitter will automatically code all the text data in the survey. Depending on the size of your dataset, this process may take several minutes or longer.

Analysis Tools Window – Tabs for Tables Creation and Analysis



- After completing text coding, the analysis tools window appears.
- You can now start creating tables using the various tabs available for deeper analysis, including crosstabulation and filter.

Set Up Tab – Organize Automatic Coding Result



- In the setup tab, you can review the text coding results and adjust the coding order.
- There are two types of text coding in Splitter : With comma delimiter and without delimiter.
 - With the comma delimiter, any text between commas is treated as one code, allowing more than one code in a single cell.
 - Without the delimiter, however, all the text in the cell is treated as one code, including any commas if present.
- The default text coding in Splitter is with comma delimiter.

Question Tab – Generating Tables

The screenshot shows the 'Splitter Student v4.0' application window. The 'Question' tab is selected in the 'Set Up' section. The main window displays a list of survey questions, with 'C1. Any comments about the product?' selected. The 'Output' section shows a table of results for this question.

C1. Any comments about the product?	
	Total
Resp	104
Sweetness just right	15.4%
Refreshing Taste	35.6%
soft granule	1.0%
easy to drink	1.9%
nice orange aroma	1.9%
Orange granule makes it like real orange	1.0%
pulp is soft	1.9%
granules are soft	1.0%
the orange color is natural	1.0%
bright	1.0%
attractive	1.0%
sourness just right	2.9%
just right aroma	1.0%
Taste like the real fruit	1.0%
orange granule size not too big	1.0%
soft orange granule	1.0%
taste like orange juice	1.0%
unique pulpy	1.0%
fresh sour taste	1.0%
Real sweet	1.0%
not from artificial sweetener	1.0%
full of orange pulp	1.0%
soft pulp	1.9%
color is bright orange	1.0%
I like orange vesicles	1.0%
fresh drink	1.0%
fresh orange juice	1.9%
sweet	1.0%
soft juice vesicles	1.0%
just right sourness	1.0%
I like its appearance	1.0%
brightness just right	1.0%

- To generate tables, go to Question tab and select one or more questions you want to create tables from.
- Put your cursor at any location other than in survey data sheet “Form Response 1”. Click Run.

Across Tab – Creating Crosstabulation Tables

The screenshot shows an Excel spreadsheet with a pivot table titled "C1. Any comments about the product?". The pivot table is structured as follows:

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
Sweetness just right	15.4%	25.0%	5.8%	15.2%	7.1%	23.3%
Refreshing Taste	35.6%	30.8%	40.4%	34.8%	39.3%	33.3%
soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%
nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange granule makes it like real orange	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
the orange color is natural	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
attractive	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
sourness just right	2.9%	1.9%	3.8%	2.2%	7.1%	0.0%
just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Taste like the real fruit	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
orange granule size not too big	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft orange granule	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
unique pulpity	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
not from artificial sweetener	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
full of orange pulp	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
soft pulp	1.9%	0.0%	3.8%	0.0%	3.6%	3.3%
color is bright orange	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
I like orange vesicles	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
fresh drink	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
fresh orange juice	1.9%	1.9%	1.9%	2.2%	3.6%	0.0%
sweet	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
soft juice vesicles	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
just right sourness	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
I like its appearance	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
brightness just right	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
juicy	4.8%	3.8%	5.8%	10.9%	0.0%	0.0%

- To create crosstabulation tables, in addition to selecting questions in the Question tab, also select one or more questions in the Across tab to be the column headers.

Filter Tab – Creating Tables Based on Specific Respondent Criteria

Filter: Social Economic Status = Middle Upper 1 Upper 2

Filter: Social Economic Status - Middle Upper 1 Upper 2

C1. Any comments about the product?

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	71	37	34	32	17	22
Sweetness just right	15.5%	27.0%	2.9%	12.5%	5.9%	27.3%
Refreshing Taste	38.0%	35.1%	41.2%	31.3%	47.1%	40.9%
soft granule	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
easy to drink	1.4%	0.0%	2.9%	3.1%	0.0%	0.0%
nice orange aroma	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
Orange granule makes it like real orange	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
pulp is soft	2.8%	0.0%	5.9%	3.1%	5.9%	0.0%
granules are soft	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
the orange color is natural	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
bright	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
attractive	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
sourness just right	4.2%	2.7%	5.9%	3.1%	11.8%	0.0%
just right aroma	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
Taste like the real fruit	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
orange granule size not too big	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
soft orange granule	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
taste like orange juice	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
unique pulpy	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh sour taste	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Real sweet	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
not from artificial sweetener	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
full of orange pulp	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
soft pulp	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
color is bright orange	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
I like orange vesicles	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh drink	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
fresh orange juice	2.8%	2.7%	2.9%	3.1%	5.9%	0.0%
sweet	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
soft juice vesicles	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
just right sourness	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
I like its appearance	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
brightness just right	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
juicy	5.6%	5.4%	5.9%	12.5%	0.0%	0.0%

- Use the Filter tab to narrow down your tables by applying criteria that focus on specific respondent characteristics or responses.
- This allows you to generate tables for targeted segments of your survey data, such as respondents of a certain age group, location, or those who gave particular answers to specific questions.
- You can add up to 10 questions for filters.

Output Tab

Splitter Student v4.0 Maxiresearch.com

Question

Across

Filter

Output

Set Up

Result

- Percentage
- Count

Average

- No Average
- Average

Top Box %

- Dont Show
- Top 1 Box
- Top 2 Boxes
- Top 3 Boxes

Percentage Base

- All Respondents
- Respondents with Answers

Std Dev

- No Std Dev
- Std Dev

Significant Test

- No test
- Means
- Top Box %

95 %

OK to QUESTION

Table Color Theme Color Theme 1 License

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Show tables in Percentage or Count

For cases where missing data exist, choose whether to include the missing data as respondent base or just respondents with answers.

To show the average (of code number).

To show standard deviation (of code number)

To show Top 1, Top2, Top 3 (of code number) percentage. Usually for scaling where we are interested in combining responses.

Significant test on the means or proportion (Percentage of Top 1, Top2 or Top 3 Boxes)

Go to Question tab

Table color theme

Adding and Deleting Cases

- To add new cases, simply enter the data in the row immediately following the last row in survey data sheet “Form Response 1”.
- To delete cases, simply delete the rows where those cases are located.
 - Remember to have unique respondent ID in first column in your survey data (or Timestamp that serves as an ID)

Formula

- For mean significant difference:

$$t = \frac{|m_1 - m_2|}{\sqrt{s_1^2/n_1 + s_2^2/n_2}}$$

- For proportion significant difference:

$$z = \frac{|p_1 - p_2|}{\sqrt{\frac{\bar{p}(1 - \bar{p})}{n_1} + \frac{\bar{p}(1 - \bar{p})}{n_2}}}$$

$$\bar{p} = \frac{p_1 n_1 + p_2 n_2}{n_1 + n_2}$$

THANK YOU

maxi

MAXI research
www.maxiresearch.com
splitter@maxiresearch.com