

Splitter: Pivot Table for Survey Data in Excel

Student v4.0

September 2024

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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

The screenshot shows an Excel spreadsheet with the following structure:

- Columns:** A through S. Columns A-D contain demographic data: A (Timestamp), B (Gender), C (Age), D (Position). Columns E through S contain responses to 17 survey questions (A1 through Q1).
- Rows:** Row 1 contains the survey questions. Rows 2 through 42 contain individual respondent data.
- Cell Format:** The data is presented in a square format, where each cell's width and height are adjusted to fit the text, making the data grid appear as a series of squares.
- Content:** The responses are categorical, including terms like 'Dislike', 'Like', 'Agree', 'Disagree', 'Strongly agree', and 'Strongly disagree'.

• **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 respondents, 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.

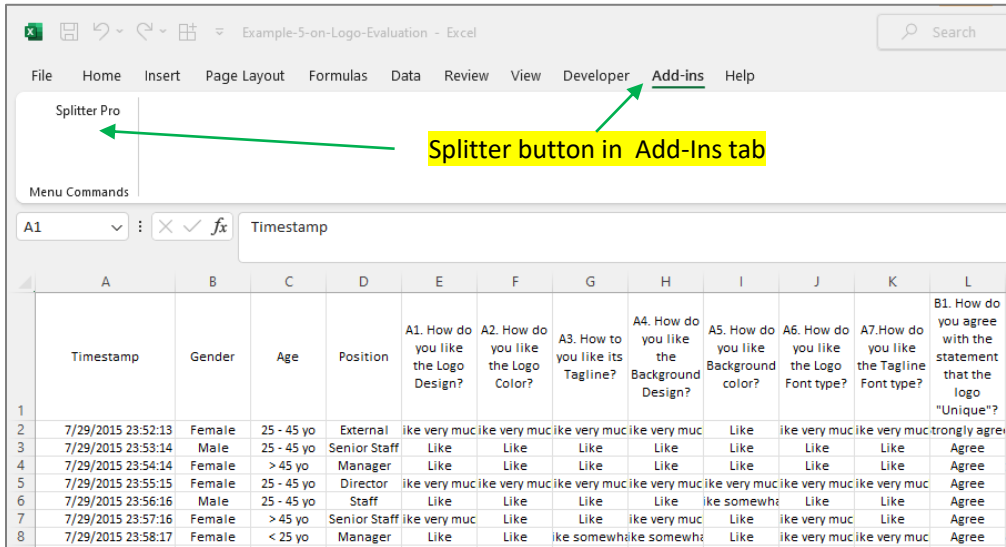
• **Handling Multiple Answers:** For multiple answers, separate each answer with a comma within the same cell.

• **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



Running Splitter for the First Time:

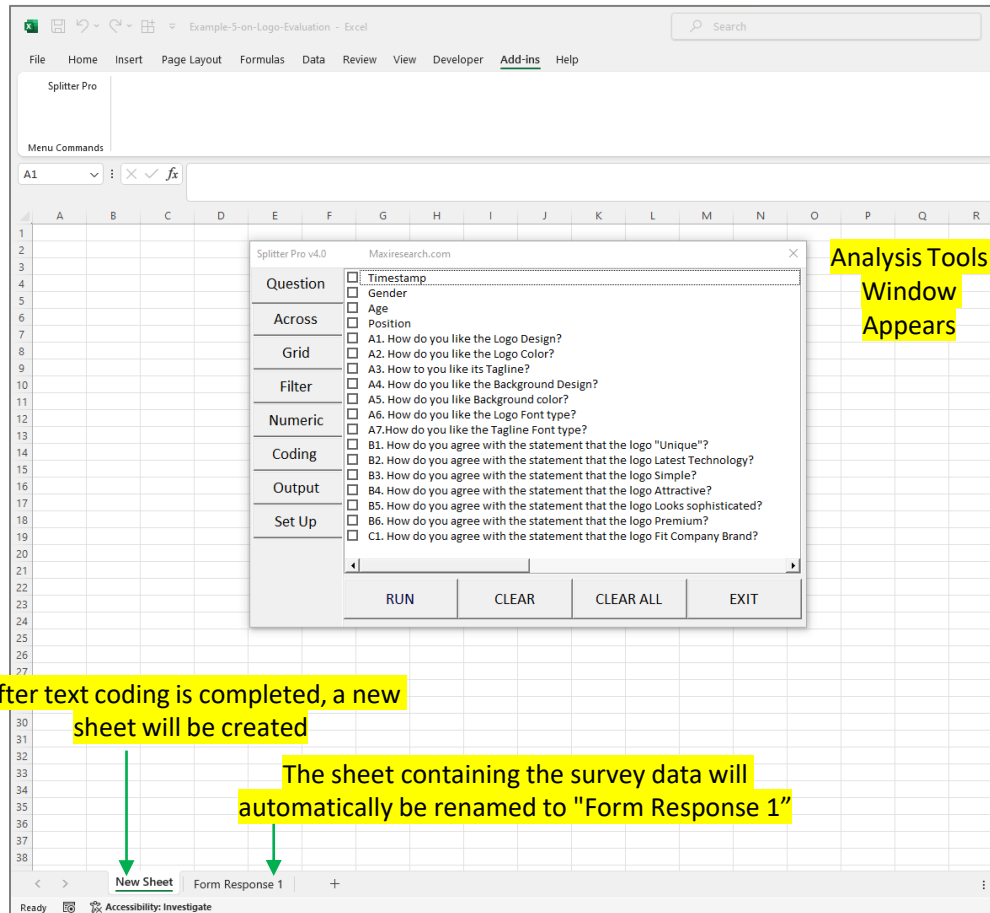
1. Open Survey Data Workbook: Start by opening the Excel workbook containing your survey data sheet.

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.

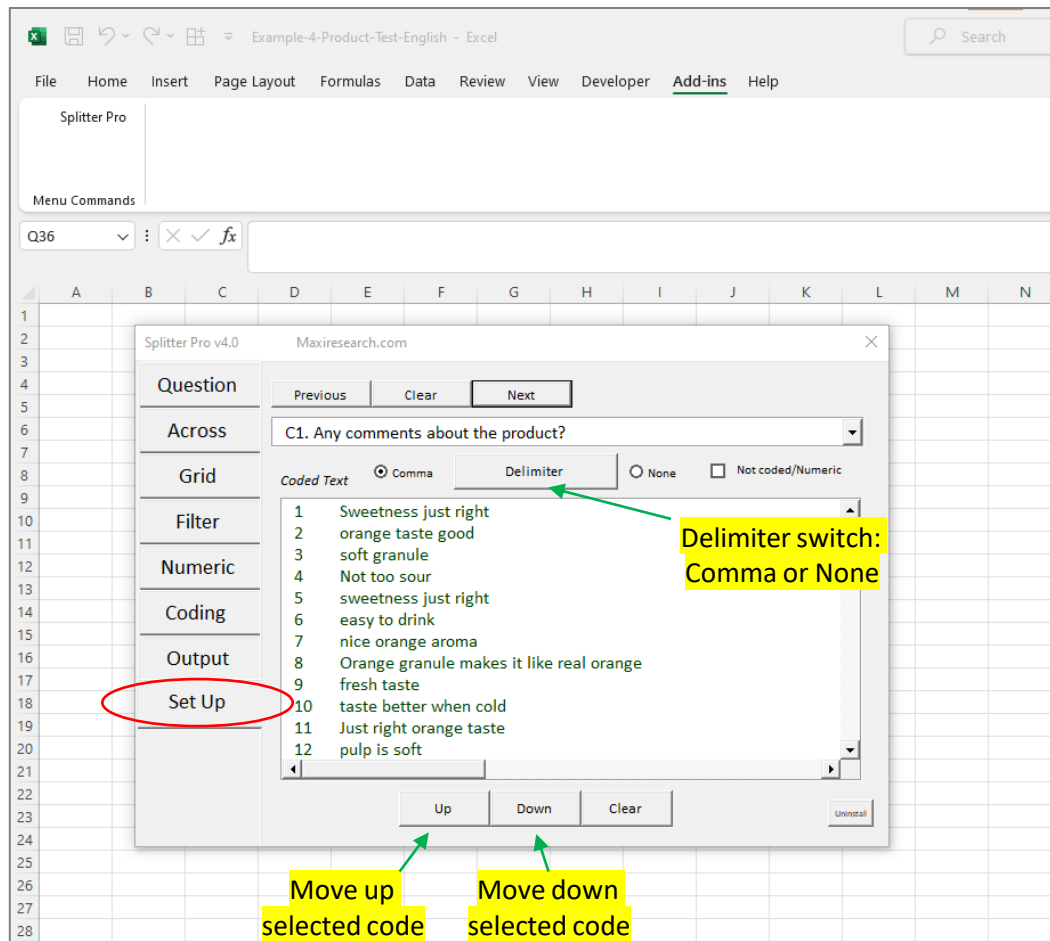
4. Text Data Coding: Splitter will automatically code all the text data in the survey. Depending on the size of your dataset, this process may take several minutes or longer.

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, filtering, and more detailed data breakdowns.

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 an Excel spreadsheet with a dialog box titled "Splitter Pro v4.0" open. The dialog box has a "Question" tab selected, which is circled in red. It lists several questions with checkboxes. The question "C1. Any comments about the product?" is checked and highlighted in blue. Below the list are buttons for "RUN", "CLEAR", "CLEAR ALL", and "EXIT".

The spreadsheet background shows a table with the following data:

C1. Any comments about the product?	
	Total
Resp	104
Sweetness just right	15.4%
orange taste good	1.0%
soft granule	1.0%
Not too sour	1.0%
sweetness just right	25.0%
easy to drink	1.9%
nice orange aroma	1.9%
Orange granule makes it like real orang	1.0%
fresh taste	4.8%
taste better when cold	1.0%
Just right orange taste	2.9%
pulp is soft	1.9%
Orange feels fresh	1.0%
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 pulply	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%

- 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

Splitter Pro v4.0 - Maxiresearch.com

Question: Gender, Age Group

Across

Grid

Filter

Numeric

Coding

Output

Set Up

APPLY CLEAR

	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%
orange taste good	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
Not too sour	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
sweetness just right	25.0%	23.1%	26.9%	23.9%	28.6%	23.3%
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%
fresh taste	4.8%	3.8%	5.8%	2.2%	3.6%	10.0%
taste better when cold	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
Just right orange taste	2.9%	1.9%	3.8%	4.3%	3.6%	0.0%
pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%
Orange feels fresh	1.0%	0.0%	1.9%	0.0%	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 pulp	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%

- 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?

Resp	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Sweetness just right	15.5%	27.0%	2.9%	12.5%	5.9%	27.3%
orange taste good	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
soft granule	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
Not too sour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
sweetness just right	28.2%	24.3%	32.4%	21.9%	35.3%	31.8%
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 orang	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
fresh taste	2.8%	5.4%	0.0%	0.0%	0.0%	9.3%
taste better when cold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
just right orange taste	4.2%	2.7%	5.9%	6.3%	5.9%	0.0%
pulp is soft	2.8%	0.0%	5.9%	3.1%	5.9%	0.0%
Orange feels fresh	1.4%	0.0%	2.9%	0.0%	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%

- 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.

Grid Tab – Merging Multiple Tables with Same Answer Options into a Single Table

The screenshot shows the Splitter Pro v4.0 interface. A settings dialog box is open, with the 'Grid' option selected under the 'Across' section. The main window displays a grid of survey questions and their corresponding data tables. The questions are listed in the first column, and the data tables are displayed in columns 2 through 7. The data tables show the percentage of respondents who selected each answer option for each question.

	B1. How do you like the appearance?	B2a. How do you like the color?	B3. How do you like the overall taste?	B4a. How do you like the sweetness?	B5a. How do you like the tanginess?	B6a. How do you like the thickness/juiciness of the product?	B7. What is your overall liking towards the product?
Resp	104	104	104	104	104	104	104
Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Do not like	1.9%	1.9%	1.0%	1.9%	1.0%	2.9%	0.0%
Do not like somewhat	1.0%	2.9%	1.0%	7.7%	2.9%	7.7%	0.0%
So so	2.9%	0.0%	1.9%	1.9%	1.0%	1.9%	3.8%
Like somewhat	15.4%	10.6%	19.2%	6.7%	20.2%	12.5%	23.1%
Like	70.2%	75.0%	44.2%	65.4%	67.3%	57.7%	48.1%
Like very much	8.7%	9.6%	32.7%	16.3%	7.7%	17.3%	25.0%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	5.769	5.827	6.029	5.750	5.731	5.663	5.942
StdDev	0.839	0.864	0.919	1.121	0.815	1.196	0.798

- Besides the Question tab, tables can also be generated in the Grid tab. In this tab, multiple questions are displayed horizontally as a grid, rather than listed one by one vertically as in the Question tab. Splitter automatically recognizes grids when multiple questions share the same set of answer options.

- To display multiple tables as a grid, each table must have the same answer options in the same order. You can rearrange the answer codes in the Setup tab or Coding tab.
- In cases where answer options are unavailable (because no respondents selected that option and thus no result was found during text coding), you can add a dummy answer—an answer with 0 responses—in the Coding tab (refer to the Coding tab section)

Numeric Tab – Coding for Numeric Data (1)

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Column Q: Open-Ended Question Expecting a Numeric Answer

Numbers without units or symbols are treated as numeric data; otherwise, they are considered as text data, including ranges.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q
	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 tanginess, 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?	C1. Any comments about the product?	D1. Your expected price for 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		2.5
3	7/29/2015 22:48:32	Male	13 - 17 yo	Middle low	Like	Like	Just right	ke somewh	Like some	bit too wea	Like	Just right	ke somewh	Just right	Like		3
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	Like		3.5
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		3
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		1
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	Taste like the real fruit, orange granule size not too big, soft orange granule, sweetness just rig	1.5
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 muc	taste like orange juice, unique pulpy, fresh sour taste	4
9	7/29/2015 22:54:36	Male	18 - 24 yo	Upper 2	Like	ke somewh	bit too stor	Like	Like	Just right	Like	Just right	Like	Just right	Like	Real sweet, not from artificial sweetener, full of orange pulp, soft pulp	2
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 muc	color is bright orange, I like orange vesicles	2.75
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	fresh drink, fresh orange juice, pulp is soft	3.75
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	fresh orange juice, sweet, soft juice vesicles, just right sourness, I like its appearance, brightne	4
13	7/29/2015 22:58:38	Female	25 - 30 yo	Middle	ke somewh	ke somewh	bit too stor	Like	Like	Just right	Like	Just right	ke somewh	bit too wea	Like	Tastes delicious, I like the soft pulp, just right mix sweet and sour	5
14	7/29/2015 22:59:39	Male	13 - 17 yo	Middle	ke somewh	ike some	bit too wea	ke somewh	ike some	bit too wea	ike some	bit too wea	ke somewh	bit too wea	ke somewh	Sweet orange juice, taste like real orange, fresh vesicles	5
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 wea	ke somewh	Sweetness just right, small granules, not too sour, color not pale	3
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	Sweetness is spot on, pulp is chewy	3.25
17	7/29/2015 23:02:41	Male	18 - 24 yo	Upper 1	ot like some	ike some	bit too wea	Like	ike very muc	Just right	Like	Just right	ot like some	Too weak	ke somewh	Orange juice is fresh and delicious, Sweetness and Sourness is just right, Soft granules, Fresh or	4.25
18	7/29/2015 23:03:42	Male	13 - 17 yo	Middle	ke somewh	ke somewh	bit too stroi	ike very muc	ike very muc	Just right	ike very muc	Just right	ike very muc	Just right	ike very muc	Sweetness is perfect, tasty orange juice, soft vesicles	3
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	Tasty orange juice, sweetness is ok, rich pulpy	2
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 stroi	ke somewh	Amount of soft granules, Sourness and color just right	2.5
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 stor	Like	Just right	Like	Soft piece of orange vesicles, orange juice taste good, sweet and sourness spot on, aroma like t	2.25
22	7/29/2015 23:07:44	Female	18 - 24 yo	Middle	Like	Like	Just right	ike very muc	Like	bit too stroi	ke somewh	bit too stroi	ke somewh	bit too stroi	ike very muc	Orange taste delicious, sweetness just right, with soft pulp	4
23	7/29/2015 23:08:45	Male	18 - 24 yo	Middle	ke somewh	Like	Just right	Like	Like	Just right	Like	Just right	ot like some	bit too wea	ike very muc	Soft Juice sacs, just like real orange, fresh orange taste	3.5
24	7/29/2015 23:09:45	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very muc	ike very muc	bit too stor	Like	Just right	ike very muc	Just right	ike very muc	Sweet orange juice, tasty vesicles, fresh orange aroma	3.25
25	7/29/2015 23:10:46	Male	13 - 17 yo	Upper 2	Like	Like	Just right	Like	ike very muc	Just right	ke somewh	bit too stor	Like	Just right	Like	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aro	3
26	7/29/2015 23:11:47	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very muc	ike very muc	bit too stor	Like	Just right	Like	bit too stroi	ike very muc	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange aro	5
27	7/29/2015 23:12:47	Male	13 - 17 yo	Middle	ke somewh	Like	bit too stor	Like	Like	Just right	Like	Just right	Do not like	bit too stor	Like	Its vesicles taste good, the juice taste like from 100% natural orange, soft vesicles, orange taste	4.75
28	7/29/2015 23:13:48	Female	13 - 17 yo	Upper 2	ike very muc	ike very muc	Just right	ike very muc	Like	Just right	Like	Just right	ike very muc	Just right	ike very muc	Sweetness just right, taste like natural orange, soft vesicles	3

Numeric Tab – Coding for Numeric Data (2)

The 'numeric data coding' in Splitter is designed to create groups of numbers based on criteria that we specify.

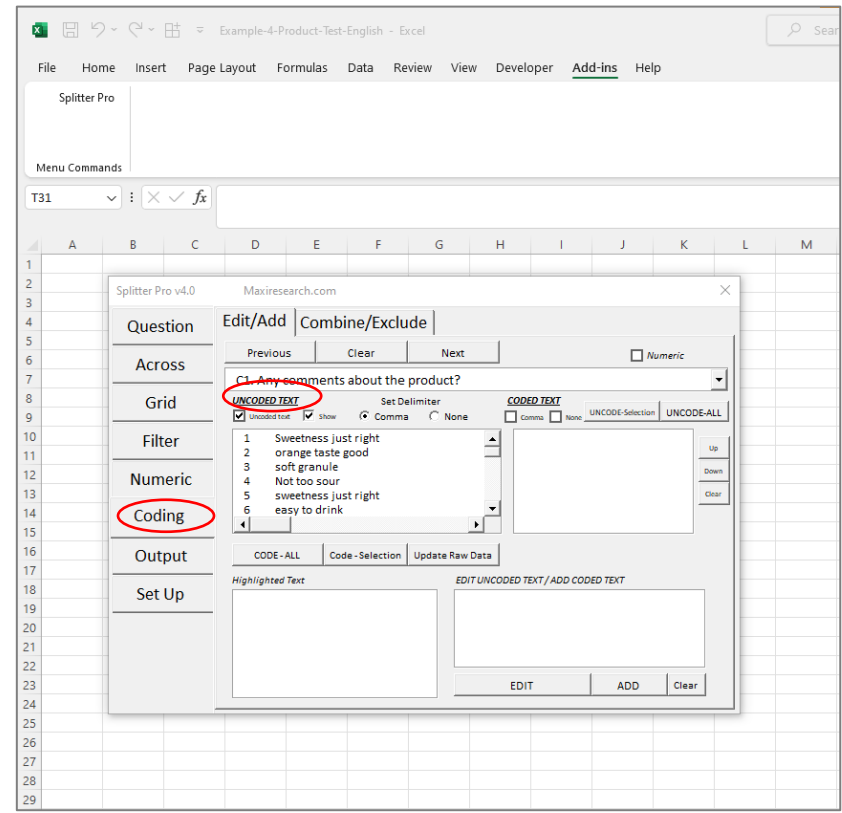
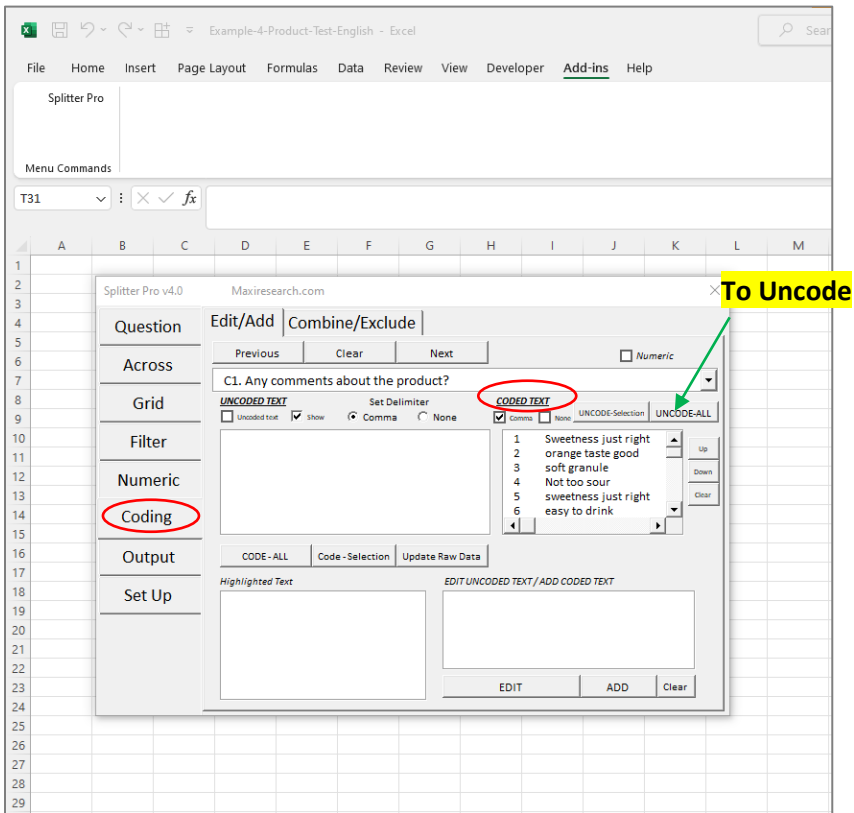
D1. Your expected price for the product?

	Total	Gender		Age Group		
		Female	Male	13 - 17 yo	18 - 24 yo	25 - 30 yo
Resp	104	52	52	46	28	30
$x < 2$	13.5%	17.3%	9.6%	10.9%	17.9%	13.3%
$2 \leq x \leq 4$	68.3%	67.3%	69.2%	69.6%	64.3%	70.0%
$x > 4$	18.3%	15.4%	21.2%	19.6%	17.9%	16.7%
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Average	3.096	3.077	3.212	3.261	3.107	3.000
StdDev	1.076	1.078	1.075	1.126	1.041	1.049

Suppose after looking at the data distribution, we would make 3 groups out of these numbers < 2 , $2 \leq x \leq 4$, and > 4

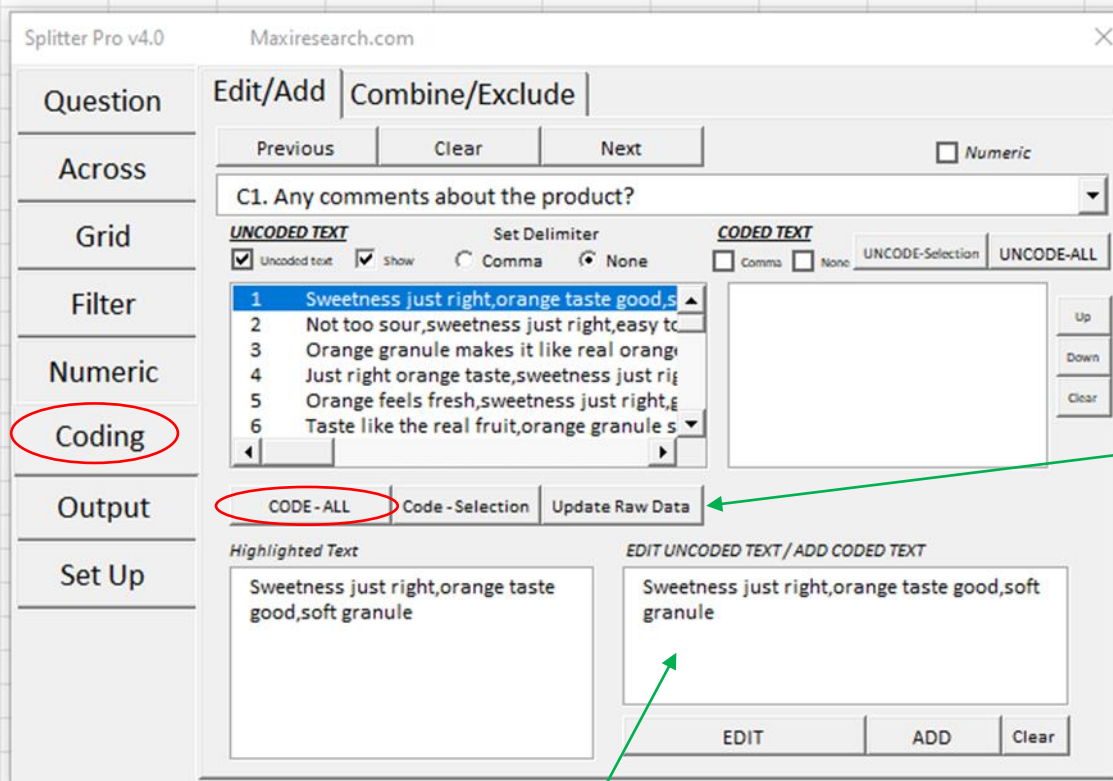
Coding Tab – Editing Text Data (1)

- In Splitter, text data has to be coded to create table.
 - All text data are automatically coded the first time you run Splitter.
- On the other hand, text data has to be uncoded to edit it.
 - To edit text data, you start with uncode it first.



Coding Tab – Editing Text Data (2)

- Then Set Delimiter to “None”
 - This will restore the text data to its original form before delimiter is applied.
- After editing is completed :
 - Set Delimiter back to Comma
 - Code the text data.

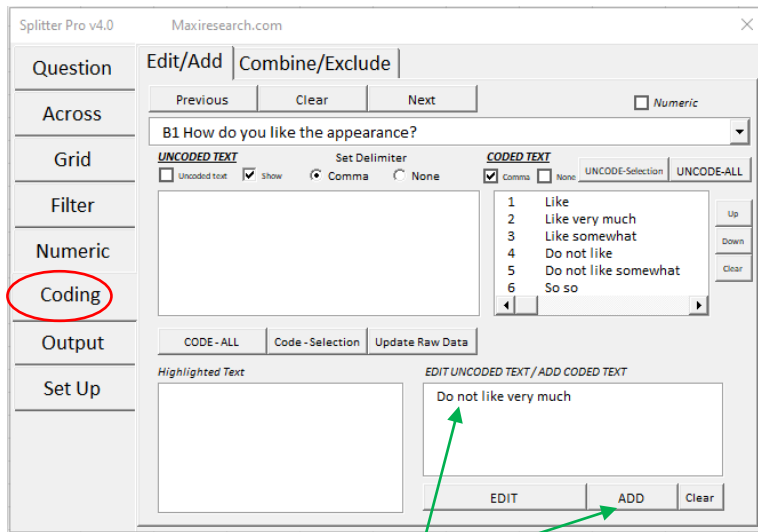


To update survey data, go to the specific column in survey data sheet (Form Response 1), update survey data and click this button.

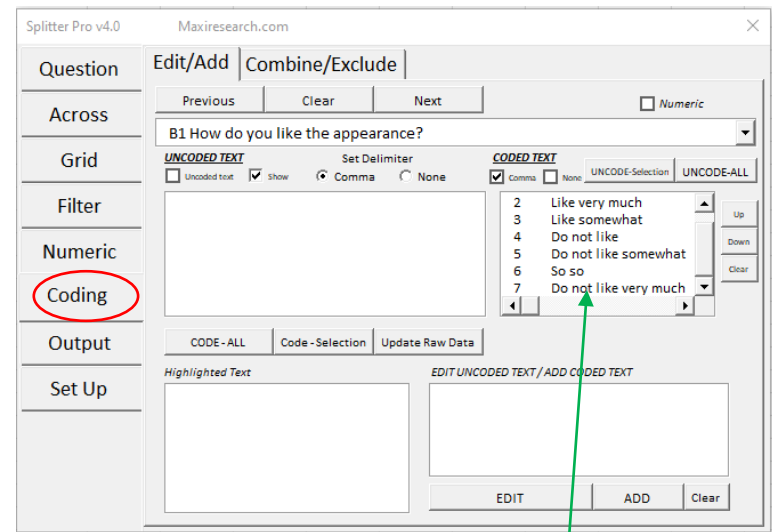
Edit here

Coding Tab – Adding Dummy Coded Text

- Adding dummy codes is sometimes necessary, especially for scaling questions. For example, if no respondents select "Do not like very much" on a scale from "Do not like very much" to "Like very much," the calculation of averages and standard deviations would be skewed. Since these calculations are based on code numbers, incomplete coding can lead to inaccurate results, impacting the intended score.
- Complete codes for a series of grid questions are necessary to display them in the Grid tab.



To add dummy coded text simply type in the box. Then click Add



Dummy coded text added. It has 0 responses from respondents.

Coding Tab – Combining Codes (1)

- Combining codes is often needed for open-ended questions, where we want to group words with similar meanings.

The screenshot shows the Splitter Pro v4.0 software interface. The main window displays a list of codes for the question "C1. Any comments about the product?". The codes are:

Header	Code
1	Sweetness just right
2	orange taste good
3	soft granule
4	Not too sour
5	sweetness just right
6	easy to drink
7	nice orange aroma
8	Orange granule makes it like real orange
9	fresh taste
10	taste better when cold
11	Just right orange taste
12	pulp is soft
13	Orange feels fresh
14	granules are soft

The "Coding" tab is selected in the left sidebar. The "COMBINE" button is highlighted with a yellow box and a green arrow pointing to it, with the label "Combine button" below. A smaller dialog box titled "Splitter Pro 4.0" is open, showing "Enter group name" with "Refreshing Taste" entered in the text field. A green arrow points from the text "Group Name" (highlighted in yellow) to the text field.

- Simply highlight the codes you wish to combine, click the Combine button, and assign a name to the group

Coding Tab – Combining Codes (2)

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Splitter Pro

Menu Commands

N2 : X ✓ fx C1. Any comments about the product?

A B C D E F G H I J K L M N O P Q R S T U

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Across Previous Clear Next Show Components

Grid C1. Any comments about the product?

Filter Header Refreshing Taste

1	Sweetness just right
2	Refreshing Taste
3	soft granule
4	easy to drink
5	nice orange aroma
6	Orange granule makes it like real orange
7	pulp is soft
8	granules are soft
9	the orange color is natural
10	bright
11	attractive
12	sourness just right
13	just right aroma
14	Taste like the real fruit

COMPONENTS

1	orange taste good
2	Not too sour
3	sweetness just right
4	fresh taste
5	taste better when cold
6	Just right orange taste
7	Orange feels fresh

Up Down COMBINE Clear Sort Print to Sheet EXCLUDE Clear

Group name and components of the group

C1. Any comments about the product?

	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	36.5%	30.8%	42.3%	34.8%	42.9%	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	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 natu	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	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 pulply	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 swee	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%

Coding Tab – Excluding Codes

Example-4-Product-Test-English - Excel

File Home Insert Page Layout Formulas Data Review View Developer Add-ins Help

Splitter Pro

Menu Commands

A35

Splitter Pro v4.0 Maxiresearch.com

Question Edit/Add Combine/Exclude

Previous Clear Next Show Components

C1. Any comments about the product?

Header Refreshing Taste

	COMPONENTS
1	Sweetness just right
2	Refreshing Taste
3	soft granule
4	easy to drink
5	nice orange aroma
6	Orange granule makes it like real orange
7	pulp is soft
8	granules are soft
9	the orange color is natural
10	bright
11	attractive
12	sourness just right
13	just right aroma
14	Taste like the real fruit

Up Down COMBINE Clear Sort Print to Sheet EXCLUDE Clear

Check this to show group components in the table

To exclude component from a group, highlight the component and hit this button. In this example we have excluded component 'tastes better when cold' from the group 'Refreshing Taste'

	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%
orange taste good	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%
Not too sour	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%
sweetness just right	25.0%	23.1%	26.9%	23.9%	28.6%	23.3%
fresh taste	4.8%	3.8%	5.8%	2.2%	3.6%	10.0%
Just right orange taste	2.9%	1.9%	3.8%	4.3%	3.6%	0.0%
Orange feels fresh	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%
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	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 natu	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	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 pulpy	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%

Output Tab

This option applies to combined codes in the Coding tab. In net count, if a respondent has multiple responses within the same group, only one response will be counted.

Count
 Total
 Net

Result
 Percentage
 Count

Percentage Base
 All Respondents
 Respondents with Answers

Across
To show the average (of code number).

Average
 No Average
 Average

Std Dev
 No Std Dev
 Std Dev

Numeric Data
 Numeric
 Coded/Ordinal

Filter
To show standard deviation (of code number)

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

Significant Test
 No test
 Means
 Top Box %

Pearson Correlation
 No
 Calculate

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

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

For question with numeric data, whether to show average and standard deviation of the actual numeric value or its code number

Calculate Pearson Correlation. For scaling questions in Grid format.

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

Go to Question tab

Go to Grid tab

Table color theme

Color Theme 1

License

Splitter Pro Version 4.0 @2024

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:

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

- For Pearson correlation:

$$r = \frac{\sum_{i=1}^n (x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_{i=1}^n (x_i - \bar{x})^2} \sqrt{\sum_{i=1}^n (y_i - \bar{y})^2}}$$

Only for Grid, scaling question

THANK YOU

maxi

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