Splitter Pivot Table for Survey Data in Excel Transform your Excel into Survey Analysis Tool

From Raw Survey Data to Tables - All in Excel



April 2025

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. Al-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

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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 openended—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 Al

- You can ask AI like ChatGPT to handle any data-cleaning task, particularly for openended 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

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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

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- 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

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- 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

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- 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

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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.

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Filter Tab – Creating Tables Based on Specific Respondent Criteria

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	Question	-				100		Resp	71	37	34	32	17	22
	Across	Social Economic Stat	us			-		Sweetness just right	15.5%	27.0%	2.9%	12.5%	5.9%	27.3%
	Across	Middle						orange taste good	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
	Grid	Middle low						soft granule	1.4%	2.7%	0.0%	3.1%	0.0%	0.0%
	Grid	Upper 1						Not too sour	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Filter	Upper 2						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%
	Numeric							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%
	Coding							fresh taste	2.8%	5.4%	0.0%	0.0%	0.0%	9.1%
		-						taste better when cold	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	Output							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%
	Set Up							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%
				1	1		-	bright	1.4%	0.0%	2.9%	0.0%	5.9%	0.0%
	-	OK to QUESTION	OK to GRID	CLEAR ALL	ADD FI	ITER		attractive	1.4%	0.0%	2.9%	0.0%	5.9% 11.8%	0.0%
			511 10 01115	FILTERS				sourness just right just right aroma	4.2%	2.7%	5.9% 2.9%	3.1%	11.8%	0.0%
	L							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 pulply	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

Coding Bsb. On the tanginess, is it? Do not like 1.9% 1.9% 1.9% 2.9% 0.0% 0 Bsb. On the thickness/julcy-ness of the product? Do not like somewhat 1.0% 2.9% 0.0% 2.9% 0.0% 2.9% 0.0% 2.9% 0.0% 2.9% 0.0% 1.0% 1.9% 1.9% 1.9% 1.9% 2.9% 0.0% 0.0% 0.0% 1.9% 1.9% 1.9% 2.9% 0.0% 0.0% 0.0% 1.0% 1.9% 1.9% 1.9% 1.0% 2.9% 0.0% <	le F	iome Insert F	age Layout Formu	as Data Review	View Develope	er Add-ins	Help									
A B C D E F G H J K L M N O P Q R S T Splitter Pro v4.0 Maxiesearch.com X Image: Sign of the appearance? B How B How B D Ho D Ho D Ho D Ho D Ho D Ho D																
A B C D E F G H J K L M N O P Q R S T Splitter Pro v4.0 Maxtreserth.com X L M N O P Q R S T Question Gender Age Group Age Group B1 How do you like the appearance? B1 How do you like the color ? B2 How do you like the color ? B1 How do you like the color ? B1 How do you like the color ? B1 How do you like the color ? B2 How do you like the color ? B1 How do you like the color ? B2 How do you like the cortrol ? B2 How do you like the color ? B1 How do you like the color ? B2 How do you like the color ? B2 How do you like the color ? B2 How do you like the cortrol ? B2 How do you like			f.													
Splitter Pro v4.0 Masireserch.com X Description Bit Now	5		JX .													
Question Timestamp Gender Ba. How Gender Ba. How dyou Ba. How dyou like the hike the ness of to	A	В	C D	E F G	Н	L	J K	L	М	N	0	Р	Q	R	S	Т
Question Timestamp Gender Across Social Economic Status Grid B28 How do you like the appearance? B20 What do you like the appearance? B23 How do you like the expension? B23 How do you like the expension? B20 What do you like the systemes? B20 What do you like the tanginess the expension? B20 What do you like the tanginess? B20 What expension B20 What expension B20 What expension B20 What expendo you like the tanginess? B																
Question Gender Box.Now B2NW B3 How		Splitter Pro v4.0		n				×								
Stolar commits status B3 How			Gender												do you	
Filter It show do you like the overall taste? appearant like the overall superational superatintextend superational superatina			B1 How do you B2a How do yo	like the appearance? u like the color ?	ricit ?					do you	B2a How	do you	do you	do you	thickness /juicy-	overall liking
Numeric Bdb, On the sweetness, is t? Resp 104		Filter	B3 How do you	like the overall taste?						appearan	like the	overall	sweetne		the	the
W BSs. How do you like the tanginess? Do not like very much 0.0% <t< td=""><td></td><td>Numeric</td><td></td><td></td><td></td><td></td><td></td><td></td><td>Resp</td><td>_</td><td></td><td></td><td></td><td>104</td><td></td><td></td></t<>		Numeric							Resp	_				104		
Coding 106. How do you like the thickness/july-ness of the product? Ub not like somewhat 1.0% 1.1% 1.0% 2.9% 0.0% 2.9% 0.0% 2.9% 0.0% 1.0% 7.7% 0.0% 0.0% 1.0% 1.0% 2.9% 0.0% 1.0% 1.0% 2.9% 0.0% 1.0% 1.0% 2.9% 0.0% 1.0% 1.0% 2.9% 0.0% 1.0% 1.0% 1.0% 1.0% 2.9% 0.0% 1.0% 1.0% 1.0% 1.0% 2.9% 0.0% 1.0%									Do not like very much	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
B6b. On the hickness/julcy-ness of the product,? Do not like somewhat 1.0% 2.3% 1.0% 2.7% 1.0% 2.5% 1.0% 2.5% 1.0% 2.5% 1.0% 2.5% 1.0% 1.0% 2.5% 1.0% 2.5% 1.0% 2.5% 1.0% 2.5% 1.0% 1.0% 2.5% 1.0% 1.0% 2.5% 1.0% 1.0% 2.5% 1.0% 1.0% 2.5% 1.0%<		Coding	B6a How do y	iginess, is it?	icy-ness of the n	roduct?	_									0.0%
Output B7 What is your overall liking towards the product? So so 2.9% 0.0% 1.9% 1.9% 1.9% 3.8% C1. Any comments about the product? Like somewhat 15.4% 10.6% 10.2% 6.7% 0.2% 2.2% 2.3% <			B6b. On the thi	ckness/juicy-ness of th	e product, is it	?										
Set Up D1. Your expected price for the product? Like 70.2% 75.0% 44.2% 65.4% 67.3% 57.7% 48.1% Like very much 8.7% 9.6% 32.7% 10.3% 7.7% 17.3% 24.3% Very much 8.0% 9.6% 32.7% 10.0% 100.0% <		Output	B7 What is you	overall liking towards	the product?											
Like very much 8.7% 9.6% 32.7% 16.3% 7.7% 17.3% 25.0% Total 100.0%		Catlle														
Total 100.0% </td <td></td> <td>Secup</td> <td>L DI. Your expec</td> <td>ted price for the produ</td> <td>cur</td> <td></td>		Secup	L DI. Your expec	ted price for the produ	cur											
Average 5.769 5.827 6.029 5.750 5.731 5.663 5.94 StdDev 0.839 0.864 0.919 1.121 0.815 1.196 0.79																
StdDev 0.839 0.864 0.919 1.121 0.815 1.196 0.79		1	4					•								5.942
RUN CLEAR ALL EXIT]			EVIT	1								

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)

	89.6.	₽ ~	Example-4-	Product-Tes	t-English -	Excel							arch			a	dhi wika
F	ile Home Inser	t Page	Layout	Formulas	Data F	leview Vi	iew Dev	eloper <u>A</u>	dd-ins H	elp						Column Q: Open-Ended Question	<mark>n</mark>
	Splitter Pro															Expecting a Numeric Answer	
м	lenu Commands																
A1	v) i X	$\sqrt{f_x}$	Timestar	mn													
) . (<u>·</u>																
1	A	В	С	D	E	F	G	н	I.	J	К	L	м	N	0	p	Q
							B2b What						B6a. How		B7 What is		
				Social	B1 How do you like	B2a How	do you	B3 How do	B4a. How do you	B4b. On	B5a. How do you	85b. On	do you like the	the thickness/	your overall		Your bected
	Timestamp	Gender	Age Group		the	do you	think	you like	like the	the	like the	the	thickness/	juicy-ness	liking		ce for
				Status	appearanc	like the color ?	about the color, is	the overall taste?	sweetness	sweetness , is it?	tanginess	tanginess, is it?	juicy-ness		towards		the
					e?	COTOT :	it?	toste:	?	, 15 (0)	?	15 11	of the	product, is	the	pro	oduct?
1	7/29/2015 22:47:31		40.47						1.11				product?	it?	product3	lumbers without units or symbols are	
2	7/29/2015 22:47:31	Female	13 - 17 yo	Middle	Like Like	Like	1000	ke somewh	Like	Just right	Like	Just right	Like	Just right			2.5
3	7/29/2015 22:48:32	Male		Middle low Middle low		ike verv muc		ke somewh			Like Like		ke somewh Like	Just right	trea	ted as numeric data; otherwise, they are	3 3.5
4	7/29/2015 22:50:33	Male	13 - 17 vo	Upper 1	Like	Like	Just right	Like	Like	Just right	Like	Just right	Like	Just right			3.5
6	7/29/2015 22:51:34	Male	18 - 24 yo		Like	Like		ike very mus		Just right Just right	Like	Just right	Like	Just right	CO	nsidered as text data, including ranges. _{r is natural, bright, at}	1
7	7/29/2015 22:52:34	Male	18 - 24 yo		Like	Like	Just right		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 rigi	1.5
8	7/29/2015 22:53:35	Male		Middle low				ike very mus			Like	Just right	Like			to taste like orange juice, unique pulply, fresh sour taste	4
0	7/29/2015 22:54:36	Male	18 - 24 vo		Like	ke somewh			Like	Just right	Like	Just right	Like	bit too wea		Real sweet, not from artificial sweetener, full of orange pulp, soft pulp	2
10	7/29/2015 22:55:36	Male		Middle low				ike very mus		Just right	Like	Just right	Like			color is bright orange, I like orange vesicles	2.75
11	7/29/2015 22:56:37	Male	18 - 24 yo			ike very muc		Like	Like	Just right	Like	Just right	So so	bit too wea		fresh drink, fresh orange juice, pulp is soft	3.75
12	7/29/2015 22:57:38	Female	13 - 17 vo	Upper 2	Like			ke somewh				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			ke somewh			Like	Just right	Like	1000		bit too wea		Tastes delicious, I like the soft pulp, just right mix sweet and sour	5
14	7/29/2015 22:59:39	Male	13 - 17 vo									-				h Sweet orange juice, taste like real orange, fresh vesicles	5
15	7/29/2015 23:00:40	Female	18 - 24 vo					Do not like	Do not like							h 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	ke very muc				ike very mu		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	ot like some		a Like	ike very muc		Like				ke somewl	h 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 vo	100.00				rike very mu		-						Jc Sweetness is perfect, tasty orange juice, soft vesicles	3
19	7/29/2015 23:04:42	Female	25 - 30 vo		ike verv mus			ike very mus		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 stron	ke somewl	h 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 stro	r 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 mus	Like	bit too stroi	rke somewh	bit too we	ke somewh	bit too stror	ke very mu	uc 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	e bit too wea	ke very mu	uc Soft juice sacs, just like real orange, fresh orange taste	3.5
24	7/29/2015 23:09:45	Male	13 - 17 уо	Middle low	Like	Like	Just right	ike very mu	ike very muc	bit too stro	r Like	Just right	ike very mu	c Just right	ke very mu	Jc 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	ke very muc	Just right	ke somewh	bit too stro	r Like	Just right	Like	I like the sweet taste, sweetness just right, fresh orange taste, soft vesicles, natural orange arou	3
26	7/29/2015 23:11:47	Male	13 - 17 yo	Middle low	Like	Like	Just right	ike very mus	ike very muc	bit too stro	r Like	Just right	Like	bit too stron	ke very mu	Ic 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 stro	r Like	Like	Just right	Like	Just right	Do not like	bit too stror	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 vo	Unner 2	ike very mu	ike verv mur	lust right	ike verv mu	like	lust right	Like	lust right	ike verv mu	lust right	ke verv mu	sweetness just right, taste like natural orange, soft vesicles	3

Numeric Tab – Coding for Numeric Data (2)

💶 🗄 🤊 🤇	×⊞ ≈	Example-4-	Product-Test-E	nglish - Exc	el						,Р Se	arch							
File Home	Insert Page	Layout	Formulas [ata Revi	ew View	Devel	oper Ad	d-ins He	elp										
Splitter Pro Menu Commands	$\times \sqrt{f_x}$	D1. Your	expected pri	ce for the	product?				to c		e gro	data co ups of n ify.	_		-		_		
A B	с	D	E	F	G	н	1	J	К	L	М	N	0	Р	Q	R	S	T	U
1							0												
2		_							_	_	_								
3	Splitter Pro v4	4.0	Maxiresearch.c	om						\times	-	D1. Your expect	ed price foi		0201030				
4 5	Questio	n	Previous	Clear	Next		Contains non I	numeric			-		Total	Gen Female		13 - 17 yo	Age Group		
6	Questio				ce for the 🔻	E	dit Highligh	ted ID/Case	-			Resp	104	52	52	46	28	30	
7	Across						ок			Clear		x < 2	13.5%	17.3%	9.6%	10.9%	17.9%	13.3%	
8				29/2015 10		-				Undo		2 <= x <= 4	68.3%	67.3%	69.2%	69.6%	64.3%	70.0%	
9	Grid		3 7/	29/2015 10	3.5	1 -		1				x > 4	18.3%	15.4%	21.2%	19.6%	17.9%	16.7%	
10				29/2015 10		6			Update F	Raw Data		Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
11	Filter			29/2015 1				2 operators	(1 operato	ar.		Average	3.096	3.077	3.212	3.261	3.107	3.000	
12	Numeri	2		29/2015 1				2 operators	ve i operatio		-	StdDev	1.076	1.078	1.075	1.126	1.041	1.049	
14	Numer	9		29/2015 1				0 < 6	• >		-	- /							
15	Coding		•		•			C <= (¯ >=		-								
16			Min 1	Max	5			C =	_										
17	Output	t r	Search ID/Ca	se				SET CRITER	AIA			/							
18			0<	C >	=		1 x	< 2		Up									
19	Set Up	0		= C >=				<= x <= 4		Down		Suppose a	ft or lo		t the a da	-			
20			C non nume	ric	OK		3 x :	>4						-					
21	-									Clear		⁷ distributio	on, we v	would r	nake 3	groups	out		
22					Clear					Delete	-	 of these r 	number	s < 2, 2	<= x <=	= 4, and	<mark>1 >4</mark>		
23 24							UNCODE	APPLY CO	DING	CODED	-								
25																			
26	-								-										
27																			
28																			

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.

Image: Specific of the second sec	e Layout Formulas			loper <u>Add-</u>	-ins Help		, O Sear	File	Home Insert Pag	Example-4-Product-Test-English - ge Layout Formulas Data R		Developer <u>Add-</u>	ins Help	P Sei
A B C 1	Maxiresearch.com Edit/Add Comt Previous C1. Any comment <u>UNCODED TEXT</u> Uncoded text Uncoded text Uncoded text Uncoded text	clear s about the proc	Next duct? er C None C None	ED TEXT Text To a second seco	CODE-Selection UN ss just right ste good uule ss just right rink > 75X7	× <mark>To</mark>	M Uncode	A 1 2 3 4 5 6 7 8 9 10 10 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27	B C Splitter Pro v4.0 Question Across Grid Filter Numeric Coding Output Set Up	Maxiresearch.com Edit/Add Combine/Excl Previous Clear CL-Any sequences about the Woodes trace of the sequences of the seq	Jde Next product? elimiter a C None v Update Raw Data	CODED TEXT COMPS DED TEXT DEED TEXT/ADD CODED EDIT	CODE-Selection UNCODE-ALL	

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.

Question	Eult/Aud	Combine/Exclu	ide			
Across	Previous	Clear	Next		Numeric	
Aci 055	C1. Any co	omments about the	product?		-	
Grid	UNCODED TEX		elimiter <u>CODI</u> a (• None 🗌 co	mma None UNCODE-Selection	UNCODE-ALL	
Filter		etness just right,oran too sour,sweetness ju			Up	To update si
Numeric	4 Just	ange granule makes it t right orange taste,sw ange feels fresh,sweetr	veetness just rig		Down	data, go to specific colu
Coding		te like the real fruit,or				survey data (Form Resp
Output	CODE - AI	LL Code - Selection	Update Raw Data			1), update so data and clic
Set Up	Highlighted To Sweetnes: good,soft	s just right,orange tas		EXT/ADD CODED TEXT ust right,orange taste go	ood,soft	button.
			EDI	T ADD	Clear	

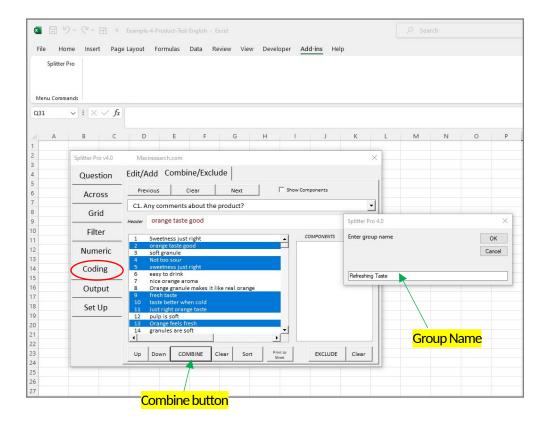
Coding Tab – Adding Dummy Coded Text

- 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.

Splitter Pro v4.0	Maxiresearch.com X -	Splitter Pro v4.0	Maxiresearch.com	\times					
Question	Edit/Add Combine/Exclude	Question	Edit/Add Combine/Exclude						
Across	Previous Clear Next Numeric	Across	Previous Clear Next Numeric	Numeric					
	B1 How do you like the appearance?		 B1 How do you like the appearance? 						
Grid	UNCODED TEXT Set Delimiter CODED TEXT Set Delimiter CODED TEXT Show C Comma C None C comma D None UNCODE-Selection UNCODE-ALL	Grid	UNCODED TEXT Set Delimiter CODED TEXT □ Uncoded text ✓ Show Image: Comma C None ✓ Comma None UNCODE-Selection UNCODE-Selection						
Filter	1 Like 2 Like very much	Filter	2 Like very much 3 Like somewhat	Up					
Numeric	3 Like somewhat <u>Down</u> 4 Do not like 5 Do not like somewhat <u>Clear</u>	Numeric	5 Do not like somewhat —	own Jear					
Coding	6 So so	Coding	7 Do not like very much						
Output	CODE-ALL Code-Selection Update Raw Data	Output	CODE - ALL Code - Selection Update Raw Data						
C	Highlighted Text EDIT UNCODED TEXT / ADD CODED TEXT		Highlighted Text EDIT UNCODED TEXT / ADD CODED TEXT						
Set Up	Do not like very much	Set Up	EDIT ADD Clear						
			Dummy coded text added. It has 0						
	To add dummy coded text simply type in the box. Then click Add		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.



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

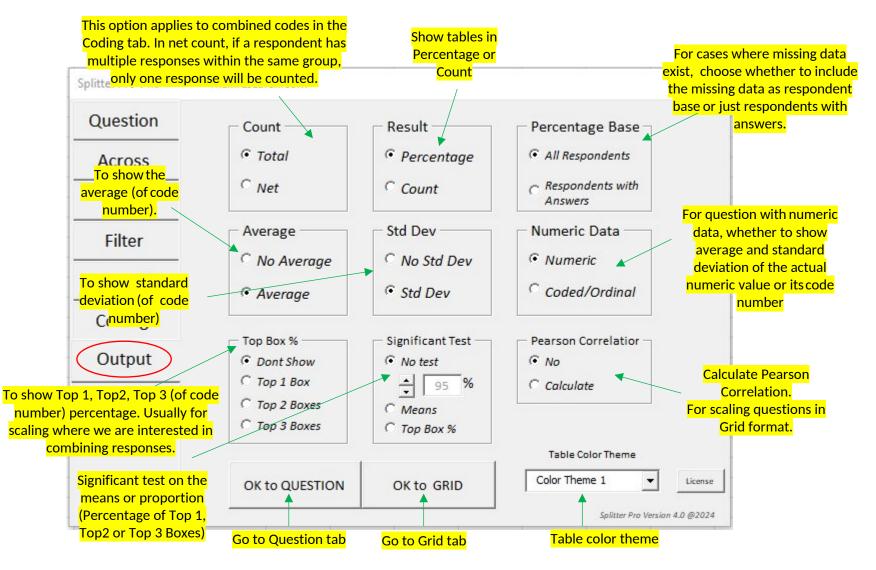
Coding Tab – Combining Codes (2)

🗧 🖫 'ᠫ × (?' × 🖽 ≂ Example-4-Product-Test-English - Excel								,₽ Sea	arch													
File	Hon	ne Inse	rt Page	Layout	Formulas	Data R	eview Vie	ew Devel	oper Ad	dd-ins ⊦	Help											
-	Splitter P	ro								-20												
Men	Menu Commands																					
N2		-) : [×	f.	C1 Apy	comments a	hout the	araduct?															
INZ		<u> </u>	$\sim J_{X}$	CI. Ally	comments a	bouttie	product:															
			6		F	F	6				1Z				N	0	D	0	D		Ŧ	314
1	A	В	C	D	E	F	G	Н		J	К		L	М	N	0	Р	Q	R	S	Т	U
2			1.0										C1. Any comments abo	ut the proc	luct?							
3		Splitter P	ro v4.0	Maxiresearch.com									ci. Any comments uso		Gen	der		Age Group				
4		Ques	stion	Edit/Ad	d Combi	ne/Exclu	ude									Total	Female	Male	13 - 17 yo			
5							1.	1 .							Resp	104	52	52	46	28	30	
6		Acr	OSS	Previo	us (lear	Next		Show Cor	mponents					Sweetness just right	15.4%	25.0%	5.8%	15.2%	7.1%	23.3%	
7				C1. Any comments about the product?									Refreshing Taste	36.5%	30.8%	42.3%	34.8%	42.9%	33.3%			
8		Gr	id				producti					-			soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%	
9				Header F	efreshing T	aste									easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%	
10		Filt	ter						_	COMPONENTS					nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%	
11		-			veetness just freshing Tas						e taste good	1			Orange granule makes	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
12	Numeric Coding		neric	3 soft granule 4 easy to drink 2 Not too sour 3 sweetness just right									pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%			
13			-									t			granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
14			ling	5 nice orange aroma 6 Orange granule makes it like real orange 5 taste better when col										the orange color is natu		0.0%	1.9%	and the second	3.6%	0.0%		
15				7 pulp is soft				6				-		bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%		
16		Out	put	8 granules are soft 7 Orange feels fresh						attractive	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%						
17			2.0	9 the orange color is natural 10 bright								sourness just right	2.9%	1.9%	3.8%	2.2%	7.1%	0.0%				
18		Set	Up		tractive								-		just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
19		-			ourness just r st right arom	-			/				-		Taste like the real fruit	1.0% 1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
20					ste like the r				-				-		orange granule size not	2		1.9%		3.6%		
21				•								۱.	-		soft orange granule	1.0% 1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
22								-	it to	Evelue					taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%	
23 24				Up	own CO	ABINE	Clear Sc		eet	EXCLUD	E Clear		-		unique pulply fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%	
24			-					V							Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
26							Gro	up name	and						not from artificial sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
20							compon			un l					full of orange pulp	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%	
			-	-			compor		ne grot	<mark>ירי</mark>	-	_			run or orange pulp	1.0%	0.076	1.970	0.0%	5.0%	0.0%	1

Coding Tab – Excluding Codes

	9・6・田 =	Example-4-Product-Test-English - Excel	♀ Search											
File Ho	ome Insert Pag	e Layout Formulas Data Review View Developer <mark>Add-ins</mark> Help												
Splitter	Pro													
Spinter FO														
Menu Commands														
A35 \checkmark : $\times \checkmark f_x$														
			N	0	P	0	P	c	Ŧ					
A	B C	D E F G H Check this to show group	N	0	P	Q	R	S	Т					
1		components in the table	C1. A											
2 3	Splitter Pro v4.0	Maxiresearch.com	C1. Any comments about		Gend			Age Group	-					
4	Quantian	Edit/Add Combine/Exclude		Total	Female	Male		18 - 24 yo						
5	Question		Resp	104	52	52	46	28	30					
6	Across	Desviews Class Next Show Components	Sweetness just right	15.4%	25.0%		15.2%	7.1%	23.3%					
7	ACTOSS		Refreshing Taste	35.6%	30.8%	40.4%	34.8%	39.3%	33.3%					
8	Grid	C1. Any comments about the product?	orange taste good	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%					
9		Header Refreshing Taste	Not too sour	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%					
10	Filter		sweetness just right	25.0%	23.1%	26.9%	23.9%	28.6%	23.3%					
11		1 Sweetness just right COMPONENTS	fresh taste	4.8%	3.8%	5.8%	2.2%	3.6%	10.0%					
12	Numeric	2 Refreshing Taste 1 orange taste good 3 soft granule 2 Not too sour	Just right orange taste	2.9%	1.9%	3.8%	4.3%	3.6%	0.0%					
13		4 easy to drink 3 sweetness just right	Orange feels fresh	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
14	Coding	5 nice orange aroma 4 fresh taste	soft granule	1.0%	1.9%	0.0%	2.2%	0.0%	0.0%					
15		6 Orange granule makes it like real orange 5 Just right orange tast 7 pulp is soft 6 Orange feels fresh	easy to drink	1.9%	0.0%	3.8%	4.3%	0.0%	0.0%					
16	Output		nice orange aroma	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%					
17		9 the orange color is natural 10 bright	Orange granule makes	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
18	Set Up	11 attractive	pulp is soft	1.9%	0.0%	3.8%	2.2%	3.6%	0.0%					
19			granules are soft	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
20		14 Taste like the real fruit	the orange color is natu	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
21			bright	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
22			attractive	1.0%	0.0%	-	0.0%	3.6%	0.0%					
23	_	Up Down COMBINE Clear Sort Print to Sheet EXCLUDE Clear	sourness just right	2.9%	1.9%		2.2%	7.1%	0.0%					
24			just right aroma	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
25			Taste like the real fruit	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
26			orange granule size not	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
27		highlight the component and hit this button.	soft orange granule	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					
28		In this example we have excluded	taste like orange juice	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%					
29		the second se	unique pulply	1.0%	0.0%		2.2%	19 0.0%	0.0%					
30			fresh sour taste	1.0%	0.0%	1.9%	2.2%	0.0%	0.0%					
31		the group 'Refreshing Taste'	Real sweet	1.0%	0.0%	1.9%	0.0%	3.6%	0.0%					

Output Tab



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:

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

• For proportion significant difference:

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

• 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

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